

The Man Who Is Ahead

In every paper we pick up we're always sure to find
A lot of silly gush about "the man who is behind"—
There's the man behind the counter and the man behind the gun,
The man behind the buzzsaw and the man behind his son;
The man who is behind the throne, the one behind the state,
The man behind the plowshare and the man behind the gate;
The man behind his whistle and the man behind the bars,
The man behind the footlights and the man behind the cars;
The man behind his whiskers and the man behind his fist—
And every man "behind" a thing is entered on the list.

But they've skipped another fellow of whom nothing has been said:
The fellow who is even or a little ways ahead;
Who always pays for what he gets, whose bill is always signed—
He's a blame sight more important than the man who gets behind.
All we editors and merchants and the whole commercial clan
Are indebted for existence to this honest, noble man;
He keeps us all in business and his town is never dead—
And so I take my hat off to the man who is ahead.

Harbor Springs, Mich.

John C. Wright.

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

MACAULEY SAID

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

USE THE BELL

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

ATONCE

Your personality is miles away.

Every Bell Telephone is
a long distance station.



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 mag-
nificent 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 cer-
tainly 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, JULY 7, 1915

Number 1659

SPECIAL FEATURES.

Page	
2.	Financial.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Upper Peninsula.
8.	Editorial.
10.	Good Man Gone.
14.	Detroit Detonations.
16.	The Dealer's Downfall.
18.	Dry Goods.
20.	Lettering.
22.	Behind the Counter.
23.	The jitney Bus.
24.	Location Counts.
26.	Woman's World.
28.	The Meat Market.
29.	Window Decorations.
30.	Butter, Eggs and Provisions.
32.	Summer Vacations.
33.	Shoes.
36.	Clothing.
38.	Hardware.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.
47.	Business Wants.

KEEP CLEAN AND KEEP COOL.

An important factor in business building is to make your store attractive. In the summer months, cleanliness and coolness are both attractive. For this reason it will pay the merchant to make "Keep Clean and Keep Cool" his summer slogan.

Particularly where foodstuffs are handled, cleanliness is essential at mid-summer. Throughout July and August the grocery store, for instance, requires careful attention. Many lines of goods suffer from heat or too much sunlight, and, if badly placed, from dust and flies also.

A first step in "clearing the decks" for hot weather is the putting away of such goods as may be out of season. They should not be put altogether out of reach, for even the most unseasonable goods are in occasional demand; but they should be stored where, while accessible, they will keep in as good condition as possible.

In summer, the store should never be crowded with goods. Rather, the merchant should work for a cool, airy and spacious effect. As far as possible the floors should be kept clear. Goods that have been prominently on the shelves for months may profitably be thinned down, and only a few allowed to remain. No lines that can be injured by flies or dust should be exposed.

If the merchant is to guard effectively against flies, he must already have taken his precautions, in the way of close fitting screens and the like. Of course, flies are bound to enter, whatever protection is provided; these must be killed. A good fly-killing stunt is, on Saturday night (or every night, for that matter) to pull down the blinds to within an inch of the bottom, clear the windows, at least for a little distance back, and place just back of the window plates with fly poison or sheets of sticky fly paper. The flies flock to the light first thing in the morning and either sip the poison or settle on the sticky stuff. Anyway, by the time the merchant opens up the store will be pretty clear of them.

The removal of the slain should be the first step in the morning's cleaning up. Many merchants who close at 6 o'clock like to leave their windows open to the public gaze throughout the evenings, thereby securing the advertising benefit of the displays; but even these could get the benefit of the Sunday anti-fly campaign.

Keeping the store scrupulously clean will, of course, help to minimize the fly nuisance, since dirt attracts and cleanliness repels the fly.

An incidental item worthy of consideration is the appearance of the fresh vegetables handled in the grocery department. If exposed for any length of time to the sun, they are apt to wilt; and wilted lettuce or shriveling beets are not an attractive stock in trade. Not merely do they injure the sale of fresh vegetables, but they impart a hot weather suggestion which it should be the steadfast purpose of the merchant to avoid.

An occasional sprinkling of fresh water will help. A more elaborate device is the vegetable fountain, which provides a small but continuous stream of water and keeps the vegetable stock in excellent condition. Other devices can often be improvised by the ingenious merchant, while the need for them can in any event be somewhat minimized by keeping the vegetables out of the hottest sun.

Coolness is a great asset to a store throughout the summer. With the sun blazing steadily on city walks and walls, the cool store is singularly attractive. The contrast is so marked that a customer is scarcely inside before he feels relief from the heat. Often a passerby will become a customer to some slight extent merely for the sake of escaping for a few minutes from a singularly hot stretch of street. It is just such chance purchasers who are often made permanent customers.

Much can be done to impart a suggestion of coolness, for coolness quite often is as much a matter of appearances as of temperature. The blinds can be partly drawn in the heat of the day. Most merchants have awnings and top blinds which help to keep off the hottest sun. Often blinds are provided which pull upward from the bottom of the window; when the sun is reflected from the pavement, it is an easy matter instead of dropping the top blind to raise the bottom one a foot or two, thereby effectively excluding the glare. An occasional light sprinkling of water on the floor will cool the atmosphere somewhat. Of course there is always the electric fan, which creates a continuous current of cool air and is very attractive in the real hot spell. These little devices are worth studying.

Appearances count, too, in the way of

suggesting both cleanliness and coolness. White looks, not merely clean, but cool. In one grocery, all hands are, in the summer months, togged out in white coats and white aprons. And—at the cost of a little regular laundering—these coats and aprons are kept spotless. Cheesecloth is a cheap means of emphasizing cleanliness and suggesting coolness. A merchant who displays the cheaper grades of fancy biscuits in open boxes drapes them in summer with lengths of cheese cloth, fastened at the top and lifting from the bottom, like curtains. The goods can readily be seen and examined; flies are excluded; the suggestion of care for cleanliness in even such little details is left in the customer's mind. In another instance a window display of fancy biscuits was made more effective by showing the biscuits on plates, each covered with a bit of large-meshed cheese-cloth.

With the approach of warm weather a certain store is carrying a large showing of flowers. There is a sale for them until well on into the summer; and—sprinkled occasionally—they impart a fresh, cool moisture to the atmosphere. And they give an added charm to that particular store.

These cool effects are worth while in the matter of attracting customers. They are important, too, in that the merchant himself and his salespeople do better work when their surroundings are cool, clean and pleasant. True, they require a little extra effort—not much—but in the long run they more than pay for the effort.

An exposition with a purpose is that to which President Wilson calls the National attention in his proclamation regarding the National Negro Exposition at Richmond, Va., Monday. All races must be interested in the progress of a people just half a century out of slavery. The painful watchfulness of the leaders of the negroes over the advances scored by them may not be reflected in the mass of their followers, but the arraying of those advances in a way to catch the eye cannot fail to impress even the careless, while it must arouse all others to new determination. The exposition has its lesson also for those of the dominant race who persist in doubting the capacity of the negro for civilization. The President's proclamation lays stress upon "the desire of the Nation as well as of the people of Virginia to encourage the negro in his efforts to solve his industrial problem," but there will be many to whom the event will be a reminder that the fifty years of negro freedom has been signalized by the solemn reaffirmation of his political rights. It is a rising sun that he faces.

DEALINGS IN COTTON GOODS.

So far as the cotton goods markets are concerned there does not appear to be any belief that the raw material is to be lowered in price. Any such lowering would be speedily reflected in the prices of the fabrics. Jobbers, however, are proceeding on the assumption that cotton goods prices will be well maintained for the remainder of the year. In the fine and fancy lines and in bleached goods, the more important mills have done more business during the first half of this year than they ever did before in a similar period, and they have enough orders on hand to keep them busy for several months to come. In other constructions, although the orders are not up to the production, there are evidences of a larger demand in the future because the stocks carried are small. This has been shown in the repeat orders sent in with requests that shipments be made at once by express freight. While the export trade on cloths has not been as large as was hoped because of the financial and other difficulties in China and elsewhere, this has been compensated for somewhat by the increased out-bound shipments of cotton yarns and knit goods, particularly hosiery, in which a fair trade has sprung up that promises to be lasting. For the ten months ended with April these knit goods exports totaled nearly \$10,500,000, as against a little over \$2,000,000 in the corresponding period the year before.

There should be less insistence in the mistaken campaign against the export of munitions of war. It is a question upon which the wrong view is easily taken by those who permit perverted notions of morality to obscure their vision. The right of American manufacturers to make and sell the commodities in question is altogether beyond dispute, but the right of our Government to forbid them to continue their manufacture and sale cannot be asserted or legally defended. Nor could considerations of morality be invoked for such an unneutral act. It is evident that the weakened mind of Mr. Morgan's assailant had accepted topsy-turvy notions upon this question which have been widely spread abroad. That futile agitation should now be tempered by a fairer sense of right and reason, for the agitators have had warning of the evil that may result.

Some men are known by the things they might have accomplished but didn't.

Many a man would never be heard of were it not for his obituary notice.



Bank clearings in Chicago the first half of this year were 7798 million dollars, against 8263 million dollars the final half of 1914. A decline of less than 6 per cent. is a matter for satisfaction, particularly in view of the moderate amount of speculation in that city.

The Briggs-Detroit Motor Car Company has been adjudicated bankrupt in Detroit. Liabilities are \$350,000, assets \$175,000.

The leave of absence of Edward R. Stettinius, President of the Diamond Match Co. which was for three months, has been extended. Mr. Stettinius is working in connection with J. P. Morgan & Co., attending to the war contract business of the Allies.

It is reported that the \$48,000,000 stock dividend of the Ford Motor Co. of Detroit, recently announced will be delayed perhaps for two years. This is because the laws of Michigan provide that no corporation can have a capitalization larger than \$25,000,000. Rather than change the incorporation, it is probable that an effort will be made at the next State Legislature to change this law so that the dividend may be paid. This does not occur for two years. If the company incorporated in another state, it would have a tax of 2½ per cent. to pay as a foreign corporation.

An assessment of \$1 a share has been called on Michigan copper, payable July 19.

For the year ended April 30, net profits on Michigan sugar were \$1,680,793 compared with \$831,440 for the previous year. Dividends on the preferred aggregated \$220,000, leaving a balance for the common stock of \$1,460,763, which is equal to 19.40 per cent. on the \$7,471,700 outstanding. The balance sheet as of April 30 shows cash on hand of \$1,284,940 compared with \$341,419 in the statement of the previous year. Total surplus is \$2,350,374.

Robert R. Forgan, son of David R. Forgan, President of the National City Bank of Chicago, has been elected Vice-President, effective July 1. Robert Forgan has been identified with the commercial paper business of that city for several years, and has recently been connected with the firm of W. T. Richards & Co.

Papers have been filed in the Supreme Court in an attack on the con-

stitutionality of the Federal income tax, one of the principal points being the inequity of the surtax.

The student of world affairs wakes up occasionally to find himself in a strange place encompassed by creatures and events that formerly he did not know and he wonders if it is reality that he looks upon. As well might one expect a red firmament and black glass. All things differ widely from what once was considered normal. The old world, furnishing us these many years the capital with which to initiate things and much of it to carry them on, is now on its knees asking us for money. Truth, righteousness, Christianity, born in the Eastern hemisphere, are lost in a cloud of smoke, and seemingly only the Western hemisphere has a consciousness of these things. And they are begging us for more and more means of destruction, and even whimpering because we do not enter the fight. The young and unsophisticated republic, which derived all its human vitality from across the Atlantic, is complaining to its fellow mortals there of many outrages on its dignity, and so wide has become the difference between mother and daughter that what is a hideous crime here is a lofty virtue on the soil of Europe. In Germany the false statement is made by an official of the government that our people do not agree with our ruler in his interpretation of the relations of one nation to another, and the people of this country who regard the attack on the Lusitania as an outrage of the most devilish character are considered in Germany as having distorted vision. Occasionally a little curiosity wiggles into the situation, as when in a public meeting speakers described Williams Jennings Bryan as a "poisoned snake," probably meaning a poisonous snake. It is learned from similar sources that the President of the United States is a highly improper person and will not get the German vote next time.

What shall one do who wishes to make a fair estimate of political, social and business conditions in the United States and who tries to forecast the course of affairs for the next year or two? One concludes that the more he is puzzled the nearer right he is likely to be, for it is not in human acumen to lay out with any definiteness the course of events and the results of present phenomena. The accident is a great museum of curiosities in these days, and only one conclusion appears safe, that is that

Fourth National Bank

Savings
Deposits

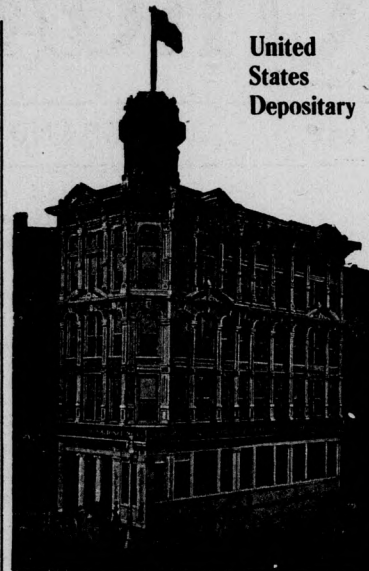
3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

United
States
Depository



Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000

The Old National Bank

GRAND RAPIDS, MICH.

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

ADVERTISING PENHOLDERS

AT \$12.50 PER 1,000

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



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

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

the United States is the best portion of the world to be in, considering both present things and probabilities of the future. It is interesting to note that the French government, which is undertaking to acquire many millions of American bonds to be hypothecated in this country for a loan, is finding great difficulty. The French investor has too keen a sense of the elements of safety and future profit to let go holdings of our bonds. Also it is instructive to see that, in the face of reported large marketings of American issues heretofore held in Europe, our list maintains its strength. Little of the weakness that had been anticipated as a consequence of this selling has made its appearance. Meanwhile the buying of war munitions in the United States goes on at a rapid pace, while England and France are piling up new bond obligations and the former country, still much the strongest of those engaged in the war, is contemplating a registration of all residents between the ages of 15 and 65, with present occupation and personal qualifications, for possible enlistment in the army or in any of the industries tributary to the war.

The stupendous horror of the European war, was the first thing that struck violently on the consciousness of the world. We are accustomed to the idea now, and it is almost a commonplace. The results thus far and the unprecedented incidentals, all altering the aspect of the human race, are the impressive things now.

The staple business of the United States is running about as heretofore, with possibly some increase in volume other than that due to the purchase of war supplies by Europe. The bank clearings indicate a gain in total transactions of 5 per cent. for the whole country and 3 per cent. with the city of New York excluded. The interesting financial event is the sale of \$71,000,000 bonds of the city of New York, the largest single offering in its history, negotiations for funds in this country by European governments and the tenders of bonds by many municipalities rendering the operation more uncertain than most of those carried on by the metropolis. The bonds were awarded on a basis of 4.30 to 4.40 per cent. This compares with a basis of 4.25 on an issue just marketed by the city of Chicago.

Reports of much improvement in industries in which iron and steel are the leading material have been received with some allowance because, after these many weeks of gain, the demand for pig iron was still slack, but the new life has reached that part of the market. Furnaces are blowing in rapidly, notably in Gary, Ind., where nearly all are now in operation. Similar advices come from Pittsburg and other points, and a number of good sized orders are reported. It appears that the stocks on hand were large, hence the delay in starting up many furnaces. The business in steel is still expanding. It

is expected that the United States Steel Corporation will show next Saturday an increase of over 200,000 tons in unfilled orders on hand. Manufacturers of steel bars are said to be sold up for several months. The agents of the foreign governments have received a little chill however from the advance in prices. Another raise of \$1 a ton is predicted for the near future. The finishing department of the Carnegie Steel Company at Sharon, Pa., has resumed rolling steel billets, this being the first time in eighteen months that the plant has been operated. A somewhat better enquiry for railroad and structural steel is reported but this cuts comparatively little figure in the market. Tin plate is in excellent demand but without advance in prices. Among the bidders are the belligerent European nations, while South America is calling for considerable quantities. The McKeesport Tin Plate Company is appropriating \$2,000,000 for additions to its plant. Exports of iron and steel in April, the latest month for which there are official statistics, were something over \$25,000,000 or 25 per cent. greater than in the corresponding month of 1914. Barbed wire is one of the conspicuous items.

Among the metals lead has gotten over its recent spasm and prices are steady in New York at 5¼ cents. Spelter is still flighty but under the lead of the London market the tendency of prices is upward. Copper is less active than a short time ago, when prices were moving up so fast. The quotation of 20¼ to 20½ for electrolytic in New York still holds.

Among miscellaneous commodities large purchases of sugar are still being made by Europeans in our market, and it is reported that Great Britain and France are buying up all available beef cattle in the United States, the Department of Agriculture having knowledge of over 100,000 already purchased. This is supposed to be a move to loosen the hold of the Chicago packers on the meat market. —Economist.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources Over
8 Million Dollars

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Paid on Certificates

Largest State and Savings Bank
in Western Michigan

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

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Preserve the Integrity of Your Estate

by placing it in custody of this Company
which has the unquestioned advantages of

Assured Existence
Financial Responsibility
Collective Experience and
State Supervision

GRAND RAPIDS TRUST COMPANY

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President

HUGH E. WILSON
Trust Officer

Make Your Money Work

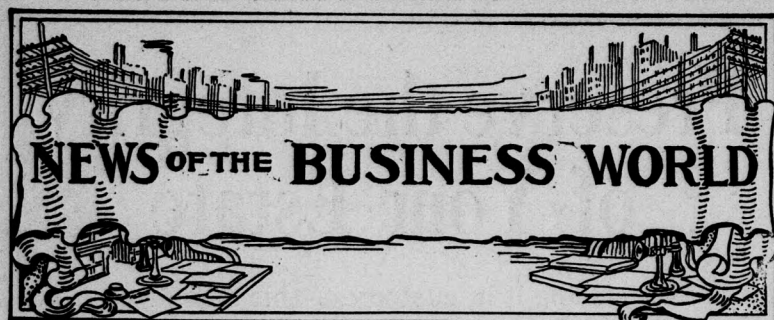
By Investing It With Us

It Will Earn

6%

THE MICHIGAN TRUST CO.
of Grand Rapids

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.



Movements of Merchants.

Cadillac—W. J. Smith has engaged in the cigar and tobacco business.

Emerson—The Chesbrough Lumber Co. has changed its principal office to Detroit.

Big Rapids—The Big Rapids pharmacy was robbed of about \$30 worth of morphine July 4.

Marquette—James Clish has opened a confectionery store and news stand on Third street.

Mulliken—Barber, McNaughton & Co. are succeeded in the grain and fuel business by McNaughton & Peabody.

Lowell—Ralph and Paul Stuart have formed a copartnership under the style of Stuart Bros. and opened a bakery here.

Algonac—George D. Dana, dealer in cigars, tobacco and confectionery, died at his home July 4, following a short illness.

Crystal—R. H. Radcliffe, of Reed City, has purchased the George A. Fink stock of confectionery and has taken possession.

Kalamazoo—M. N. McGregor has engaged in the grocery business at 926 East avenue under the style of the Spot Cash grocery.

Saugatuck—Miller Robinson has engaged in the jewelry business. Mr. Robinson conducted a jewelry store here about fifteen years ago.

Saginaw—The Walcott Grain Co. has been incorporated with an authorized capital stock of \$9,000 and will purchase and sell grain and supplies.

Muskegon—Walter Rinner has taken over the interest of his partner, Charles Moss, in the Muskegon Vulcanizing Co. and will continue the business under the same style.

Clarksville—Joseph Jordan has sold a half interest in his meat stock and bakery to Ezra Post and the business will be continued under the style of Jordan & Post.

Durand—Burk Lemunyon has purchased the interest of L. L. Conn, of Owosso, in the dry goods and shoe stock of Lemunyon & Conn and will continue the business under his own name.

Big Rapids—Joseph H. Yeo, who has conducted a clothing store here for the past thirty-five years, dropped dead July 5 as the result of a stroke of apoplexy. Mr. Yeo was 55 years of age.

Jackson—Hugo C. Loeser has sold his interest in the Loeser & Lehr hardware, paint and sporting goods stock to his partner, John J. Lehr, who will continue the business under his own name.

Detroit—The George R. Eldridge Co. has been organized to deal in butter, eggs, cheese, etc., with an authorized capital stock of \$10,000, all

of which has been subscribed and paid in in cash.

Detroit—The L. J. Robinson Co. has been organized to purchase and sell automobiles and their parts, with an authorized capital stock of \$25,000, all of which has been subscribed and \$20,000 paid in in cash.

Detroit—The Victor Film Service has been organized to buy, sell, lease, rent and deal in films for moving pictures, with an authorized capital stock of \$1,500, of which amount \$750 has been subscribed and \$500 paid in in cash.

Algonac—A. H. Wallace & Son have merged their business into a stock company under the style of the Wallace Hardware Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Kalamazoo—Deloss C. Drownell, who conducted a glove store on South Burdick street for more than thirty-five years, died at his home July 6, following a stroke of paralysis sustained while motoring with friends earlier in the day.

Detroit—The Chadwick-Oberlin-Shuster Co. has been organized to deal in dry goods, notions and men's furnishings with an authorized capital stock of \$10,000, of which amount \$6,750 has been subscribed, \$2,250 paid in in cash and \$4,500 in property.

Kalamazoo—John Van Male, who has conducted a hardware store here for the past forty years, has sold his stock to A. B. Jackson and J. B. Chase, who will continue the business at the same location, 224-226 West Main street, under the style of the Kalamazoo Hardware Co.

Pontiac—The Pontiac Plumbing & Supply Co. has been organized to purchase and sell at wholesale and retail plumbing and heating supplies and the installation of the same, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Traverse City—R. J. Mercer & Co., plumbers and gas fitters have purchased the J. A. Montague & Son stock of hardware and will remove to the Montague building and continue the business. J. A. Montague has been connected with the hardware business for the past thirty-three years and associated with him for the past five years has been his son, Herbert B. Montague.

Saginaw—Jack Helman, proprietor of the Mis-fit clothing store at Jefferson and Lapeer avenues, has been arrested on a warrant charging him with the embezzlement of a considerable sum of money from a local clothing merchant. It is charged that Mr. Helman secured broken lines of clothing from another merchant and disposed of the goods, failing to turn over the money due on the stock secured.

Manufacturing Matters.

Saginaw—The Carey-Casamer Co. has changed its name to the Niagara Lumber Co.

Detroit—The Auto Engineering Co. has increased its capital stock from \$5,000 to \$10,000.

Saginaw—The Strable Manufacturing Co. has changed its name to the Strable Lumber & Salt Co.

Caledonia Township—The Detroit Vitified Brick Co. has changed its name to the Wolverine Brick Co.

Detroit—The Western Rosin & Turpentine Co. has increased its capital stock from \$11,000 to \$15,000.

Kalamazoo—The Kalamazoo Motor Vehicle Co. has changed its name to the Columbia Motor Truck & Trailer Co.

Detroit—The Central Foundry Specialty Co. has increased its capital stock from \$25,000 to \$50,000; also has changed its name to the Central Specialty Co.

Sturgis—The Music Master Co. has been organized to manufacture phonographs, records and supplies, with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The Parrott Heater Co. has been organized to manufacture and sell gas appliances, with an authorized capital stock of \$3,000, of which amount \$1,560 has been subscribed, \$50 paid in in cash and \$1,510 in property.

Kalamazoo—The Kalamazoo Vegetable Parchment Co. has increased its capital stock from \$125,000 to \$250,000. The increase was made without a sale of shares outside the corporation, each stockholder doubling his holdings.

Detroit—The Michigan No Break Egg Carrier Co. has been organized to manufacture and sell No Break egg carriers, with an authorized capital stock of \$100,000, of which amount \$51,000 has been subscribed and paid in in property.

Bay City—The Chatfield Milling Co. has merged its business into a stock company under the style of the Chatfield Milling & Grain Co., with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Jonesville—The Jonesville Milling Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$60,000, of which amount \$45,000 has been subscribed, \$12,000 paid in in cash and \$24,000 in property.

Detroit—The Acme Fire Proofing Co. has been organized to contract and construct fire proof buildings of cement, plaster, brick, stone and tile, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,600 paid in in cash.

Detroit—The Ross Automobile Co. has been organized to manufacture automobiles, motors, tools, implements and machinery, with an authorized capital stock of \$300,000, of which amount \$150,000 has been subscribed, \$9,000 paid in in cash and \$21,000 in property.

Kalamazoo—The Schan Airless Tire Co. has been organized to manufacture and sell at wholesale and retail a patented automobile tire, with an authorized capital stock of \$60,000, of which amount

\$30,020 has been subscribed, \$20 paid in in cash and \$30,000 in property.

Detroit—The Clear Vision Windshield Co. has been organized to manufacture windshields and mechanical devices for use in connection with automobiles, motor trucks, street cars, locomotives and other vehicles, with an authorized capital stock of \$3,000, all of which has been subscribed and \$1,000 paid in in cash.

The close of the fiscal year finds the Treasury belying the prediction of empty vaults, although to date the Government has paid out approximately \$90,000,000 more than it has collected. On June 22 the Department announced a balance in the general fund of \$27,375,000. June 30 it was known to be not less than \$38,000,000, and it was predicted that when returns had been received from internal revenue collectors regarding the day's avalanche of income tax payments, it would be found to have stood at about \$50,000,000. That such a cash balance is possible when disbursements have exceeded collections is, of course, due to surplus accumulations from previous years. At the same time, it is to be pointed out that \$90,000,000 is not actually a just estimate of the year's discrepancy between receipts and expenditures. Income taxes will continue to be paid into the Treasury until July 10 at the rate of several millions a day and the total, including the forty-three millions already collected, should reach a figure above eighty millions. Counting this entire sum as of the last fiscal year, and subtracting the similar late payments for the year 1913-1914, the deficiency would be reduced by perhaps half. This sum is no more than was to be expected from the falling off in customs revenues and from the loss of internal revenue from tobacco and liquors, resulting from prohibition and social tendency to economy.

Reference was made the other day to the fact that the new seaman's law, sometimes referred to as the La Follette act, is calculated to drive American ships off the high seas. It will do just this very effectually if it remains in force. That President Wilson appreciates not only the possibility but the probability of this result is evidenced by the fact and he is reported as reviewing this statute very carefully to gain a better understanding, for the purpose of favoring and furthering an amendment, if, in his opinion, it is necessary. If he will call before him some of those who are willing to put their money into big transportation companies, building and selling ships, he can find out what he wants to know.

Jasse Platt, for a number of years employed by a Chicago wholesale house, traveling out of Grand Rapids, and Richard J. Reeves, employed here as a grocery clerk, have engaged in the grocery business at 571 Division avenue under the style of Platt & Reeves.

Hot pokers and heated arguments should be quickly dropped.



The Grocery Market.

Sugar—The expected advance is being delayed for some reason. Last week New York brokers wired their local representatives that the price of sugar would be marked up 10 points to-day, but up to the hour of going to press the prediction has not been confirmed. There have been large foreign purchases of American refined sugar. England alone has bought 60,000 tons of American granulated for July shipment with France also coming into the market. The consumptive demand for sugar is very fair. Raws are somewhat higher on account of the large foreign purchases of refined, but no material change has occurred as yet.

Tea—The demand is quiet and all values are unchanged, the lower grades being relatively firmer than the better grades. The principal factor in the low grade tea market to-day is the foreign demand. If that, for any reason, should drop off, the market would change in a very short time.

Coffee—Most grades of Rio and Santos are a small fraction higher. Good roasting coffee is still commanding a premium and is wanted, but the other grades are very quiet. Mild coffees are unchanged and dull. Mocha is tending a little downward. The receipts are increasing, and to come forward the price is considerably less than on spot. Java is unchanged and quiet.

Canned Fruits—California canned goods are very dull and sick. Opening prices on futures have been cut and it is hard to tell exactly where the bottom is. This refers particularly to peaches, as cherries are short. Prospects are for a large peach crop, not only in California, but in the East, and this, with the large carry-over, makes the situation very soft. Small Eastern staple canned goods show no change and light demand.

Canned Vegetables—Peas are low, but if the present bad weather in Michigan and Wisconsin continues, the pack will be very materially curtailed. Corn of all grades is quiet and unchanged. Tomatoes are unchanged.

Canned Fish—Salmon is still inclined to be easy, prices being in buyer's favor, but the trade do not seem to be interested. Domestic sardines are even weaker than they were, and quotations as low as \$2.25 for domestic quarter oils are heard. The demand seems to be switching to a great extent to carton goods, owing to the fact that they can now be sold for a nickel. Imported sardines are

unchanged and quiet, everything being scarce and firm.

Dried Fruits—Spot prunes are steady to firm and unchanged in price; demand fair. Future prunes have shown some little fluctuation, but the situation is not materially changed. Peaches, apricots, raisins, currants and other dried fruits are dull at ruling quotations.

Rice—Trading is quiet, but prices are apparently well maintained. Recent advices from the South in regard to the crop outlook have been favorable in the main, although rain is needed in some sections.

Syrup and Molasses—Everything in syrup and molasses is very dull, as it always is during the hot season. Glucose is unchanged for the week. Compound syrup is wanted only for manufacturing, and of sugar syrup the same thing can be said. Molasses is very dull.

Cheese—The market is firm at the recent advance of 1c per pound. The consumptive demand is increasing considerably and the make is about normal for the season. Some cheese is being sold for export and the whole situation is firm and healthy. If there is any change, it is likely to be a slight advance.

Provisions—There is only a fair demand for the various cuts of smoked meats, all of which are steady at about unchanged prices. Pure lard and compound are steady and unchanged with only a moderate demand. Dried beef, barreled pork and canned meats are unchanged and in fair demand.

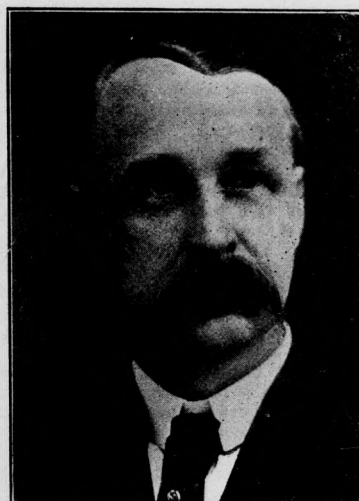
Salt Fish—Norway mackerel are firmer than a week ago, although no marked advance in price has occurred. Threes and fours are getting very closely cleaned up. The situation as to Norways is very firm and bids fair to continue so. Irish mackerel are cutting no figure whatever. Cape shore mackerel are in the market to some extent, but are not able to loosen up the tight Norway situation. Cod, hake and haddock are dull and unchanged.

Wm. F. Blake, tea buyer for the Judson Grocer Company, is still confined to his bed and—what is worse—to a milk diet. Fred says he will be ashamed to look a cow in the face from now on. He is doing as well as could be expected, which means that he will probably be at his desk again in about a month.

Guy W. Rouse, President of the Worden Grocer Company, is spending a fortnight at the cottage of Dr. Alexander Campbell, at Sylvan Beach. He is rapidly recovering from his recent operation.

For the Co-Operation of Michigan Druggists.

Grand Rapids, July 7.—Now that the excitement connected with a State convention is a thing of the past and we have all settled down to business. I commence to realize the importance of the position I was placed in by my confreres in the pharmaceutical profession. I feel that I have shouldered a responsibility greater than I ever assumed and that it is necessary for me to prove that I am worthy of the confidence placed in me. I also feel that to make a success of the year's work I need assistance and I therefore call on all the pharmacists of the State to give me that assistance. Of our members I have reason to expect it, and of the pharmacists outside of our organization I hope to get it, if it is only to the extent of joining our Association. To them I wish to say that we have a place for you and that we need you as well as you need the Association. The M. S. P. A. is a strictly democratic



C. H. Jongejan.

institution, organized for the common good and managed by its members through a set of officers selected by these members. Our constitution and by-laws are such that no clique can control the Association, nor manage its affairs for selfish or political purposes.

The benefits the Association has derived for its members and the drug-trade throughout the State have been so large that it is one of the best paying investments even the smallest retailer can afford.

It is not necessary for me to mention at this time the past record of the Association, although that past is glorious enough to review it on some future occasion. Look over our record of last year. See how our pharmacy law was improved, how our cocaine law was improved to conform with the Harrison act, how the pure food law was made to conform with the National law, how adverse legislation was defeated, how we contributed our support to the Stevens price maintenance bill and some more, all of which you will find further explained in our annual report. This report alone publishing, as it does, the different laws affecting our business is worth the annual fee.

Have I said enough, brother pharmacists, to convince you that you should be with us? If not, I have some more to tell you later on, so just watch this space. We are going to keep you posted and there are other and more able writers than myself who will have something to say. So, once more, watch this space, and it will be to your interest as well as ours.

In conclusion, allow me to call your attention to that grand motto

we find on the coat of arms of this great country of ours—E. Pluribus Unum. Let us make that our motto and we will be able to accomplish so much that pharmacy will be a profession in fact and not in name only.
C. H. Jongejan, Pres.

The death of Porfirio Diaz has, of course, no direct bearing on the posture of affairs in Mexico, yet lovers of coincidence will endeavor to make one out. It may be said, at any rate, that the passing of the famous "strong man" of Mexico comes to reinforce the belief that Mexican salvation is not to be worked out on any Carlylean theory. The strong man was in power for a generation, but left only chaos behind him. Some contend that this was only because he overstayed his time. Had he quietly retired before his last seizure of the Presidency, it has been argued, a successor could have been found to carry on his work in his own spirit, but there is no proof of this. All the evidence is that it was the Diaz plan that had overstayed its time. And those who now see no solution of Mexico's troubles except in the appearance of a powerful and unscrupulous ruler, should be asked to fix their minds upon exactly what happened in 1910. Absolute rule broke down absolutely. Arbitrary government lapsed into anarchy. Nobody that we know of has a guaranteed scheme of salving Mexico. Seemingly, the work must be done, if done at all from the inside, by groups and parties rather than by a single, dominant individual. At all events, the Diaz plan died along with Diaz.

New York may slip into the place long occupied by London as the financial capital of the world without making more than a ripple in the press outside. She has other ways of impressing the hinterland. She springs the surprise of the "biggest" club in the world. Not biggest in number of members, but in the more difficult points of amount of floor space leased and especially in amount of money represented. The new Bankers' Club is to occupy the three uppermost floors of the new Equitable building, with a total floor space of 130,000 square feet. It will have, incidentally, a membership holding in trust more than \$2,000,000,000.

J. S. Vanderveen has started in the soft drink manufacturing business at his home, 61 Griggs street. Mr. Vanderveen has been in this country for the past two years and was formerly engaged in the same business in the Netherlands.

Battle Creek has bought coal for the year, the order including 300 tons of anthracite at \$7.25 a ton, 250 tons of Pocahontas at \$4 and ten tons of cannal at \$5.60.

Edward George Freeman, for the past twenty years an employe of the Heystek & Canfield Co., has started a general store at Madison Square.

The Grand Rapids Barrel Co., composed of Krell Bros., of Detroit, has started in business at Franklin street and Buchanan avenue.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, July 4. — L. W. Sabin, the prosperous Johnson street grocer, has added a large seven passenger Oakland to his equipment. Mr. Sabin has been undecided for the past year just what kind of a car would be the most suitable, but now believes that he has the right one. He is considered one of the best chauffeurs, considering the time he has had to devote to the chauffership and as yet has met with no accidents or mishaps, doing no damage to the telephone poles or other numerous targets which often get mixed up with a new beginner. Mr. Sabin is now fully equipped to handle his largely increasing trade with prompt dispatch.

"If you get something for nothing don't kick if it is worth no more than it costs."

James Melody, the popular soap salesman for Swift & Company, expects to spend the Fourth of July with his family here.

Wheatley Bros., the progressive Ashmun street cash grocers, who for the past two years have been dealing in automobiles more or less on the side, have accumulated more than they could dispose of at a profit so have put up their large touring car on the bargain counter at a price that would make a ford owner jealous.

The Cornwell Beef Company was consolidated with the Saginaw Beef Company, Saginaw, Cornwell Beef Company, Petoskey, Saginaw Beef Company, Traverse City, Bay City Beef Company, Bay City, and Saginaw Beef Company, Jackson, on July 1, 1915, and the above mentioned companies will now be known as The Cornwell Company.

"Don't be content with doing only your duty. Do more than your duty. It's the horse who finishes a neck ahead who wins the race."

The Canadian Soo celebrated Dominion Day on a grand scale this year, the usual horse races for cash prizes and other sports being pulled off at the various tracks. The gorgeous street parade was the leading feature, and no signs of war were evident during the celebration.

The Cleveland Builders' Association of Cleveland, who were scheduled to arrive here on a lake excursion last week, have altered their plans and will not arrive until later in the summer. Plans had been made by the Sault Ste. Marie Civic Club for their entertainment while in the city and it was somewhat of a disappointment to them to receive the news of the deferred visit. However, we shall be pleased to see them later as the locks will keep and other items of interest cannot get away until their arrival.

"Did you ever notice that the man who continually banks on his dignity soon overdraws his account."

The Bijou theater, one of our moving picture houses here on Portage avenue, has undergone a complete renovation during the past few weeks. The proprietor, Charles DePaul, is putting in a show front that will be a credit to the street and add much to the appearance of the theater. The interior of the building has been remodeled and new equipment furnished throughout. A new Gold Favor curtain screen was also installed which is supposed to be the finest made and is used by all modern playhouses. An attractive canopy has been placed over the sidewalk in front of the theater and Mr. DePaul certainly is deserving of much credit in his enterprise which undoubtedly will be a financial success as well.

Howard Demar, proprietor of the Demar Electric Company here, left last week in his large touring car for Des Moines, Ia., but having encountered some bad weather and having an important engagement at Des

Moines where he had a bride-to-be waiting, he decided that the train service was more reliable than motoring over bad roads. From all accounts he arrived at Des Moines on time, as a report sent to the Soo states that he was married to Miss Ruth Reno, daughter of Mr. and Mrs. L. H. Reno. Mr. Reno is one of Des Moines leading business men. The newlyweds are enjoying a prolonged honeymoon throughout the West and are expected home during the next month to take up their residence here. Their many friends are extending congratulations as Mr. Demar was a general favorite in social circles in this city.

Mr. Thompson, our leading physical director of the Y. M. C. A., is not only a master of the physical art but has also been doing some figuring of late and now suggests that the man who must drink, have his wife buy a supply and retail the stuff to him. Should he live ten years and continue to buy booze from her, and then die with snakes in his boots, she will have enough money to bury him decently, educate the children, buy a house and lot, marry a decent man and quit thinking about him altogether, and as figures don't lie, there may be more truth in it than poetry at that.

A large delegation of De Tour business men were visitors in the Canadian Soo last week attending the Dominion Day celebration. Among the prominent ones were Hon. James McDonald, postmaster of De Tour, J. F. Goetz, De Tour's capitalist, and A. Goetz, leading merchant at Gatesville. It is reported that they all enjoyed the good horse races and from all accounts were well satisfied with their trip to the Canadian Soo.

Charley Fields, the hustling cigar merchant on Ashmun street, was one of the busiest men during the week of the big celebration, as it was up to Charley to see that all due ar-

rangements were made to entertain the visitors and much of the success of the celebration is due to the untiring efforts of Mr. Fields, who is always on the job to see that there is nothing being overlooked, which accounts largely for so much being left to him, knowing full well that Charley will be around and let nothing get away.

S. G. Wilson, the well known stage man running between Pickford and the Soo for the past twelve years, has sold out his business interests to V. L. Lipsett of Pickford, who has secured the contract for carrying the mail between the Soo and Pickford, also taking in the Cedarville and Rudyard routes and Pickford, Stalwart and Pickford Stirlingville routes. Mr. Lipsett has also secured the Gatesville-Pickford contract and has placed an automobile on this twenty-mile run. He will also operate an auto in connection with the big truck between the Soo and Pickford. The many friends and acquaintances of Mr. Wilson regret to lose him as he has given them an uninterrupted service in handling the traffic between the above mentioned points, but Mr. Lipsett is also up-to-date, progressive man and assures the people of the best service and, as traffic is running heavier each year, the venture should be a profitable one. The good service will be appreciated by the numerous travelers on the road who depend upon the stage for transportation.

There were ten weddings on record at the Soo last week and only one death, which goes to show that the Soo is progressing in the proper manner.

The Soo Lumber Company, of which C. J. Byrns is general manager, received the contract to furnish the lumber for the new Soo high school, contracts for which were let to L. E. Chaussee of Negaunee. A Milwaukee firm received the con-



"Little Buster" POPCORN

Shows you a profit of ninety-two per cent on your cost price or forty-seven plus per cent profit on your selling price.

"LITTLE BUSTER" is packed from a variety usually known as Hulless Australian Rice Pop Corn. It is really a Dwarf Rice variety. The hull is very thin and seems to disappear in popping; at least the hull is not noticed when eating.

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Comes in full and half cases.
48 packages to case.

Tell Your Jobber to Send a Case

THE ALBERT DICKINSON COMPANY

CHICAGO



tract for heating the building. Mr. Byrns is the only local concern that got in on the deal to any great extent, which speaks well for the Soo Lumber Company, being one of our leading business firms in Cloverland, and in appreciation of the contract, Mr. Byrns furnished several thousand Indian caps which were distributed to the small boys of the Soo for the Fourth of July attire and one would think that all the young Indians were in evidence during the celebration.

We understand that there is some talk of changing the name of the Charles postoffice, as there is a St. Charles postoffice in Michigan and the clerks get the two places mixed in distributing the mail.

There is nothing the matter with the Soo team of the U. P. Pythian league which attended the convention held at Menominee last week, as our Sooiters again won the silver loving cup, being the trophy of the U. P. Pythian league. The Soo has been getting most everything that it went after for the past few years with the exception of stopping the war and we understand the peace committee is still working overtime.

Mrs. Charles Allen, wife of Charles Allen, the leading merchant at Nogi, spent the Fourth of July at the Soo, being the guest of Mr. and Mrs. F. A. Allison.

The Rudyard creamery is receiving large consignments of cream from the farmers around Engadine, which is going to be quite an industry and a help to the agricultural interests in that territory. If the grocery stores in Cloverland would only give the home creamery products a preference to outside concerns, it would mean much to increasing our agricultural development whose success means so much to the Upper Peninsula. The quality of the home products that the creameries turn out is conceded to be equal to the best creamery manufacturers and it is up to the grocers to offer the Chippewa county creamery butter in this territory as they are the men behind the gun and will find the customers only too willing to use the home product as long as the quality is satisfactory, which it certainly is.

The Mackinac Hotel at Cedarville has a new proprietor, J. McClintock arriving last Wednesday and has a large force of men putting things in shape for the opening, and it is expected they will be ready to receive guests next week. The house has been thoroughly gone over and repapered and will be appreciated by the many visitors and traveling fraternity.

Mrs. W. H. Jones of St. Petersburg, Florida, will open a dairy lunch in the old Le Fleur building next week at Cedarville, and motorists and visitors will appreciate this new feature where hurry-up service is required.

H. P. Hossack, the merchant prince of Cedarville, has added five new

clerks to his summer business which is now opened up and great preparations are being made for a large summer's trade at the Snows.

The new Murray Hotel at Mackinac Island opened its doors for business June 24, having been thoroughly overhauled during the winter and the hotel put in first-class condition. In the same block Mrs. Kirchmire has opened her beautiful art store and the Murray dry goods and furnishing store also in the same block is now opened and ready for business. This, without a doubt, is the oldest established business block on Mackinac Island, and probably the whole Upper Peninsula. Dominic Murray, who died at his home on the Island in 1902, and the father of the present Murray family now conducting the different branches of the business, opened a store on the present site which has been opened and continually doing business for sixty-four years.

Mackinac Island is increasing in population very rapidly and for the past week many of the millionaire cottagers have been arriving from various parts of the United States and are figuring on remaining at the Island during the summer as the scenes in Europe have no attraction for them this year. William G. Tapert.

Sparks From the Electric City.

Muskegon, July 5.—How lonesome this week will be when we will not be able to see those good natured grocery salesmen on the road.

Why? Because they have declared a vacation for ten days and will not be found until July 12.

The Continental Motor Co. has purchased a piece of ground across the street from their present location for the purpose of building an additional plant to take care of their increased business. The motor company at the present writing are employing 1,650 men and working day and night. With the new plant in operation it is expected to employ close to 4,000 men.

The C. C. Fleckenstein Company, who manufacture leather soles, heels, leather sundries, etc., are going to build an addition to their present plant and will install new machinery. This industry is a welcome one to Muskegon as the leather company looks to be one that will grow.

Do not forget our next meeting July 17, will be an afternoon affair and the Senior Counselor will be there with his sleeves rolled up to take care of that carload of candidates which is coming. Get busy boys, we hate to fool Ernie Welton.

We wish to thank the Detroit correspondent for his kind words said in behalf of our candidate, A. W. Stevenson for Grand Sentinel. A boost of this kind is appreciated highly and has a tendency to help Steve along.

A large celebration of the Fourth was on hand at Lake Michigan Park. Milton Steindler.

Questionable Value of Price Cutting Competition.

Getting trade by cutting prices is not always a winning game, nor is letting the other fellow take trade which he can get by such methods always a losing one, according to the experience recently unearthed by the Southwest Commercial Bulletin of Los Angeles.

"Some of the greatest successes in the retail grocery trade have built up staunch reputation and dependable successful trade," it says, "which no price cutter can take away from them; by sticking to the regular price and using these added profits for advertising and service, both built on the basis of winning a reputation for dependability, quality and close attention to the purchasers' interest.

"But, the question is asked, 'What are you going to do if the man across the street is cutting prices? You must meet competition.' Sometimes unquestionably this is true, but often the merchant fails to figure the effects of his nearby competition intelligently. Here is an example:

"A Los Angeles retailer paid 32 cents a pound for two or three of the standard package coffees and sold them at 40 cents a pound. His sales were about 600 pounds a month until his competitor across the street offered the same brands at 35 cents. The first impulse was to meet this competition. Then the merchant decided to try an experiment. He stuck to his price of 40 cents a pound and kept careful track of the amount of business he lost.

"These figures compiled covering an entire month showed that the cut price across the street had reduced his coffee sales on these brands practically half.

"Figure it out. Before his competitor started to cut prices he was making eight cents a pound gross on 600 pounds of coffee, or a total of \$48 a month. The competition cut his sales to 300 pounds a month at 8 cents, and thus he was only making \$24 a month. Suppose now that he had met this competition and thus kept up his volume but reduced his price to 35 cents. His gross profit on the 600 pounds would have been 3 cents per pound of \$18.

"Didn't he make the correct move? He lost 300 sales—and sales cost money—but made \$6 more than if he had met competition. It isn't how much you sell but how much profit you make that counts in the grocery business."

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@14½c; held fancy 15½@16c.

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

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

Potatoes—20@25c per bu.; new, \$1.40@1.65 per bu. Rea & Witzig.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 7, 1915.

GERMANIC GULLIBILITY.

It did not require the official statement issued by the French Embassy at Washington to dispose of the extraordinary assertion in regard to American shells made by Prince Rupprecht of Bavaria in his recent interview. We have already pointed out the absurdity of his allegation that 50 per cent. of the shells used by the French against the Germans under Prince Rupprecht's command were of American make. From the plain facts known on this side in regard to the shipment of shells, it was plain that either none at all, or so few as not to be worth noting, had been used in any European operations up to the present time. The French official statement is absolute that "France has bought no shells of any sort in the United States since the beginning of the war." American shells will undoubtedly in the future play an important part in the great war; but in the eleven months that have thus far passed, they have played almost no part at all.

The point has a two-fold interest and importance. It is important first as bearing on the preposterous claim that the war would have been over long ago—over, of course, through a decisive victory for Germany—had it not been for the American munitions of war. Munitions of certain kinds have, of course, been going to the Allies from this country; but not either in quantity or in kind such as to have been of vital consequence. Moreover, the battle of the Marne, which turned the tide of German conquest, was fought when the war was only a month old and when, consequently, American supplies had not begun to arrive even in small quantities. But even more interesting than its bearing on the facts of the war is the reminder that this incident furnishes of the appalling unscrupulousness of German assertions relating to the vital facts of the situation, in all directions. Any guess, any shred of "evidence" however untrustworthy, any rumor, seems to be regarded by the highest of the German authorities as adequate ground for unqualified assertions of fact, and this without any regard to their inherent improbability or even absurdity. The Belgian conspiracy against Germany, the

"armed" Lusitania, the American shells mowing down the Bavarian troops—these are all of a piece; and it is a piece which stands quite by itself, a piece that can no more be matched in any of the other warring nations than can the superlative efficiency and completeness of Germany's military preparation.

FIRST HALF OF THE YEAR.

Taking all things into consideration, the first six months of business this year has not been so bad. It has been full of uncertainty and timidity, and more spotted than for years, due largely to war uncertainties. The main factor has been the desire to go slow in making purchases and to liquidate as closely as possible. Expenses have been high, and profits in most lines small.

Agricultural products have commanded unusually high prices, and the prospects are for good crops and a large business this fall and winter. Money has been abundant and interest rates low, but banks have done fairly. Investment securities have received more attention, with industrial and municipal bonds receiving the most active.

The recently noteworthy feature has been the increased activity in iron and steel, due largely to the war orders. The mills have increased their output in some instances 50 per cent. in the past six months and local steel mills are now running at about full capacity. War orders have been the real impetus and it is expected that this business will last some time. When the war buying subsides, reaction is to be expected, as those having them in hand are running at full capacity. Machinery has had a great increase in sales for making war supplies. Domestic business has increased, and the output of pig iron enlarged materially. Metal sales and prices have expanded largely to the highest in years, and stocks reduced. Railroads have bought more cars and liberal general supplies, and are in the market for more.

Dry goods sales, both wholesale and retail, were affected by unfavorable weather conditions part of the time, but the aggregate for the six months is about an even break, with brighter prospects ahead. Shoe interests report decreases in sales of 6 to 10 per cent., due to general slowness in trade, while other lines have moved along in a fair way, with trade rather below the normal. Railroad earnings have fluctuated rather more than usual, but are making a fair showing.

A Western Kansas woman nearly caused the editor of a paper in a Missouri town where she was visiting to have heart failure. She asked the editor if he minded if she carried away some dandelion seed. She "loves" dandelion greens and said they did not grow in her town. The editor was so surprised that he told the lady to camp right down in his yard and take all the dandelion seed she wanted, but his own opinion is that a town that has no dandelions is not a town but heaven.

An ideal may be all right, but a square deal is usually better.

GIVING A QUEER REASON.

No one, so far as known, has been able to fathom the meaning of the order said to have been issued in the Province of Brandenburg, in which Berlin is located, prohibiting the use of cotton in the making of different kinds of cloths or fabrics. The alleged reason for the order is that the material is so scarce that its use must be restricted to the making of explosives. This is strangely reminiscent of the orders issued earlier in the war preventing the making of bread wholly from wheat flour and the virtual confiscation by the German government of the supplies of wheat. That action, intended to excite sympathy for a people who were alleged to be in danger of starvation because of the British blockade, had the effect of giving Great Britain a plausible pretext for keeping out the food supplies from her enemy, it being asserted that under the circumstances the food coming in could be considered as being for army purposes. There might be good reason under ordinary circumstances for a protest against the British Order in Council declaring cotton contraband. But, with the alleged frank avowal that the use of the article was to be restricted to military purposes, a strong case is made out in favor of the British action. It would certainly militate seriously against the success of any attempts by this Government to have Great Britain recede from the position she has assumed. Still, as Germany, while pretending to be in danger of starvation for lack of wheat imports, has still managed to get along very well, it may be that the cotton scarcity there has likewise been exaggerated. The best evidences are that large shipments of the article found their way into Germany from Italy and the Scandinavian countries, whose imports of it from the United States were vastly in excess of those they had ever had in normal times.

CUT IN COTTON ACREAGE.

A smaller acreage has been planted to cotton in the South this year than at any previous time since 1905. According to the Agricultural Department the cotton area now under cultivation is 31,500,000 acres, as compared with 37,400,000 acres planted in 1914; the reduction equals 15¾ per cent.

Every cotton state has curtailed its planting, but by a very much smaller extent than was proposed during the hysterical days of last autumn. Even Texas, whose Governor in October recommended a bill punishing by jail sentence any one who planted more than twenty acres of cotton in 1915, cut its planting only 15 per cent. below last year. Georgia, whose Legislature considered a compulsory acreage reduction proposal of 50 per cent., cut its planting no more than 15 per cent. South Carolina and Alabama made cuts of 17 per cent., Mississippi 12 per cent.

Figuring on the not very reliable "arithmetical basis," the New York cotton trade calculated from last week's acreage report and condition estimate of the crop that something

close to 14,000,000 bales of cotton are now indicated for the 1915 crop. Last year's actual yield was 15,800,000 bales. If a crop of 14,000,000 bales is gathered that yield, even though the smallest since 1911, would still be larger than that of any year in history up to 1912, comparing with such totals as 10,500,000 bales in 1910 and 11,400,000 in 1908, years when much larger areas were planted than in the present year.

EARNINGS IN STEEL TRADE.

When the Steel Corporation reported net earnings of only \$12,457,000 for the March quarter, following \$10,933,000 in the last quarter of 1913, the steel trade was already predicting that, in the quarter ending with last month, they would exceed \$20,000,000 and might reach \$25,000,000. The three months having been completed, Pittsburg is estimating now, for the statement to be published later in the month, that earnings will turn out to be at least as near \$30,000,000 as \$25,000,000. They were \$20,457,000 in the second quarter of 1914, and \$41,219,000 in 1913.

Such estimates are quite in line with trade developments of the past quarter. They were foreshadowed by the sharp increase of March, when the mills reached 67 per cent. of capacity, with a progressive increase later on in the spring. It was thought conservative, two months ago, to predict that the Corporation's April earnings would be \$7,500,000, and that a mere continuance of that rate with \$500,000 added for profits on ore transportation in May and June, would leave \$23,000,000 for the June quarter. These expectations have been more than realized, and the result will make the official figures interesting reading.

SMALL STOCK OF CORN.

Where the 18,500,000 bushels of corn have gone that were held in Chicago the middle of March is a puzzle for the trade. It was claimed then that there was too much of it and that prices should go down to a level that would bring buyers in to take the winter-shelled corn, which was not wanted or likely to be. This stock has been reduced to nearly 1,500,000 bushels at the present time, and may go lower in the next few weeks.

Stocks have disappeared with the demand from shippers and exporters what might be called really heavy except for one or two weeks. Most of the traders have been bearish on the price being too high, and July has dropped over 15 cents from the high point in February and re-acted over 5 cents. The trade here is bearish and country bullish, the latter on the poor crop prospects.

Some men consider themselves lucky because they owe more than they can pay.

There may be people who are smarter than you are, but you never meet them.

It's a shame what bad little boys think of good little boys.

JULY IN THE GROCERY.

July is essentially a month for the pushing of hot weather goods in the grocery department.

Hence, the provision counter with its wide variety of "ready to eat" foods should be given a prominent place in the store arrangements.

There will be, during July, a double call upon "ready to eat" foodstuffs. First, the housewife, during the hot weather, feels strongly disposed to take things easy. She does not enjoy cooking over a hot stove. For that matter, cold meats, that come already cooked, are more appetizing than lines which require a great deal of preparation.

Then, too, there is the demand for picnic purposes. The picnic or outing naturally calls for foods which can be conveniently carried and which are easily prepared. The grocer's well-stocked provision counter is ready to fill the demand.

More than that, the grocer carries in stock a wide range of timely foodstuffs—ready-to-eat cereals, fresh fruits, jams, jellies and marmalades, preserves, desserts that can be quickly prepared, fancy biscuits, and similar lines.

On the principle of giving the customer what he wants when he wants it—"he" including the great army of housewives, who are the chief buyers—the grocers should put all his pushfulness right now behind these essentially timely lines. He should give them a prominent place in the stock, should devote to them a fair proportion of window display, and, through his newspaper advertising and personal salesmanship, should "talk up" summer foodstuffs.

They will pay for talking up. The average housewife doesn't appreciate her grocer's possibilities as a summer caterer. Often the grocer does not appreciate his own possibilities, or the possibilities of his stock. It will pay him, now that he is getting his summer goods campaign under way, to stand off at a little distance and study the proposition comprehensively; to size up the possibilities of his goods; and to figure out the best methods whereby to impress these possibilities upon his customers.

It pays a grocer to have a sort of working knowledge of new recipes, and new methods of using the old, familiar foodstuffs. There are housewives, for instance, who prepare cornstarch in the same old way, time in and time out. Under such circumstances, the average household is apt to revolt against cornstarch if served more than two or three times in a season. Yet the housewife who has studied the problem can use cornstarch in an endless variety of puddings, boiled and baked; can serve it in combination with fresh and preserved fruits, can flavor and color it with chocolate or cocoa, and impart an added touch by a sprinkling of cocoanut—and so on. What is true of cornstarch is just as true of rice, tapioca, sago, gelatine, and similar desserts. Served endlessly in the same old way, any one of them speedily palls; but the skillful cook can, by varying the treatment, contrive out of the same old ingredients an endless variety of new dishes.

Here is the grocer's opportunity. He can do the "studying out" of possibil-

ities which many housewives neglect to do; and can pass on the resultant suggestions to those most interested. The immediate result is that he finds a sale, not merely for an added quantity of corn starch, rice, tapioca or whatever else is the main ingredient of the desert, but for the fresh fruits, preserves, cocoanut and other lines which go to make up a wide variety of successful desserts.

This is not theory; it is practical business as successfully worked out in many large grocery stores. The manufacturers of jelly powders and other desserts realize this when they put out attractive recipe books. Recipes which show a variety of uses for a food product inevitably result in a wider sale of that product. The grocer can successfully co-operate with the manufacturer by assisting in the distribution of his booklets—and this means, not merely leaving the booklets on the counter to be taken away, but by personally handling them to customers, with a tactful suggestion of the wide possibilities in the way of tasty desserts which they disclose.

Similarly, the grocer who has studied the subject can suggest picnic menus to the excursionists, and tell the campers out just what in the way of commissariat service to provide.

The preserving season is well under way in July; home grown berries are coming in, leading up to the later fruits; and the farsighted grocer will have long since arranged for his supply of fruits. Many merchants, by taking orders in advance for delivery at current prices, are able to gauge before ordering just about the amount of fruit needed; and thereby avoid losses through ordering too much. The grocer who is booking an order for fruit will, naturally, solicit the accompanying order for sugar, sealers, rubber rings, and preserving incidentals. Preparation should also be made early in July for the spice and pickling season, which culminates later in the summer.

Incidentally, a good many grocers are profitably handling soft drinks, and these, also, will be in season. They are attractive for display purposes, can easily be kept clean, and fit in very neatly with the picnic and hamper trade. Fancy biscuits are timely, and can often be worked into tasty displays.

The natural hot weather tendency is toward a slackening of business. Where the merchant's response is a slackening in selling energy, the resulting effects are bound to be seriously felt. The merchant will find it better to live up to his advertising—newspaper and window display—and to devote his attention particularly to catchy and seasonable appeals.

For instance, "Foodstuffs that Lessen Labor" is a slogan which while appealing to the dominant idea of the moment, helps to keep the grocer's business up to the mark. "How to Save Work in Summer" will interest any housekeeper. Taking this as a dominant theme, the grocer can, in his advertising and window display, ring in a good many variations—the dinner or lunch put together with a minimum of effort, the picnic hamper filled practically without exertion, the saving effected in energy by the housewife who orders berries for preserving through her reliable grocer.

Or, the merchant may take as his general theme "Keep Cool" and link it up with easily prepared meals, summer drinks, light desserts, and the various other lines he is pushing.

The advantage of selecting some such general theme and linking to it the entire season's advertising is, that in the long run a cumulative effect is secured—an effect much greater than where the advertising consists of isolated, disconnected appeals.

Two points are important in July, and, in fact, throughout the summer months. The store should be kept clean. This means the exclusion, so far as is humanly possible, of dirt and flies. The store should also be kept cool. This probably involves an electric fan, proper ventilation, and attention to appearances. Coolness in any store is often largely a matter of looks. One window display will pronouncedly suggest coolness where another will merely exaggerate the heat. Clean white cheesecloth has a potent effect in this regard. So has anything white.

PACKING THE PICNIC HAMPER.

Picnic trade is an important item in the grocery department during the summer months. July and August, when the warm weather is at its height, are the popular months for excursions. Many a housewife puts a lot of hard work into the packing of the lunch basket or hamper, never realizing that the family grocer can do much to lessen her labor.

This hamper trade is worth catering to. At least one firm which has gone intelligently after this class of business has by this means alone built up a summer trade far ahead of that done in other months. Yet summer normally shows a falling off, in the grocery business.

Not merely does the grocer supply the goods which fill the hamper; he supplies the hamper itself. For many customers, an ordinary lunch basket will be good enough; but special picnic hampers, which come at a higher price, are also procurable in various sizes. With a stock of these articles to begin with, the grocer advertises, in effect:

"We pack your picnic hamper. We save you all the work of preparing that picnic lunch. We fill your own hamper or supply you a new one; and we pack the hamper to suit your needs and your purse."

Window displays are helpful in appealing to this class of business. Into these the window trimmer should inject some striking "outing" effects. A tent, a few sprigs of evergreen, a camp fire; or a log by the lake shore with fishing rods and lines and a bait-pail—such incidentals give the display a certain "atmosphere" of reality very suggestive and appealing. With these incidentals for background, display your hampers "packed to suit any purse," and use showcards telling just what is provided in each outfit in the way of menu.

From the grocery stock, a wide variety of menus can be devised. Bills of fare can be made up sufficient for a day at the nearest "beach" or a week or a month in the backwoods, and priced accordingly. The articles with which the "hamper" can be filled are as varied

as the stock itself. All depends upon the purchaser. Here are the suggestive lists; he goes over each of them and picks out what articles he wants. Then his list is packed for him, fresh, and delivered on the minute.

There are some lines which may be included in almost every selection. Canned meats and vegetables, fresh and canned fruits, fancy biscuits, tea, coffee, liquors, soft drinks, and handy little articles such as corkscrews and can openers, are all available for the more extended outing; while a lunch basket packed on a smaller scale will be ample for a day's excursion.

The packing is largely a matter of practice; with a little training any intelligent clerk should be able to do it much better than the individual customer, just as the practiced clerk can tie a parcel much more quickly, deftly, and neatly than the average purchaser.

This line of business is a comparatively new one; nevertheless it opens to the grocer and general merchant possibilities which at least deserve careful consideration. The methods outlined have been successfully used in at least one large city store, and could probably be adapted to any community, large or small.

Complaints have been filed by thirty-seven retail dealers located in New Jersey, Delaware, Maryland and Virginia with the Federal Trade Commission against a department store in Philadelphia. Unfair store practice is the charge and the case has been brought as a test. The American Fair Trade League gathered the evidence which has been submitted to the commission. The department store is charged with inducing customers of the complaining stores to open accounts by offering to sell underwear at cut rate prices. These prices can be obtained only by opening a charge account. The decision of the Federal Trade Commission will be of importance to the small dealers and the department stores of the country, all of whom are interested in the test case.

In his speeches since resigning from President Wilson's cabinet Mr. Bryan is making a specialty of scolding the newspapers. If that affords him any pleasure it is entirely a satisfactory proceeding, because it does not hurt them. It is very common for politicians to find fault with what the newspapers print if it does not suit them. He is only doing what others similarly circumstanced have done before and probably will keep right on doing as long as newspapers and politicians exist. That the former are not very much exercised or disturbed by the attacks is evidenced by the fact that they unblushingly publish Mr. Bryan's criticisms so that he can have the full benefit of wide publicity for his remarks.

Alpena is anxious to have the nine mile gap in the Boyne City, Gaylord & Alpena Railroad completed and an interview with the Michigan Trust Co., receivers of the road, discloses that the work is likely to be done this fall, giving train service between Grand Rapids and Alpena.

GOOD MAN GONE.

Death of James R. Wylie, Banker and Manufacturer.

James R. Wylie, long identified prominently with the business interests of Western Michigan and widely respected because of his sterling character, passed away last Wednesday evening at his home, 74 Lafayette avenue, after an illness of two years. Pernicious anemia was the cause of death and the end had long been foreseen by relatives and friends. The funeral was held at the family residence Friday afternoon. Interment was in Oakhills.

Biographical.

James Robert Wylie was born October 14, 1849, on a farm in Martin, Allegan county, of Scotch-American parentage. He was educated in the common and high schools of his native county, remaining upon the farm until he attained his majority, when he engaged in business for himself, conducting with Thomas H. Shepard a general country store at Martin, under the firm name of Wylie & Shepard. This firm built up an extensive trade and conducted a successful and prosperous business. After a few years of active experience in the mercantile business, Mr. Wylie disposed of his interest therein and entered the law department of the University of Michigan, graduating therefrom with the class of 1878. He immediately engaged in legal practice in the city of Grand Rapids, continuing same for several years. In natural abilities, sterling character, legal learning and business experience, he was thoroughly equipped for a legal career and soon became recognized as one of the strong, active and capable young men of his profession in Grand Rapids.

In October, 1879, he was married to Jeannette C. Curtis, of Richland, Michigan. Two children were born of this union — Isabel, now Mrs. Archie McLeod, and a son, Curtis. All survive.

In 1882 he went with his brother-in-law, William L. Curtis, to the growing country of Northern Michigan, and located in Petoskey, where he became engaged in the banking business as a member of the firm of Curtis, Wachtel & Co., and was also interested in a small banking business at Kalkaska under the name of Wylie, Bleazby & Co. Some time later Mr. Curtis and Mr. Wylie purchased the interest of Mr. Wachtel in the banking business, and until 1893 they conducted it under the name of the Petoskey City Bank, and also established and conducted a banking business at Harbor Springs under the name of the Harbor Springs Bank. They rapidly built up an extensive and profitable business in these places, the Petoskey City Bank being succeeded by the present First National Bank of Petoskey. In 1893 Mr. Wylie sold his banking interests in Northern Michigan to his partner and his partner's son, and returned with his family to Grand Rapids, where he again took up the practice of law, forming a partnership with George

Clapperton under the firm name of Wylie & Clapperton. This firm did a general legal practice, Mr. Wylie remaining with it until he assumed the management of the National City Bank of Grand Rapids, taking the nominal title of Cashier, but really acting as President as well, owing to large outside interests of the late President Luce, who was able to give the Bank very little personal attention and relied implicitly on the good judgment and conservatism of his associate. On the death of Mr. Luce Mr. Wylie became President in name, as well as reality. When the time came for the merger of the Grand Rapids National and National City Banks the officials saw in Mr. Wylie one who was eminent

ance. In financial affairs he was active, capable and progressive, but conservative and safe, being disinclined to speculation or the taking of risks beyond such as are reasonable and necessarily incident to the safe management of money and of business enterprises. By reason of his ability, integrity, sound judgment and conservatism he commanded the unreserved confidence of all who knew him.

Mr. Wylie always took great interest in public affairs and in formulating local legislation in which his city or town was interested. He was never an active politician or an office seeker and never held a salaried public office of any kind. He was for years an active member of the Board

man of affairs and a positive force in the business, civic and social life of the city.

An Appreciation.

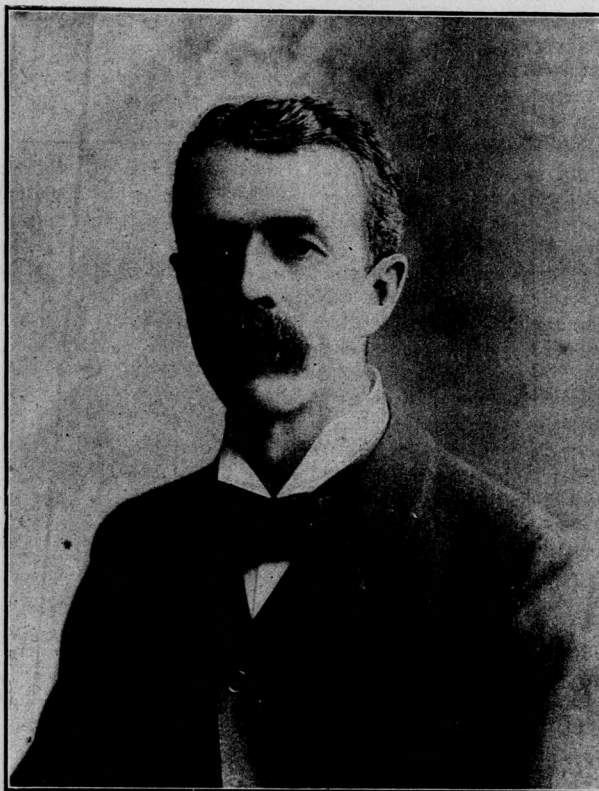
James R. Wylie was an extraordinary man. He was a man of unusual ability and sterling worth. Because of these qualities, although quiet and undemonstrative by nature, he was a conspicuous figure in the life and affairs of his community. Stricken unto death in the fullness of his physical and mental powers at 66 years of age, his active life covered a full half century. He was born on a pioneer farm in Martin, Allegan county, Michigan, in 1849. He was of Scotch ancestry, and the neighborhood in which he was born and reared was composed largely of Scotch people. The farm on which his boyhood years were spent was a choice quarter section, a portion of which is now occupied by the village of Martin. During his boyhood he saw great forest trees of beach and maple, and walnut and elm disappear and fertile fields develop.

The strong and active years of his early life were devoted to the continuous and arduous work of the homestead farm which was one of the best and most successfully cultivated in his township. He followed the furrows, tramped through the corn rows and dreamed of the life and activities of the great world outside. He was ambitious.

This early experience contributed largely to his splendid health and vigor, his mental and moral development, his habits of industry and thrift and his conception of the common life of the people, qualities which conspicuously characterized the years of his subsequent larger activities.

His earliest recollections were of the stirring and tragic scenes of the years immediately preceding and of the war of the Rebellion which left a strong and indelible impression on his mind, contributing to the intense spirit of patriotism for his country, its institutions and people that characterized his mature life. A marked event of his boyhood was a journey by wagon to Kalamazoo, a distance (great in those days) of twenty-five miles, where he heard Abraham Lincoln of Illinois, address the earnest multitude. Up to about the time of his majority, the rattle of the stage coach on the old plank road that passed along in front of the farm, the sole line of transportation between Kalamazoo and Grand Rapids, was familiar to him as he went about his daily tasks. He saw the construction of the Grand Rapids & Indiana Railroad along the other side of the pioneer farm. This was the first railroad built north of Kalamazoo, and was a notable event, contributing largely to the material progress and expanding life of his community. With its advent passed the old coach and four and village tavern and activities thereby maintained.

The local community in which he lived was conspicuous for its activity, its substantial development, its educational and church life and its sterling citizenship. Its people were devoted to the steady toil and activity of the building of a community out of the virgin forest.



The Late James R. Wylie.

ly fitted for the work and he took a leading part in the changing of the two institutions. He was elected President at the completion of the merger into the Grand Rapids National City Bank. December 15, 1914, Mr. Wylie was forced by failing health to resign the Presidency of the institution and his death now prevents his witnessing the establishment of the Bank in its beautiful new home on Campau square.

In addition to his relation with the National City and the Grand Rapids National City Banks Mr. Wylie at one time was President of the City Trust and Savings Bank and he was a director in the Widdicomb Furniture Co.

Mr. Wylie possessed legal and financial ability of a high order. He was a man of positive strength, clear judgment and unquestioned integrity, and stood in the first rank among the professional and business men of this city. He achieved distinctive and solid success through ability, character, hard work and persever-

ance. In financial affairs he was active, capable and progressive, but conservative and safe, being disinclined to speculation or the taking of risks beyond such as are reasonable and necessarily incident to the safe management of money and of business enterprises. By reason of his ability, integrity, sound judgment and conservatism he commanded the unreserved confidence of all who knew him.

Mr. Wylie was a man of attractive and winning personality, of forceful character, affable, genial, companionable, commanding the respect and regard of all who knew him. He was a distinctive type of the active, progressive, influential and successful

As a boy "Jimmie" Wylie, as he was familiarly called and popularly known, was conspicuous for his high character, influence and activity. When he was about 17 years of age, he with "Tom" Shepard, a boyhood friend of the same community established and for several years maintained a general store in the village of Martin, he at the same time carrying on his part of the farm work. This mercantile venture was a notable success, the young proprietors being able, industrious and popular and having the entire confidence of the people of their community.

Later on he entered the Department of Law in the University of Michigan, graduating in 1879. He located in Grand Rapids and engaged in the practice of law with the Honorable William B. Williams of Allegan, who had been Judge of the Allegan Circuit Court and Congressman from this District, under the firm name of Williams & Wylie. His strong legal mind and attainments, his practical experience and personal worth commanded immediate recognition. He continued the practice of his profession in Grand Rapids until 1882, when he engaged in the banking business at Petoskey, attaining during the decade of his residence there marked success and a reputation in banking affairs that extended throughout the State. In 1893, he returned to Grand Rapids and resumed the practice of law in association with George Clapperton, under the firm name of Wylie & Clapperton. This association continued until 1898 when Mr. Wylie in response to the urgent solicitation of friends and associates who recognized his force, experience and ability in financial affairs, reluctantly and finally gave up his professional life for which he was eminently fitted and became associated with the City National Bank of Grand Rapids, first as Cashier and later as its President. When that institution was combined with the Grand Rapids National Bank under the name of the Grand Rapids National City Bank, Mr. Wylie became its President and continued his active association with that institution and the City Trust & Savings Bank until the time of his last illness in 1914. He was also during this period actively interested in and associated with several other business institutions of Grand Rapids.

Mr. Wylie was distinctively a man of affairs. He was a diligent student and a clear thinker along the lines of practical problems. Few men had a broader or more comprehensive grasp of our financial and industrial system or a more intelligent and practical knowledge of its effect upon the common welfare. He had firm faith in the industrial and economic system of the country based upon the rights of private property and contract and personal and associated endeavor in promoting the progress and welfare of all the people. He was a consistent advocate and teacher of personal industry and economy among his fellow men. He was not an ordinary routine banker but an original and progressive factor in banking and business affairs in the broadest sense, keen, intelligent, studious, thoughtful, courageous, far-sighted, of sound and self reliant judgment, appreciat-

ing fully his responsibility to his institutions and the community in which he lived. He was a wise and patient advisor and counselor in large and small affairs. He would cheerfully give to the man of small means and income, equally with the man of larger opportunities, the benefit of his knowledge, judgment and experience. He had a broad and intelligent conception of the true mission and responsibility of a banker and financial advisor in connection with the affairs of men, and became a positive and practical force in the business development of his city and State. Men of large affairs and small affairs had implicit confidence in his intellectual, financial and moral integrity and sought his advice and assistance which was always given in an unstinted and unselfish measure.

He was a man of lofty ideals in professional and business as well as personal life, and his primary purpose and ambition was that of practical service and helpfulness to others. He derived great personal satisfaction and delight in being helpful to men bearing industrial and business burdens, inspiring confidence and courage and aiding them to help themselves in their several tasks and responsibilities. He was glad of the successful efforts of other men and the general growth and development of the community.

He was a good and influential citizen of high and practical ideals, public spirited, devoted to practical work for social betterment and educational and charitable purposes, bringing to his association with them the same clear, thoughtful effort that characterized his business life. He was of the class of men that Emerson liked best, "the strong and worthy persons who support the social order without hesitation or misgiving."

He had a profound and practical grasp and knowledge of the affairs of government, National, state and municipal, and devoted much of his time and clear thought to their consideration. In short, as a citizen he was deeply and actively interested in every practical work and enterprise, the object of which was to promote the common good.

But it was not the outer life of this man of affairs, eminently successful and demanding the admiration and confidence of all who knew him, but the inner life of this splendid man that was the measure of his great worth. He was a man of sterling character, of steadfast integrity, high ideals and rare purity of life and every person who became acquainted with him, knew it. Of him it may justly be said that he followed devotedly throughout all his life and experience among men the ideal of the Psalmist "As for me I will walk in mine integrity."

In example, precept and activity he was of the highest type of Christian gentleman. His true nobility of character, his genuine worth and purity of thought and deed were as apparent to all who came in contact with him as were his charming personality and his delightful companionship.

By nature and in his life he was genuinely democratic. The only nobility he recognized was that of genuine personal worth and merit. A man of broad and tender sympathies in close touch with the common life of men with which he had always been associated, he abhorred class distinction. He looked level with his fellow men. He was exceptionally free from personal vanity and selfish pride, so big of mind and heart that such elements could find in him no abiding place. His business, intellectual, social, moral and religious standards were high. Successful in business, he still regarded accumulated means as a trust to be faithfully and efficiently carried out for the common good. He had a supreme contempt for ostentatious and vain display of wealth, and a most sensitive regard for the feelings and burdens of other men, and tried to so live as to cheer, encourage and uplift and avoid the appearance of anything in his conduct and attitude that might offend, discourage or arouse the envy or prejudice of others.

He was in the fullness of his great nature devoted to his family. His home life was ideal. To those he loved and left behind the memory and influence of that life is a priceless heritage.

He was a man of deep religious convictions. His character was built upon the foundation of abiding faith in the eternal. Next to his home and family, his deepest affection was centered in his church. He came of a long line of Scotch Presbyterians, and

was most earnestly devoted to the faith and doctrine of the Presbyterian church. Inheriting the faith and blood of the old Scotch Covenanters he was yet broad and liberal in his personal views and most tolerant of the faith and views of others. Few men could give better reasons for the faith that was in him. For fifty years he was actively devoted to his church and its work and few possessed greater or more practical knowledge of its faith and doctrine, its government and policy. Perhaps few of the active men with whom he was associated in the busy and strenuous life of modern days, although familiar with his personal life and convictions could appreciate fully his active connection and steadfast devotion to his church as an institution in human affairs.

The superficial and unthinking might see in him only the successful man of affairs in an age of strenuous activity and development, but those who really knew him could not fail to understand that in everything, his professional and business life, his citizenship, his social, educational and religious activity, he was animated primarily by the desire to do good in the world and to that principle and purpose he devoted himself unsparingly during fifty strenuous years. He was too big to adopt the superficial standard of "making good" in the ordinary sense, but followed that of being good.

James R. Wylie was an extraordinary man. George Clapperton.



Do You Realize That "White House" IS

The most TREMENDOUS Coffee-Merchandising proposition of this era of public demand for food products that give full measure of perfect satisfaction? It's time you did; and time you availed yourself of its advantages.

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

THREE ESSENTIALS

To the Building Up of a Ribbon Department.

Successful ribbon department management, as a means of attracting and remaining "supreme" as "The Ribbon Store" of your city, is made possible by a correct classification and investigation of the adjuncts necessary for success. Of these there are three namely: Buying—Display—Selling.

Buying.

Consider only well-known and recognized staple lines, such as the manufacturer would have complete stocks of at all times. Pay one-eighth or one-quarter cent line more than your competitors, if necessary, in order to deal with a maker whose stocks are evenly balanced and kept up in shades and width assortments. This increase in the price paid gives you an advantage from the start, a better quality; your stocks will be in better shape; and your neighbor will sell at your prices ribbons of an inferior grade, and the chances are his showing of colors and widths will be incomplete during the entire season, for having patronized a producer whose lines will probably run irregular or whose facilities for prompt shipment are inadequate. Remember it is not the original purchase that "proves the profit," but lines wherein subsequent orders are to be furnished promptly when the busy season is on and filled in their entirety, or nearly so, when really wanted.

Conditions in the commercial world are so unsettled from time to time that it does not pay to consider for an instant any firm which cannot take fairly reasonable care of its re-orders. No matter how much lower their prices are, you'll never make a profit from the ribbons that, in some cases, will probably remain on Back Order until the season is over. Some manufacturers boast "that business is particularly good when they have an accumulation of unfilled orders," but a little study given the situation divulges the Loss in Profits to the merchant and is not relished by him no matter how pleasing such a situation is to the manufacturer.

If he has a chronic habit of holding back and is unable to supply when the goods are wanted, deal with a live one, who keeps tabs on Fashion's Mystic Moves, and who is doubtless in better shape to supply your needs. A very successful retailer once wrote to a manufacturer: "We order what we want and we want what we order."

The method to be followed in buying to-day is quite different from what it was a few years ago. Then, we plunged on staple ribbons; the novelty or fancy end of the business was hardly well developed. To-day, staples are to be bought from hand to mouth—not that we are to neglect this important end of the business, but these necessary staple things should be among the orders sent out in each evening's mail and should never be left over until we have a large order to place. The staples should be ordered regularly, systematically, and

in minimum quantities, but daily if necessary.

Our real increases in sales are to come from the forcing of fads, Ribbon Items that are having a "call" at the moment. Never was there a time when novelties, of peculiar "off" shades, or certain weaves were more in the lime-light. By the attractiveness of your display of these much-wanted things you will interest new customers, and the sale of staples will also increase as the department develops. It is the novelties, however, that set the pace, and the staples being the backbone of the department will trail along and determine the volume of annual business possible. By going easy on staple orders you have the "allowance" left to buy all you may need of the "wanted novelties." The wise manipulator would force sales on these "faddy things" from the time the demand appears, keeping of course, at all times, the thought that they're liable to drop out over night. When the "fad" is on have it and have it a plenty, and at times when your competitor is worried perhaps over his source of supply. Give your staple business to reliable firms who keep apace with fashion's demand, for such houses are more likely to aid you when "fads" are in favor, and are deserving of at least a goodly portion of your business. As your business improves maintain this enviable reputation each season, by showing a classy, tasty, selection of fancies and novelties. Each season's showing should be more important than any of its predecessors. These novelties should be selected with greater care year after year, getting the best things from foreign mills and the foremost American manufacturers whose lines are in keeping with your store's demands. Be sure to remember that a few things, no matter how costly, can be handled "if not for profit's sake" in the interest of favorable comment towards the department. These things, bought to tone the department, although only half are sold, are a splendid investment and will tend to keep your department head and shoulders above the average ribbon stocks.

Displaying.

The most attractive ribbon department to-day, shows stocks grouped according to color. One mistake, common to most departments, is solidity of display. I have seen six and eight floor cases, in front of a department, loaded down with full pieces of ribbons, either put in on fixtures or stood up en masse. For the grocery department this would be a splendid arrangement, but for dainty, beautiful, silky ribbons—never! If it is absolutely essential that some of the front cases be used as stock or selling cases, by all means alternate the arrangement. Have one for stock, the next for display—and so on—using every other case, no matter how many, for display purposes. These displays can be easily arranged. Place three open bows upon as many stands, one in the center and one in the ends of each case, and in the intervening space place a few

bolts, one above the other, in pyramid shape. Use not over fifteen pieces of ribbon to each case including the three pieces opened and made into bows with long streaming ends. This will make a dainty, attractive display and will ease the stiffness of the adjoining stock cases. If the front stock cases contain solid colors, let the display cases be of a single color to the case, using the prevailing solid shades in greater demand, such as putty, Gettysburg grey, mountain blue, Oregon green, etc. Each season, as you know, has its favorites. Care must be given the color selected, however, that the shade used may not clash with the ribbons in the adjoining cases. If fancy ribbons are in the adjoining stock cases use fancy ribbons for the display. It might be a good idea, when putting in a show window, to use these scarce solid shades, in contrasting arrangement for the background, with a self-color to relieve the stiffness and to show rich and handsome novelties in the front of the window. If it is a front show case you are about to rim, alternate weekly between a solid case of Palm Beach, Delaware Peach, Tipperary, Arizona Silver, Belgian blue and a case of warp prints or other novelty ribbons. Remember, a solid one-color case is advisable for every other week's display.

Even on top the counters, when displaying either fancies or solid shades, group the predominant shades of a certain color in fancies; and carry out the one-color idea in solid shades whenever possible. The only departure permissible is: if it is checks you are showing have the entire showing of checks, irrespective of color. If stripes, let the full display stand be stripes; and never attempt to combine checks, stripes, and plaids, for such a display could only be likened to the coat that Jacob wore.

Never leave a certain lot of ribbons in one place for an indefinite period. The same customers are coming into your store, some of them daily; and while you may be having a successful sale on this or that particular item, it is well to change the showing frequently, that the patrons of the house may see something new and of interest on each visit. If price-marks are to be used at the department, they should be small and neat. Sometimes a tersely-worded show card on a specially attractive lot of ribbons, suggesting their particular use, would increase sales surprisingly.

Have at all times, if possible, somewhere near the department one or two bargain tables where specially bought merchandise can be offered; two tables, preferably, one for 17 cent or 19 cent ribbons, the other for 25 cent specials. Special lots of a higher price should be displayed at the department, although I do not favor ribbon jobs that you would have to sell for more than a quarter. The store that could sell higher priced jobs does not need jobs at higher prices. They conflict with regular lines. On the two bargain tables re-

ferred to, have every shade and quality you carry in regular stock. Let the people form the habit of looking here for popular priced ribbons; and maintain this reputation by showing the widest width procurable of a serviceable taffeta ribbon, and the widest width of medium weight satin taffeta ribbon you can buy to sell at these prices, together with the usual showing of stripes, checks and warp prints that can be had from many reputable makers and sold at a profit. This arrangement gives more space at the regular department for customers seeking higher priced goods.

Selling.

The ribbon department is positively no place for untrained help. While we realize that a certain percentage of help in any store must be of the "green" variety, surely the "shade of service" does not harmonize or contrast with the beautiful and dainty things offered there. There is absolutely no place here for the salesperson unaccustomed to selling. Put her in the neckwear, where all is neckwear, or in the notion department, where hairpins and safety pins are but pins; but never in the ribbons, where she is likely to offer "blue of a heavenly hue" for the much-wanted Belgian shade, or orange to the searchers of Tipperary. She is not sure of herself and appears ridiculous in the eyes of customers. This type of help is quite irritating to the department head as well, and is a wedge in the "Wheels of Progress" of any ribbon department. Get familiar with your stock, for no salesperson looks so much out of place as the girl behind the ribbon counter who does not know where every item is kept and who is unable to lend suggestions to the woman who has searched the town over for a particular shade in a certain weave or width. This unposted, inexperienced person will be the cause of more unfavorable comment, and will do more to injure the help of standard of the department and the store than can be offset by a host of clerks, who are capable and ever ready to assist a customer in making her selections. When such a customer really discovers that she has been aided in the task of shopping by an able employe, this fact alone inspires confidence; and then trade building is more important than trade getting. Remember, that not all the smiles belong to the favored few that we style regular customers. Courtesy, polite treatment and competent attention is due all customers irrespective of rank in life. They honor you and your store by their patronage, and deserve like treatment at your hands.

A feeling of uniform courtesy, which aims to encourage a hearty co-operation of energy and usefulness, is needed in the promotion of your department. Forge ahead along the lines I have planned, for after a department is well under way, aspiration will feed it, and enthusiasm will keep it truly significant of its name—"a Live Ribbon Department Indeed."

James McConal.

The Knack of the Miller

Has much to do with the success of the flour. Given the same mill and the same wheat and two millers will not make flour alike.

Our miller has the "knack."

He's had it for thirty years and so because of his knowledge, his experience and his judgment combined with the proper "knack" he has been able to make the quality of

LILY WHITE

"The Flour the Best Cooks Use"

Distinctive.

Many flours look alike to the ordinary person, but they are all different and even the expert is puzzled sometimes to tell the difference in quality by the appearance.

But there's a vital difference just the same which shows up in the baking.

We eat things because we like them and the better the flavor of the bread is, the more we eat of it.

Lily White makes good tasting, light and nourishing bread. It is delivered always in tightly sealed, sanitary sacks.

Valley City Milling Company
Grand Rapids, Mich.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, July 5—Learn one thing each week about Detroit: It would take a solid train of freight cars twenty-five miles long to haul the output of a Detroit salt company.

Ex-President Diaz of Mexico led a most extraordinary life; his passing was also remarkable. He died a natural death.

A. C. Kaiser, Sr. of the Kaiser Laundry, 214-216 Catherine street, has begun operations for the construction of a brick laundry one story high, 50 x 105 x 16.

Foster J. Mansfield has opened a shoe store at 499 Grand River avenue.

Glen Lavin, formerly with Burnham, Stoepel & Co., whom he represented on the road for a number of years and now with the Los Angeles Notion Co., of Los Angeles, Calif., is spending a few days in Detroit visiting friends and relatives.

"P. M. in U. S. Court assails 2 cent passenger fares," reads the headlines in a daily paper. No one ever expected the P. M. to make love to two-cent fares.

Herbert D. Murray, probably one of the best known dry goods salesmen traveling on the main line of the Michigan Central has resigned his position with A. Kroluk & Co. and has accepted a position with Guy Brewster Cady, advertising specialist. Mr. Murray began his road career twelve years ago when he was in the employ of Strong, Lee & Co. and when that firm liquidated some two years later, the stock being purchased by Burnham, Stoepel & Co., he, together with the different road men of the old concern, continued in their former capacities for the new house, the territories being slightly changed so as not to conflict with the regular men who were then with Burnhams. He continued with Burnham, Stoepel & Co. for nearly ten years, until about fifteen months ago, when he resigned to accept a position with A. Kroluk & Co., for which firm he continued to cover his old territory. He is a member of Detroit Council, No. 9, and has been one of the most active in its steady and healthy growth. He has held the honor of passing through the different offices in the Council and had he desired could undoubtedly have been elected an officer in the Grand Lodge. He will spend the greater part of his time for the new firm calling on the city trade, but will make occasional trips over the territory where he is so well known. Although the business is new for the time being, the many friends of "big Herb" are a unit in predicting that he will prove a success in the new field. He will specialize in novelty advertising, calling on the trade that are considered large users and judging from what we have heard already, Herbert is making large out of mediocre advertisers.

Mr. Murphy, of Murphy & Jackson, Bloomingdale, was in Detroit last week in the interests of the company's general store.

The C. F. Smith Co., owner of a chain of grocery stores, has let contracts for the construction of another large warehouse to be built on West Grand boulevard. The Smith company are pioneers in the chain store idea and have proved highly successful.

Everything comes to him who waits, at least what Charlie Kalanquin of the Wenona Hotel at Bay City waited for came. And all he wanted was Fame. Of course there are many and devious ways of acquiring renown, aside from the honor of having the heirs receive a check and a medal from the Carnegie hero fund. The Biddle boys and Jesse James became famous and had the old time type setters working nights "setting up" stories of their daring escapades. But Charlie did nothing that would call for the wrath of the law on his head, oh no, he found a much softer way of bouncing into the headlines of a daily paper, besides with the modern method

in vogue in newspaper offices it doesn't require but a second or so to set up a whole story—at least Charlie's story was one of that kind, because they had to set his Christian name but once. To make a long story short Charles, who happened to read a patent medicine advertisement concluded he had just what the advertised medicine could cure. He secured two bottles and lo and behold, a remarkable change took place—that is, so the story goes—instead of—well, anyway, he was again a well man for the first time since the medicine advertisement said he was sick. But our friend was far too wise to give his testimonial without receiving some compensation in return besides just the plain every day fame of a name in headline type. His reward came in the mention in the testimonial that he was a valuable and trusted employe of the Wenona Hotel. Now everybody is happy—we, because we have this story out of our system, the management of the Wenona, because they have found out that Charlie is so valuable to them and Charles is happy because the boss read how good he really was.

The Walker Bros. Catering Co. has approved the contracts for the construction of a two-story restaurant on Michigan avenue near First street.

Morris Shatzen, city representative for A. Kroluk & Co., has opened a dry goods and furnishing goods store at 339 Kercheval avenue under the style of the Quality Shop. Mr. Shatzen will continue with the firm as heretofore.

The long looked for in Saginaw has become a reality at last—a new and up-to-date hotel. The New Franklin Hotel owned by H. R. and P. A. Shares, owners of the Wenona Hotel in Bay City, is the last word in modern hotel equipment. Every room has a bath, the majority with showers, a new sprinkling system in each room and large airy sample rooms for trunk men. The building itself is one of the most beautiful in the city and the thanks of the citizens in Saginaw are due the new proprietor for their push and enterprise. Fred Bizel, well known to the traveling public, is active as manager of the new hotel, which means another assurance, that of good service. Coincident with the opening of the Franklin is the announcement of the opening of the New Mertz Hotel near the Michigan Central depot. The Mertz is also up-to-date in every respect. The news appeared in a Saginaw paper last week of the decision to build a modern hotel on the site of the old Bancroft. If this is true it will mean much to Saginaw. Good hotels bring many visitors to a city and the comment caused by these people proves beneficial in many ways to the community in which the hotels are located.

L. E. Kirsten, in the advertising department of the Detroit Stove Works, is responsible for the following. "Some people are so sensitive that when you call them 'Honey' they break out with the hives the next morning."

E. H. Snow, Buhl Sons & Co., motored to Detroit this week from his home in Grand Rapids. Mr. Snow was accompanied by his wife and will spend a couple of weeks in the city.

About 1,000 traveling men attended the annual convention of the Millinery Traveling Men's National Association held in Detroit last week. H. H. Coll is President of the Detroit Post and C. E. Bonan is Secretary.

C. E. Karber, dry goods merchant, 208 Chene street, is enjoying a trip through the Southern States.

Two men entered Borth Sanders' clothing store at 1446 Woodward avenue late last Saturday night and while Mr. Sanders was looking for some goods they asked for, seized him and attempted to bind him. He fought so hard, however, the men ran away without getting anything of value, but leaving the proprietor of the store in a badly battered condition.

John R. Wood, eminent and expert railway guidist, announces that the

July issue is from the presses and ready for sale.

If some of the girls would devote the same energies about the house that they do in chewing gum—well there'd be a lot more work done at home.

Miller & Alforis have opened a men's furnishing goods store on Gratiot avenue.

The department managers of the J. L. Hudson store held a banquet at the Hotel Statler last Friday evening and formed an association for both social and business purposes. The Hudson store in no small manner owes its success to the splendid co-operation existing between employers and employees. Every person connected with the institution is a self appointed booster. That's one reason why "Hudson's grows with Detroit."

The Packard Motor Car Co. has commenced operations on the erection of a four story reinforced concrete warehouse on Concord street.

Why is it that the gink who has no use for mothers-in-law, is generally the loudest in his talk about raising children so he will have a place to stay when he grows old?

The Schlieder Manufacturing Co. 45 Fort street east, is building a one story factory of reinforced concrete, 135 x 80 feet on East Grand Boulevard.

The following officers of the Eureka Wholesale Grocery Co., recently organized, were elected at a meeting of the board of directors held at the Cadillac Hotel last Thursday: F. J. McNamara, President; Solomon Klein, Vice President; Charles E. Marks, Secretary-Treasurer. D. M. Pickett was appointed buyer of the company. Two hundred local grocers are stockholders of the new company, which will be conducted on a co-operative basis.

J. J. Maher, formerly of Tower, and whose place of business on Jos. Campau avenue was destroyed by fire a short time ago, has purchased an interest in the firm of Weinberg Bros., horse dealers. He will not re-enter the mercantile business.

Harry Treble, grocer at 517 Fourteenth avenue, had his automobile stolen last Sunday night but it was later recovered by the police. Under the seat of the car were papers and mortgages valued at \$15,000 which mysteriously disappeared and to date have not been recovered. The young man who took the car stoutly maintained that he did not see any papers in the machine while he had it.

Our esteemed co-scribe from Muskegon, in starting such a vigorous campaign for A. W. Stevenson for Grand Sentinel, the election which takes place a year hence, may find himself much in the position of the Allies, who used so much ammunition in the early stages of the war that they are seriously handicapped in the latter stages. However, A. W. Stevenson is worthy of every ounce of energy that the boys can put forth in his behalf.

Many hundred families were left destitute following the prolonged strike of the silk workers in Paterson, N. J., recently.

Besides the usual quantity of presents, Billy Sunday took away \$25,332.29 for seven weeks' work in Paterson, N. J.

The Wayne County and Home Savings Bank has let contracts for the construction of a one story building on Hamilton boulevard near Euclide avenue to be used as a branch bank.

A man in Pasadena, Calif., must pay \$25,000 because his pet chimpanzee attacked a little girl. How will they be able to tell which is the chimpanzee?

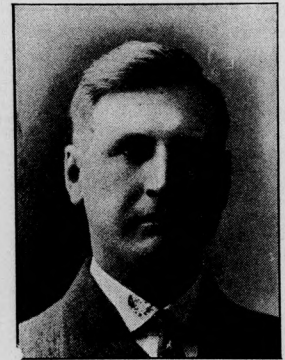
Mrs. August Kirchner, wife of the pioneer dry goods merchant at Grand River and Fourteenth avenues, has returned to her home following a se-

rious siege of sickness and an operation in a local hospital.

Harold Cree, local representative for the Aetna Portland Cement Co., with offices in the Union Trust building, is going about his duties wearing a most elaborate smile. A baby girl, and the entire family doing well.

A. A. Krause, general dry goods merchant, 1478 West Warren avenue has purchased a new Reo car. Fresh air will now be a part of Mr. Krause's daily accumulations.

Hugh M. Hall, whose picture adorns this page is neither a traveling man, a merchant, or a manufacturer, about the only class of people who are praised or panned in these columns—unless perhaps it may be an occasional hotel-keeper who receives special mention for meritorious or unmeritorious service to the boys on the road who make it possible for their bank accounts to accumulate. Hughie Hall has been both a traveling man and a merchant. Several years ago he held an interest in an implement business in Eaton Rapids with his father, now deceased, under



HUGH M. HALL

the style of Hall & Son. Hugh gave up a lucrative position on the road some years since to accept an appointment as under sheriff of Eaton county, from his brother John T. Hall, who at that time had been elected sheriff. Unlike many of the boys who have spent some time on the road and had retired, only to again be attacked with a severe case of wanderlust and return to the "old profess," Hugh has never given the road a return date. At present he is deputy sheriff of Eaton county and in all the years that he has served the county has always proved a most capable officer. He owns a beautiful and well equipped farm just outside of the city limits. No man who lives within miles of the vicinity is better known or better liked than "Hugh with the huge smile." Like all successful men Mr. Hall manages to keep extremely busy for about fifty weeks in the year—and then, with four of his boyhood chums, which include Clyde I. Webster, U. S. District Attorney of Detroit and H. S. Butler, pioneer shoe merchant of Eaton Rapids—woe unto the gay and festive bass of Grand River for no hiding place they can find is safe when this quintette get in action. Hugh M. Hall may retire to the farm or even move to Grand Rapids but it would matter not as he would still be remembered by his hosts of friends who live in several states.

George Netschke, well-known haberdasher, accompanied by his wife and Mr. and Mrs. Frank Schneider, will leave soon for an extended trip through the East in Mr. Netschke's new Oakland car. The party expect to visit many of the East's beauty spots and places of historic interest, including a trip through the Berkshires and the old cities in Vermont and Massachusetts. Mr. Schneider is Michigan representative for the J. F. Hartz Co.

George A. Plates, general merchant

of Ubley, was a Detroit business visitor last week.

A. Fineberg has resigned his position as representative for H. Brill & Co. and will represent the Burns Manufacturing Co., of New York, manufacturer of tapestries and curtains. Mr. Fineberg will cover a portion of the Western states.

Another thing that could be disposed of and would prove an economical move to many of the unsophisticated, would be the train butcher.

The Peoples' Outfitting Co., has leased the three story building at the corner of Michigan and Cass avenues, for one year. The firm will occupy this building while the new one is being erected on the site of the present store.

Jay Emerick, formerly with Burnham, Stoepel & Co., where he had charge of a department, is now representing the Columbia Mills of Chicago, manufacturer of window shades. Jay was in Detroit last week fraternizing with old friends. He covers the State of Wisconsin for the corporation.

Al Smith, owner of a chain of restaurants, has purchased a site on Grand River avenue, where he will erect a bakery and general offices.

The old fashioned man that used to blow out the gas now has a son that exchanges seats in a row boat.

A. L. Brevitz, department manager for Burnham, Stoepel & Co. is in New York on business for the firm.

D. Scheyer (A. Krolak & Co.), accompanied by his family is on an automobiling trip through the East.

William D. Traitel, who represented a pipe concern for a number of years, is now the enthusiastic direct mill representative for the New Prague Flouring Mill Co. of New Prague, Minn., manufacturer of the Seal of Minnesota flour. Bill has become so interested in the study of flour that he carries a latin dictionary, a microscope and a Bible. The latter he carries so he can go as far back as possible in the study of the manufacture of his pet subject. What William doesn't know about the genus Triticum and the different processes it goes through before becoming a hiding place for a carnival red hot, isn't worth knowing. He is also deeply interested in the art of disposing of car lots of S. of M. in Michigan.

M. Shatzon has purchased the dry goods and furnishing goods stock of T. Terski, 891 Buchanan street.

The Fourth is over and our kid is still intact.

Over thirty arrested in "dry" Flint for drunkenness on the Fourth. Firewater or fire works seemed to be the leading question in that city.

"Swift Scout Cruisers Needed," reads a headline.

Schooners needed by swift scouts in Mason county also.

James M. Goldstein.

State to Create Chain of Markets.

Lansing, July 1.—That the State Board of Agriculture must establish a market commission under the terms of an act passed by the last Legislature was decided to-day by Attorney General Fellows.

The bill in one place reads as though it was optional with the Board to appoint a market director and proceed to the establishment of markets in which the farmers could dispose of their surplus products.

The Attorney General decided that when the bill in its entirety is taken into account there is no doubt as to the desire of the Legislature to establish a system of markets and to that end the State Board of Agriculture should select a market director and proceed to business.

The salaries of the market director and his force must be paid out of the fees which will accrue under the act, Mr. Fellows held. He said that when the bill was started through

the Legislature it carried an appropriation of \$7,500 but this was cut out.

The Board of Agriculture will have to form its own rules for the conduct of the markets. There is nothing for them to go by. It is optional, Mr. Fellows said, whether the Board establish auction markets and appoint licensed auctioneers or not. This, he says, would depend on the Board itself.

The law provides that all funds accruing shall be deposited with the State Treasurer in a fund to be known as the "market fund," but this fund is entirely within control of the State Board of Agriculture, to be used by it, as it sees fit in the work of the markets.

Within a month, it is expected that system which the Board will put into effect, will be made known. The law was the handiwork of the farmer members of the Legislature and caused considerable discussion during its consideration. Many amendments and changes made the bill a stranger to itself, when its original idea is taken into account.

Quotations on Local Stocks and Bonds.

Public Utilities.		Bid	Asked
Am. Light & Trac. Co., Com.	322	326	
Am. Light & Trac. Co., Pfd.	107½	110½	
Am. Public Utilities, Pfd.	62	64	
Am. Public Utilities, Com.	33	36	
Cities Service Co., Com.	50	55	
Cities Service Co., Pfd.	55	60	
Comw'th Pr. Ry. & Lt., Com.	50	52	
Comw'th Pr. Ry. & Lt., Pfd.	78½	81	
Comw'th 6% 5 year bond	97½	99	
Holland St. Louis Sugar	5½	6½	
Holland St. Louis Sugar Pfd.	6¾	7½	
Michigan Sugar	64	66	
*Pacific Gas & Elec. Co., Com.	41	44	
Tennessee Ry. Lt. & Pr., Com.	6	8	
Tennessee Ry. Lt. & Pr., Pfd.	28	32	
United Light & Rys., Com.	40	44	
United Light & Rys., 1st Pfd.	66	68	
United Light 1st and Ref. 5% bonds	82	85	

Industrial and Bank Stocks.		Bid	Asked
Dennis Canadian Co.	80	90	
Furniture City Brewing Co.	40	50	
Globe Knitting Works, Com.	130	140	
Globe Knitting Works, Pfd.	98	100	
G. R. Brewing Co.	90	100	
Commercial Savings Bank	220		
Fourth National Bank	220		
G. R. National City Bank	169	175	
G. R. Savings Bank	355		
Kent State Bank	245	250	
Old National Bank	139	195	
Peoples Savings Bank	250		

*Ex dividend.

July 6, 1915.

Widow Outwitted.

In a Western village a charming, well-preserved widow had been courted and won by a physician. She had children. The wedding day was approaching, and it was time the children should know they were to have a new father. Calling one of them to her, she said:

"Georgie, I am going to do something before long that I would like to talk about with you."

"Well, ma, what is it?"

"I am intending to marry Dr. Jones in a few days, and—"

"Bully for you, ma! Does Dr. Jones know it?"

Ma caught her breath, but failed to articulate a response.

He Got It.

In honor of a visit paid to his plant by the Governor of the State, an automobile manufacturer once had a complete car assembled in something like seven minutes.

Some weeks after this feat was heralded in the daily papers the phone at the factory rang vigorously.

"Is it true that you assembled a car in seven minutes at your factory?"

"Yes," came the reply. "Why?"

"Oh, nothing," said the calm enquirer, "only I've got the car!"

Bankruptcy Proceedings in the South-western District of Michigan.

St. Joseph, June 21.—In the matter of F. Henry Lane, bankrupt of Kalamazoo, the bankrupt filed offer of composition to his creditors by payment of \$60,000.00 if not paid until three years; \$45,000.00 if paid in two years and \$40,000.00 if paid in one year. The referee entered an order for a special meeting of creditors to be held at Kalamazoo on July 6, to consider the offer of composition.

In the matter of Elmer E. Stamp and Eva D. Stamp, copartners as E. E. Stamp & Co. of Cassopolis, the inventory and report of appraisers was filed showing total assets of \$5,706.07, including claimed exemptions of \$3,600.00.

In the matter of Frank B. Lay, Sr., bankrupt of Kalamazoo the bankrupt filed offer of composition to his creditors by payment of \$75,000.00 if not paid until three years; \$56,250.00 if paid in two years and \$50,000.00 if paid in one year. An order was made by the referee calling a special meeting of creditors to be held on July 6, for the purpose of taking action on the offer of composition.

June 22.—In the matter of George R. Morse and Morse & Jars, copartners, bankrupt of Allegan. At the first creditors meeting the custodian, James A. Westrate was elected trustee, his bond being fixed at the sum of \$500.00. The inventory and report of appraisers was filed showing assets of \$708.00.

In the matter of Richard Harvey, bankrupt of Kalamazoo, the trustee filed his first report and account, showing total assets, including the bankrupt's exemptions of the sum of \$360.05. The trustee also filed his report of exempted property.

In the matter of Harriet L. Runyan and Grace L. Finch, and Runyan & Finch, a copartnership, bankrupt of Dowagiac, the trustee filed his first report and account, showing total assets of \$601.36 and disbursements of \$87.18 leaving a balance on hand of \$514.18, whereupon an order was entered by the referee for a special meeting of creditors at his office on July 8, for the purpose of passing upon the trustee's first report and account, the payment of administration expenses and the declaration and payment of a first dividend.

June 23.—In the matter of Elmer E. Stamp and Eva D. Stamp, known as E. E. Stamp & Co., a copartnership, the trustee filed report showing sale of assets to Herman Burns of Cassopolis for the sum of \$1,475.00, subject to a mortgage of \$510.00. The same having been sold for more than 75 per cent. of their appraised value an order was entered by the referee confirming the sale. The

trustee filed petition alleging that Elmer E. Stamp was concealing from the estate and had failed to account for the sum of \$100.00 whereupon an order was made directing the bankrupt to make and file answer to the petition, on or before July 9th, at which time a hearing will be had on the same.

June 24.—In the matter of Albrecht Hinrichs, bankrupt of Kalamazoo, the trustee filed his supplemental final report and vouchers, showing distribution of all the assets in the estate, whereupon an order was made by the referee closing the estate and recommending the discharge of the bankrupt.

June 25.—In the matter of the James J. Day, bankrupt of Hamilton township, Van Buren county the trustee filed report showing distribution of all the assets in the estate except the sum of \$2.16, whereupon the referee entered an order directing the trustee to dispose of the same for the purpose of closing the estate.

June 28.—In the matter of the International Banana Food Company, bankrupt of Benton Harbor, the trustee filed his final report and account showing total assets of the sum of \$725.19, and no disbursements, also sale of all the remaining assets. An order was made by the referee calling a final meeting of creditors at his office on July 15 for the purpose of passing upon the final report and account, the declaration and payment of a first and final dividend, and also the payment of certain administration expenses.

June 30.—In the matter of Lee M. Ransbottom, bankrupt of Dowagiac, the trustee filed petition for the examination of certain persons at Knox, Ind., for the purpose of discovering assets, and especially to investigate several transfers of real estate. The petition was considered and an order entered by the referee directing the trustee to proceed with the investigation.

July 2.—In the matter of Ernest F. Johnson, bankrupt of Kalamazoo, doing business as the Johnson Electrical Co., the trustee filed his final report and account, showing total assets of the sum of \$432.30 with request that a final meeting of creditors be held. The referee entered an order for a final meeting of creditors to be held at his office on July 19 for the purpose of passing upon the trustee's final report and account, the declaration and payment of a first and final dividend and the payment of certain administration expenses.

Imagination is the mother of most of our troubles.

SUN-KIST
REG. U.S. PAT. OFF.
CANNED FRUITS

SUN-KIST Canned Fruits are a quality unto themselves—they are SUN-KIST Quality—a quality distinctly peculiar to SUN-KIST—a quality specially selected for people of critical taste—

Delicious canned fruits—no better grown in California—the pick of a million case pack and fine enough for any table in the land. If you want satisfied customers, connect with the SUN-KIST Kind.

NATIONAL GROCER CO.'S Houses
ASK THEM

THE DEALER'S DOWNFALL.

Overzealousness of Jobbers to Annex New Trade.

Short accounts make long friends.

Who can deny this and how necessary are friends to a successful business. But let us define short accounts. It does not necessarily mean cash on delivery or payment in ten days, yet it may demand either. In my estimation the definition means simply a strict compliance with the selling terms of the house, which may vary in a given territory as they do with the same house, the credit standing of the buyer regulating the terms. That little legend on your billhead becomes a part of a contract of sale and should be religiously lived up to by both parties.

Any reliable house will have to have its regular terms upon which any responsible buyer can make purchases and these terms should be rigidly insisted upon to one and all alike. Confidence is the foundation of friendship, and when once established will greatly lessen the difficult positions we find ourselves in when we try to make fish of one and fowl of another. Can we blame the retailer for taking part in this "confidence game" entered into for the sole purpose of doing the other fellow?

We offer a premium for securing the payment of our accounts within ten days—quite a high premium at that—and wise is the buyer who will avail himself of it. Very few jobbers can afford—nay, no one can really afford—to pay such a rate of interest for the use of cash twenty days before it is due, yet how many of us seem to be perfectly willing to insist upon buyers paying strictly in ten days, while allowing others to take twenty and even thirty days. Think of the unfairness of it!

Simply from fear of losing a customer we hesitate to say anything when a discount is taken in fifteen days, and thus we tempt the buyer. He soon takes twenty days and becomes offended when we complain of his discounting in thirty days. We may lose the customer if we take a stand, yet the very records of our weakness will help him secure from a competitor what you or I may have refused. Guilty? Of course we are.

The figures that have been given us prove that the cost of doing business is slowly but surely increasing, yet the profits are not. On the contrary, they are decreasing, until the margin is getting so close that we will, of necessity, have to keep better house—back up our contentions with right, not might—and not hesitate to face Mr. Buyer and insist upon what rightfully belongs to us. Naturally, as long as we are willing to overlook these important factors we will be on the defensive side of this question.

Let us now look for the vulnerable features of the buyer. True, there are some that take advantage of the weakness of you or me, while we are trying to annihilate each other, but are they to blame for that condition? No. In the first line of defense we find the stalwart buyers that can stand

the brunt and who pay their bills when due and discount only as per terms offered. In the second line we find those that need persuasion, education and even assistance, so that they may be able to take the place of the first liners. Many a wavering merchant has been saved by the judicious friendship of a jobber, a helping hand extended at the proper time.

That brings us to the reserves; that part of the great army of retailers working their way through the hardships of the daily grind of business experience and education. Here we also find men with an honest desire to improve their condition, but with little or no experience, and usually limited capital. Laboring under these handicaps, we must not look upon them as the legitimate prey of the jobber. These merchants need the assistance and advice of the jobber very much more than those who are better prepared to meet the perplexing problems of the modern retail store.

In many cases they should never have entered the mercantile field, and in most instances they would not if the first jobber to whom they went for advice had been honest with them, warning them of the complications sure to arise, especially where there was not the proper amount of capital to start with. With a little "stock order" in sight we pass lightly over the credit side of the question, hand him over to the salesman and feel that we have again "put one over" on our competitor and can afford to take the chance.

He actually starts in business with no possible chance for success. By probably paying for half of a stock that he would have to turn over within a fortnight to make even a living, he immediately opens his doors and passes his merchandise over the counter in the same easy manner that he purchased them. Along come your competitor's salesman, and seeing your line of goods on the shelves, immediately figures that here is a good man; in all probability secures an order and reports to his house that the man is all right; that "A. and Company" are selling them. This is repeated by several other competitors and ere we realize it, we have a merchant who has been able to buy a thousand dollars' worth of merchandise with but a hundred or two of cash with no financial responsibility whatever and in many cases already hopelessly involved.

How easily this could have been prevented by simply having granted this credit on a basis of the proven responsibility. If we would but take enough personal interest we could save many a man from the bankruptcy court. Time after time we get our notices, and in most instances we are so ashamed of our accounts that we hesitate to even attend the meeting of the creditors—a guilty conscience not allowing us to show ourselves—seemingly willing to take that part of our share of the spoils, if any there are, without even knowing whether we have had an honest distribution or not. The heaviest losers have the least complaint. We should

warn such a merchant of the dangers of the easy credit system, make a careful study of his prospects and grant him only such a line of credit as he is entitled to ask for and then hold him to it.

Did you ever make a list of those customers who owe accounts that extend beyond your credit limits? If you have not, you should. The list will be larger than you imagine. See how many of those men you can ask to come within the limits without offending them. In most cases we do not even care to see them ourselves, but call the salesman on the carpet and boldly tell him what has to be done; and yet, if we had to do the collecting personally we would probably do it in the same trembling manner as the men we send, and with the same results. The delinquent flares up, scares the salesman, berates the house, condemns the goods and continues taking that which does not rightfully belong to him. Can you say that extended credits make long friends? No.

If we could but see the advantages of naming terms and sticking to them, what a step forward we would be making! The money saved to the inexperienced by properly educating them would be enormous. Last but not least, is the great reduction in our own bad debt losses which we can ill afford to lose. To me it seems our entire credit system is wrong. In other words, we are "holding the bag."

If we jobbers will make up our minds to preserve our credit system, and thus keep the retailer within a fair limit, he will be compelled to grant credit to only such consumers that can show a proper responsibility and thus save many a family from living beyond its means in addition to keeping that link of the credit chain intact.

Charles M. Stauffer.

Teamplay Among the Salesforce.

Written for the Tradesman.

Many storekeepers are high in efficiency percentage insofar as their own personal efforts are concerned, but wanting more or less noticeably when it comes to managing their employes.

Now a successful salesforce is a good deal like a winning baseball team—it's got to do real team-work to get away with it; and the qualities that make the big league manager a success in the baseball world are very similar to those that bring success in the merchandising world.

Immediately the little store begins to grow beyond its one-man limitations, so that the owner of it has to employ the extra man or a boy to help him on Saturdays, during the holidays and other times of unwonted activity, that very minute his success as a dealer begins to depend upon somebody else as well as himself.

So the importance of training others is thrust upon the storekeeper. Proper selection, training and handling enables the merchant to multiply his selling power by the number of salespeople he employs.

The successful storekeeper aims first to surround himself with cap-

able men. Then he strives to get the maximum of results from these men. To do the first he must understand his business so thoroughly that he instinctively knows when a man will fit into his merchandising establishment and fall harmoniously into his way of doing things, and when he will not.

There are capable men of many, many kinds; and many of these capable men have selling ability, either in a state of actual development or in its latent form. But not all of these men of selling ability would fit into your establishment. Men must not only be capable, but they must also be in sympathetic accord with the store and its customers, and they must have a mind to work.

Must Like His Work.

If the salesforce has been properly selected and trained, every individual member of it—whether it's a small village store with one or two clerks or a big city department store with hundreds of salespeople—will like his work and take a sort of personal pride in the success of the establishment.

No man can do his best work if he doesn't like his work. No man ever worked well if he was dissatisfied or lacked confidence in his boss. If the storekeeper employs just one clerk, that one clerk should be the brightest and most capable young fellow to be had at the price. And then the storekeeper ought to do everything in his power to make that young fellow understand his work, and like his work. In other words there should be perfect accord and co-operation—what they call teamplay in baseball—between the storekeeper and his salesmen. And the very same thing applies, although of course on a much larger scale, to the big department store with its hundreds of employes.

When a merchant has collected the material for his salesforce—and the wise dealer generally adds them one or a few at a time, and only as he needs them—the next question is to get results in paying quantities from the material collected. The new man (or men) must be assimilated into, and made a part of, the selling organization; in other words all the units, both new and old salespeople, must be molded into a big, happy, harmonious selling aggregation.

Not only must the positive virtues such as courtesy, industry, enthusiasm and willingness be inculcated; but the negative vices such as peevishness, irritability, and rivalry of an unwholesome and hurtful nature must be watched and corrected. Clerks must be brought to a realization of their weaknesses and strong points and taught to fit into the general policy of the store. Moreover, they must be taught in such a way that there is no open break or nursed friction against the manager. To the men must come the realization that the manager knows more than they do, otherwise the cogs will never work harmoniously.

Chas. L. Phillips.

Productive industry seeks the city.



Old 7 the Baffler

THE biggest hit in chewing gum advertising. The keystone of the remarkable Sterling advertising and merchandising scheme.

Old Seven, the Baffler, is making business for you—business in

Sterling Gum The 7-point gum

PEPPERMINT - RED WRAPPER
CINNAMON - BLUE WRAPPER

All over the country, in big and little towns, people are asking who he is, and buying Sterling Gum in an endeavor to find out.

A lot of Sterling Gum is being sold—a lot more is going to be sold—get your share of Sterling Business.

The Sterling Gum Company, Inc.

CAPITAL, \$6,000,000

Harris and Ely Avenues and William Street, Long Island City, Greater New York

FRANK L. E. GAUSS, President

FOWLER MANNING, Vice-President and Sales Manager



Trunkmaking as Described by a Master Workman.

Written for the Tradesman.

Thirty-three years he has put in making them, this man who kindly consented to tell me something about trunks, for he began when he was a boy of 16 and he is now 49. He has worked at his craft in a number of cities, has been foreman in large factories, and knows his business from A to Z, as you would not question for a moment were you to hear him talk, and see how perfectly at home he is on every phase and detail of trunkmaking.

Now he is conducting a business of his own—manufacturing and selling at retail—in a medium-sized city on the Pacific Coast. His very pleasant and well-stocked salesroom contains trunks of almost every description, besides a large and fine line of bags and suit cases, which he handles but does not manufacture.

The principal material used in trunks he told me, is wood, which is of different grades and qualities and used in the form of rather thin boards for the cheaper and medium-priced trunks, and of veneered lumber for the best.

Light weight combined with great strength and resisting power is the great desideratum in trunks. Accordingly, wood to be suitable for trunkmaking must be strong, fairly light and not at all brittle. It must be soft enough that nails will clinch in it.

Basswood and spruce are mainly used in the United States, although cottonwood and one or two other kinds of lumber are employed somewhat.

In the East and Middle West basswood is used very largely, the forests of Michigan and Wisconsin supplying the product. All along the Coast spruce is used. It is not quite so good as basswood, but freight charges make the price of the latter prohibitive for common grades of trunks.

We have just now been speaking of the lumber used in the form of boards. For high class trunks veneered lumber—three-ply, four-ply or five-ply—is used, since this possesses greater resisting power. Spruce veneer is made, but this trunkmaker uses only the basswood veneer, which he considers so superior as to be worth the high price occasioned by the long distance freight.

Next in order after the wood comes the covering. Sheet steel, canvas or duck, and vulcanized fiber are the three materials chiefly used for covering trunks. Steel is used for cheap trunks and fiber for the best, while

canvas seems to occupy a rank between the other two. Canvas is used for some quite ordinary trunks and for some that are very good. However, it is not equal to the vulcanized fiber, the paper product which is being used so largely in the manufacture of a great number of articles. Fiber possesses not only beauty and finish but remarkable strength and resisting power, and altogether is the best and most practical material for covering a high grade trunk. It comes in any desired thickness and is now made in all colors. Fiber making is an industry of itself and this trunkmaker of course gets his supplies from the East—the East in this country being a somewhat indefinite term loosely applied to all the United States east of the Rocky Mountains.

To make a good trunk the veneered lumber is first cut into panels of the required size, and then the fiber covering is glued to these. Immediately after the gluing process the work is placed in a press and heavy weight applied. This "gluing under pressure" is absolutely necessary for the integrity of the work. Sometimes the fiber is put on loose, fastened maybe with a few tacks, but this is slighting the workmanship at the vital point.

In view of its great excellences, various attempts have been made to construct trunks entirely of fiber, leaving wood out altogether. But no one has yet succeeded in making an all-fiber trunk as good and strong as one of wood covered with fiber. Fiber is sensitive to weather conditions. When damp it swells, and when dry it becomes brittle. Whether covered with steel, canvas or fiber, trunks are seen in all colors—blue, red, green, gray, and even purple are used. The leather colored browns seem to be most popular.

The binding comes next after the covering. Steel binding is used on ordinary trunks, fiber binding on very many trunks, and rawhide, the strongest substance that we know of, on the very best. The strain and wear on the bindings is very great, so it is important that they be of excellent material. Indeed, it seemed from the trunkmaker's conversation, that a good trunk has to be built like the famous "one hoss shay"—every part "as strong as the rest." There is no place to put in any flimsy stuff.

On all cheap and popular priced trunks, slats are used, soft elm, ash and hickory being the woods employed.

The "trimmings" of a trunk are the hinges, corners, clamps, lock, catches

and handles taken collectively. They are not primarily for ornament, but are essential parts that make the trunk strong and secure, or—as in the case of the handles—serve to get hold of it with.

Corners and clamps are mostly made of steel stamped out in heavy presses. Corners of solid brass are very handsome, but here is a place where added expense does not give greater strength and durability. Brass corners do not wear so well as those of steel. All the trimmings should be good and fastened on securely.

Bindings always are fastened on with clout nails, and in making ordinary trunks the clout nails are used almost entirely throughout. In a good trunk all the trimmings are fastened on with solid rivets, each of

which has a washer on the inside. In a good-sized trunk three or four hundred rivets are used.

Woven web, harness leather and belt leather are the materials used for the straps with which many trunks are equipped. This trunkmaker holds that the virtue of straps is largely "in the think"—that a trunk that is properly made does not need them. However, it likely will be some time before nervous women will be ready to forego the mental satisfaction of knowing that their baggage is well roped or strapped. In case of a trunk being broken or stove into by savage handling, the rope or straps may serve to hold the wreck together and prevent the scattering of milady's precious "things."

On the inside, trunks are variously



Summer Goods

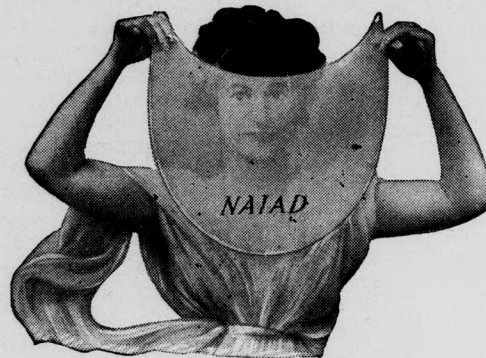
The popular and well advertised lines of Hosiery and Underwear for which there is an increasing demand. BVD, Porosknit, Olus, Lawrence, Cumfy Cut, Paramount, Ipswich and others.

Mail orders promptly and carefully filled.



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

"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

lined with paper or with cotton or linen cloth. The last is best. Many fancy and figured linings are used.

Trunkmaking is a business that can be carried on successfully by one or two men in a small way, as well as in large manufacturing plants. In the United States there is scarcely a city of 10,000 or more that does not have at least a small trunk factory, and there probably are fully 200 factories employing fifty to 500 men each.

We are a great traveling people and use a good many. However, most trunks never actually wear out. Not a few go to pieces at the hands of reckless baggage handlers, while many get out of style and lapse into an undisturbed old age in attics and store rooms.

So much for the process of manufacture by which we Americans get that convenient receptacle for clothes and personal belongings while traveling, which we call a trunk and which an Englishman usually styles a "box" and a Scotchman or an Irishman a "chest."

Trunks range in price from \$1, which is for the sort sold in the South to poor negroes and poorer whites, to as high as \$500 for a very elaborate and swell creation of the wardrobe variety, made of course especially to order. I confess I never before knew there were quite so many different kinds of trunks as the trunk-maker enumerated.

First he mentioned the packing trunk, a low trunk without tray, used mainly simply for holding clothing or other articles. The kind of trunk most in use is known as a dress trunk. The flat steamer trunk has become very popular, and is preferred for short railway trips to anything of a larger size, for it does not get smashed up so badly.

A woman who makes any pretensions to good dressing must have at least one hat trunk when she travels. A hat trunk carries usually six hats, each pinned to a form and riding as securely as if on the owner's head.

A personal shoe trunk—so called in distinction from the trunk used by the traveling shoe salesman to carry his samples—is at once a luxury and a great practical convenience. Where a family is traveling together one shoe trunk often answers for the extra footwear of all. Sometimes a hat trunk is fitted up to carry shoes also.

Automobile trunks are in good demand nowadays. Although many of these are sold in stock sizes, the automobile trunk more usually is made to order, of a size to fit the place where it is to be carried, and perhaps matching the machine in color.

Salesmen's sample trunks are rather plain affairs, but they have to be made in the best manner possible and of the strongest materials obtainable. Being packed very heavy and always kept on the go, the hard wear to which they are subjected puts the trunkmaker's art to the severest test. The average life of a sample trunk is six years. A dresser trunk is one which is fitted up with drawers. Some persons like them, but they

never have come into extensive use.

The wardrobe trunk, which is made all the way from steamer size up to the largest family size, is now by all odds the most popular trunk with wealthy persons who travel extensively. Wardrobe trunks have been in use only about fifteen years. Especially during the last few years have great strides been made in bringing them to perfection. With their hangers and pockets and drawers, furnishing convenient places for every article of clothing and saving all the labor and annoyance of unpacking a whole trunkful to find some small article at the bottom—wardrobe trunks really have reached the point where little else is to be desired.

The belle of seventy-five or a hundred years ago doubtless always looked very sweet and dainty, abroad as well as at home. But the belle of the present day, accustomed to many costumes and a roomy wardrobe trunk, would be appalled were she compelled to cram her dresses into one of those little hair trunks which served her great grandmother when taking a journey.

Ella M. Rogers.

The Kind of Clerks Every Merchant Should Have.

Written for the Tradesman.

In the little one-man shop, where the owner is everything from buyer to advertising manager, there are, of course, no salesforce problems; the boss is his own hired help.

But just as soon as the business develops to a point where the merchant must employ somebody else to help him wait on his customers, a new factor enters the business.

Now, in order to carry on the business consistently; to continue his own particular business policy—the merchant must duplicate himself, as it were; i. e. he must so impress his merchandising methods and ideas on his clerks that they can (and will) represent him and intelligently adapt themselves to the general scheme.

When another person comes into your store to serve you as a salesperson, he becomes an intermediary between you and your public. Will he faithfully represent you? Will he reflect the spirit of your establishment? Will he fit harmoniously into the merchandising programme that you have labored so hard to develop?

This is strictly up to you; for it all depends upon the guidance, training and encouragement he gets from you.

The man who is a real producer is a valuable man assuredly, but the man who is a producer of producers is ever so much more valuable. It is up to the retail merchant or salesmanager to make high class producers out of his salespeople. To do this he must guide them, train them, and encourage them.

Interest the Vital Spark.

A merchant who employs some twelve or fifteen clerks and does a business of about \$200,000 annually, said: "When I find that I have a clerk in my store who loves to investigate the little things that concern the business, who reads and thinks to find the best way to conduct his department, who studies articles that deal with

better merchandising, who is in search of a better way to display his goods and who is interested in the attractiveness of the store and is willing to exert once in a while a little energy which his contract does not specify, then I realize that that clerk is interested in my success and money will never stand between my business and that man's services."

There are clerks of many different types, varieties and grades of efficiency; but there is a certain quality that is possessed by all good clerks: namely, interest.

They want to see the business grow. They want to have a part in the promotion of the business. They are willing to contribute all they can to the larger success of the institution with which they are connected. They have a sort of pride in feeling that they are a part of it.

Interest, then, is the vital spark. And without interest it is impossible for anybody, no matter how various and brilliant his attainments may be, to become a good salesman.

The wise merchant is the man who is able to recognize people of this caliber and add them to his salesforce from time to time. And, if he is wise, he will seek in various ways to keep their interest alive, stimulate it when it begins to wane, and capitalize this interest of his salesforce in season and out.

Frank Fenwick.

Catch the New Spirit.

There is a new ambition abroad in the world to-day.

Have you caught its spirit?

It is infectious to those at all receptive to new ideas and to the extent you imbibe it will you stamp yourself a progressive man or woman and receive the reward that goes with initiative.

And this is the biggest and best reward you can possibly receive for the simple reason that the greatest satisfaction comes from doing things first rather than trailing along after the crowd.

Incidentally, the best financial rewards go to those who express new ideas—who develop an individuality and have the courage to express it.

What is the cause of this new ambition?

Simply that the demands upon each individual life have increased to such an extent that it requires more to satisfy us.

We have higher ideals—a better conception of the fitness of things—we are progressing individually and as a nation.

Where ambition is strong the mind is continually being developed—to merit success as well as to realize success is the real inspiration to commercial as well as to individual progress.

Albert E. Lyons.

Sometimes a word to the wife is sufficient to start something.

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.

We Have Just Received Another Shipment
of the

Bear and Cub Knit Underwaists

which are made for Boys and Girls
and button either back or front.

Positively best garment of this
kind to be had to retail for fifteen
and twenty-five cents.



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Command your hand to guide the brush

The Practical Use of Shading and Outlining.

Written for the Tradesman.

One of the best methods of imparting finish and beauty to the featured portions of a show card is to shade the letters. Shading causes the letters to appear in relief—makes them "stand out." It always is pleasing and popular.

We strongly recommend the card writer who never has made use of it to try his hand at shading. If he confines his initial efforts to the simpler processes—and these are all that are necessary for satisfactory results in ordinary show card work—he is likely to find that making very creditable shading is far easier than he has supposed.

There are a number of shades and

the shade strokes a little below the tops of the letters. Then you will have the relief shade spoken of above as most practical for the card writer's purposes. This is the kind of shade shown in the illustration.

The form of each letter and all its characteristics are followed in shading—if there are spurs their semblance appears in the shade stroke.

In all medium-sized work—at least for straight shade strokes—the brush will naturally be held with the chisel at an angle of 45 degrees to the direction of the stroke. This gives the proper slant at the extremities of the shade.

Try to make each straight shade stroke of uniform width throughout, and keep the shading always at the same distance from the letters. It is

and the shade—fairly wide. However, when space is limited, very good looking work can be done with the shade quite near to the letter.

When the extremities of letters are close together—as when the base of A is very near the letter that precedes it or follows it—it is allowable to break the shade stroke. That is, stop when the place is reached where the shade would have to be narrowed, and let it be omitted through the cramped portion, beginning again below the letter. While not strictly "true to life," this saves considerable fine detail work, and with lettering no larger than is used on most show cards does not impair the effect.

With a little practice, relief shading on the left and lower sides of the letters can be done very rapidly. The shade of I or L can be made without lifting the brush.

By studying the illustration and following these directions, the card writer soon will have shading at his ready command. If he lacks the artist's technical knowledge of lights and shadows, he will find that the lack does not prove a serious handicap for show card work. He will discover that little inaccuracies in the

by tinting white with medium chrome yellow, is good with black. When a light letter is used on a dark card, a shading of any harmonizing color may be used.

A shade placed in contact with the letter is called a close shade. This is rather more difficult of execution than the relief shade.

Shading may be put above instead of below a letter, and on the right side instead of on the left. But it will be found that the left and lower sides are far easier to work on. A close shade done in a light or bright color and on the upper and either the right or left side of a letter (but usually on the right side)—is termed a high light.

Outlining letters is another method of imparting beauty, finish, and featuring power. Putting a close outline on capital letters requires far more time and painstaking than relief shading. You work on four sides of each letter instead of on two, and on the hard sides as well as on the easy sides. The letter must be well made to start with and the outlining very neatly done, else the effort will proclaim poor workmanship.

Lower-case letters are not so difficult to outline as capitals, for the reason that a little inaccuracy is not so noticeable; still close outlining of either is too slow and laborious to be available for most show card work.

Shades and outlines (so far as time will permit the use of the latter) may be made to serve another important purpose besides those mentioned. This purpose is the furnishing of color contrast. Sometimes it is desirable to use a card of a neutral tint or of some color that affords insufficient contrast to either light letters or dark letters. For instance take a grayish green or sage green card. Matter executed in black is hardly legible on it. White is more readily read but still the effect is very flat and lifeless. But put the lettering on in white and strengthen with black outlines or shadings, and you have a color scheme of charm and distinction. A card of burnt orange lettered in white with the black to strengthen the contrast, is very classy. Black lettering shaded or outlined with orange mineral is very good on a tan brown ground. By a little experimenting, the right color combination can be found for almost any card—one that will be pleasing and still afford a strong contrast.

When shading and outlining are used to furnish color contrast, they should be placed quite close to the letters.

A slender outline with some space left between it and the letter has a softening and beautifying effect.



SHADED



OUTLINED

shadows in use by sign painters—block shade, blend shade, cast shadow, drop shadow, etc., are professional terms expressive of different forms of shade ornamentation. Card writers use almost entirely a simply made relief shade.

When it is desired to use shading, first execute the lettering. Then, after the work is dry, clean the card. That is, rub the surface lightly with chamois skin to take off the charcoal or chalk marks of the layout. On a light card, if the chamois fails to remove all traces of the charcoal, it may be necessary to make use of an eraser.

Having cleaned the card nicely, with a brush of the right size for making with a single stroke the width of shade desired, put in the shade strokes at the left side of and below each letter. Leave some space between the letter and the shade, and start

commonly assumed that the light falls on the letters at an angle of 45 degrees. Make all the shadings at the same angle. Observation of these points gives an effect of uniformity and good workmanship.

The shades of diagonal strokes—as of A and W—should be made a little narrower than for vertical and horizontal strokes. The shade of a curve is begun with the chisel of the brush, gradually swelled to the middle portion where it is widest, then gradually narrowed to the extremity where it is only a line. It is faulty to make the shade of a curve wide and clumsy at the ends, or to let the ends extend beyond where they would extend if the letter actually were standing in the light and casting a shadow.

It is thought that it gives a better effect and makes the work look more professional to leave the "relief space"—that is the space between the letter

shades do not show badly. Also that shading helps out in a remarkable degree of the appearance of letters that have been somewhat imperfectly executed.

It is well to space letters that are to be shaded rather far apart. Shading commonly is used only on the featured portions of a card. It is not necessary to take the time to shade the letters of subordinate matter. Indeed, with very small work, shades detract a little from the legibility.

With black or red letters on a white card, a tint shade, not so heavy in color as the letters themselves, is very pleasing. A pretty gray, made by mixing just enough black with your white color, is always excellent. A light green goes well with black letters. Light turquoise, made by tinting white with turquoise, is very good with either black or dark red. A deep cream or pale yellow, made

Sometimes this style of outlining is done in a tint. When quite a space is left between the outline and the letter, the effect is delicate and lacey. This kind of outlining is not especially difficult to do, since a little inaccuracy does not show badly, especially with lower-case letters. It is best adapted to cards of a fancy character and that will be read at only a short distance. Ella M. Rogers.

The Merchant's Wasted Time. Written for the Tradesman.

Some ways in which the merchant wastes his time are:

1. Keeping accounts for credit customers.
 2. Knocking competitors.
 3. Treating the crowd.
 4. Associating with the sporting class.
 5. Membership in fraternal societies with no higher motive than gain.
 6. Conducting gift schemes which neither increase sales, add profit or draw permanent trade.
 7. Selling fresh goods at cost.
 8. Trying to get cost out of worn, soiled or defective goods.
 9. Arguing with customers over unsatisfactory goods when a trivial sum or an exchange would satisfy and hold trade.
 10. Talking to influence a customer to buy after goods are accepted.
- E. E. Whitney.

The new three-year contract signed with the private lighting company at Adrian shows a reduction from 10c a kilowatt to 9c.

CIVIC PRIDE.

It Is the Fundamental Feature of City Building.

Written for the Tradesman.

Cultivate civic pride—promote it, nourish it, help it along and try to make it epidemic in your home town—for civic pride is essential in the matter of modern city-building.

Cities commercially or industrially important—cities of front rank qualifications and big-town prestige—understand the primal importance of civic pride, and look upon it as a municipal asset.

"Pride," says the proverbist, "goeth before a fall;" i. e. silly, personal, peacock pride, that sometimes causes a vain person to strut and disport himself in such a ridiculous and pre-occupied manner that he doesn't look where he is going.

But the author of the proverb was not thinking of civic pride. Any town that doesn't have an appreciable degree of civic pride is already down and out, hence could hardly fall farther if it tried.

Personal pride—charmingly innocent or unpleasantly obtrusive, as the case may be—is one thing; but civic or community pride is something very different. Apart from civic pride cities of metropolitan proportions cannot be built.

Civic pride involves what has been aptly phrased, "the community interest," and bespeaks a person who recognizes the claims of citizenship. By hypothesis it requires a person who

can see somewhat beyond the end of his nose.

Therefore civic pride varies inversely with an individual's selfishness. Some men have a ganglionic burl that keeps them from seeing the big idea. Say "civic pride" to them, and they fail to follow your drift.

Civic pride is the dynamics of latter-day municipal progress. That's what makes the wheels go round. Name me a city of which it may be said "That old town certainly is long on civic pride," and I'll call you a burg that's forging to the front.

Civic pride isn't gunpowder or steam, but it's got expansive properties in it just the same. Inland county-seat towns and quiet little unobtrusive hamlets may acquire a sort of insular snobbishness, but it takes the big centers of population to elaborate and apply real civic pride.

Civic pride isn't just buncombe and bluster—hot air. It doesn't exaggerate, yell itself hoarse apropos most anything, or nothing in particular. It doesn't don the cap and bells and play the fool.

Civic pride is a public-spirited attitude towards matters of common interest to all of the people of the city. It sees the good of the individual bound up and identified with the good of all. And so it voluntarily and gladly subordinates the individual to the general weal.

It is constructive, sane, socialistic; therefore fully in harmony with the laws of common sense, fair play, and progressive life.

Civic pride isn't an accidental

achievement; neither is it a quality that can be wished on a community or an individual. It is a matter of education and training.

Civic pride is based on a knowledge of one's city, its business interests, its industrial plants, its resources, its trade relations, and its latent capacity and probable line of development and expansion.

Local business men's clubs and organizations, local advertising clubs, and other voluntary associations of the leading business men of the city, are the most active and enthusiastic promoters of civic pride.

The work done by such groups of public-spirited men in many of our larger communities is little short of the marvelous. By means of organization, advertising and systematic campaigning, both in the city and throughout the city's trade zone, wonderful results have been accomplished. Sleeping cities have been aroused, small cities have been stimulated into new and unprecedented growth, and the big cities have been made still bigger and better.

If you don't like your town, don't knock—move on; if you do like it, and mean to stay there, develop a real case of civic pride, and get busy infecting others. Chas. L. Garrison.

Kingsley—The Ideal Construction Co. has been organized to manufacture and sell portable summer cottages, cots, tables, etc., with an authorized capital stock of \$4,000, all of which has been subscribed; \$1,030 paid in in cash.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at five plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

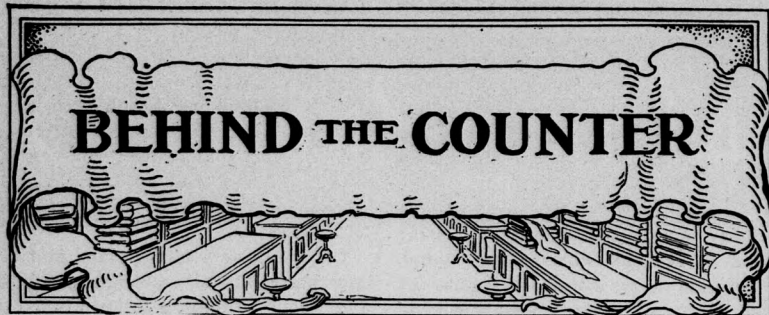
Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

W. R. ROACH & CO., HART, MICH.

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.



Some of the Summer Opportunities for Clerks.

Written for the Tradesman.

The wide-awake clerk is always on the lookout for opportunities of adding extra items to his sales slips. He knows quite well that his value to his employer, and his chances of promotion, depend very largely upon his ability to sell things—to bring in increased profits for the store.

The summer months offer excellent opportunities to the clerk who aims to be "more than an ordertaker"—who wants, in fact, to develop himself into a A-1 salesman.

"Hot, isn't it," remarked a customer—a lady—one warm July day last year.

"It certainly is hot," rejoined the alert salesman. "And that's why we've been having such a rush at the provision counter. People aren't going to stand over a hot stove cooking meat when they can buy it, ready cooked, and almost ready to set on the table."

Here the customer gave the cue, the salesman who was on his job took it up—and secured, as a result, an opportunity to go further into the possibilities of the provision counter. This resulted in sales where probably there would have been none.

Often such cues can be picked up by a clerk who is not too busy to have an inconsequential word or two of chat with his customer. Some merchants insist on their salespeople sticking strictly to business. This is fair enough in a general way; no clerk should stand for fifteen minutes or half an hour gossiping on personal matters with a friend while other customers are waiting. As a rule, however, clerks don't do this and it is not merely safe but shrewd to give the clerk some latitude for gossip. "Be brisk, but not too brisk" is a good motto for the merchant to hand out to his salespeople. The clerk whose aim is merely to book the order as rapidly as possible and get through with his customer in the quickest time isn't developing as he should the possibilities of new business which every customer presents.

A lady had ordered sugar and a few sealers, as well as fruit for preserving.

"I'm going to be sure busy to-morrow morning," she said, "and I'd like to get at my berries early. But there's breakfast to get, and the porridge to cook—"

"Why not try some cereal—something ready to eat—like —." And the clerk quickly named over the leading varieties of ready to eat breakfast foods.

"I tried — once," returned the

customer, "but it didn't seem to taste just right—seemed kind of mouldy and soggy."

"I'll guarantee you won't have that experience here," returned the clerk, pleasantly. "We keep our stock fresh; and you get the cereal crisp and new. I'll send you up a package—it's just 10 cents."

The customer assented.

"Do you know," added the clerk, quickly, as he jotted down the item, "another handy thing for breakfast in summer or when you're busy is fresh fruit. We have some nice oranges at 40 cents—it takes just a minute to cut them, and they're tasty and healthful."

She ordered half a dozen.

"If you want a quick dinner," he went on, "we have plenty of varieties of canned meats—corned beef, potted ham, jellied chicken, tongue, veal loaf, jellied hock, smoked beef. Here"—he handed it down—"is a nice sized can of potted ham at 30 cents. I'm sure you'll like it."

"It's rather dear, isn't it?" objected the customer.

"Not when you consider that you are saved all the trouble of cooking it over a hot stove. This is ready to eat, just as it comes out of the can; it's just the work of a second or two to twist off the top with this key and it comes right out. Then too, the meat is very tightly compressed in the tin and there is absolutely no waste."

From this sale it was an easy matter to pass on to a meat sauce. Here the customer balked. They always will. No customer buys all a wide-awake clerk suggests. The clerk must be prepared for this. But such suggestion, even where sales do not immediately result, helps to advertise the goods and to introduce new lines. Instances have been traced—only a few, but sufficient to prove the point—where sales have resulted, months and even years after, from just suggestions. And the more items a clerk suggests, the more he will increase his sales.

Much can be done, also, to improve the standard of business. A customer, for instance, has been buying a cheap line of salmon. She buys a can at, say, 18 cents. Show her two cans—the 18 cent and the 25 cent sizes—and push the latter, citing its better color, and finer flavor. The one sure way to satisfy the particular customer is to sell the best goods.

Of course, there are customers to whom price is the main inducement; and the merchant and his salespeople must meet their demands. But at the same time it is possible to "talk quality" even in these instances without

sacrificing the sale. And it is worth while to educate every customer to the fact that quality goods are the cheapest in the long run.

Suggestion will help, also, to bring about an increased sale of the quickly prepared desserts so popular in hot weather. Here, the salesman will find it worth while to study recipes for summer desserts. Some manufacturers get out little recipe books for distribution. Often the household columns of the magazines and newspapers offer timely hot weather suggestions along this line. In any event it will be worth while to know a little about preparing jelly powders, corn-starch, tapioca, and similar products, and be able to explain to the purchaser how, by varying the ingredients, adding cocoa to corn-starch or sprinkling cocoanut on top of the tapioca, a pleasant variation can be secured.

You say, "A woman ought to know how to cook." Assuredly; but her cookery is apt to grow monotonous. And the clerk ought to know how to get business; and if suggesting new desserts will help to boost business, it will pay a clerk to know how to suggest new desserts.

William Edward Park.

Nora Was "It."

Mrs. Brown was in the kitchen helping Nora, the cook, prepare supper.

"It's an old saying," she remarked to Nora, "that 'too many cooks spoil the broth.' What do you think?"

"Sure, mum," she replied, "there's nothin' to worry about. There's only one cook here."

Many Lines In One Bill

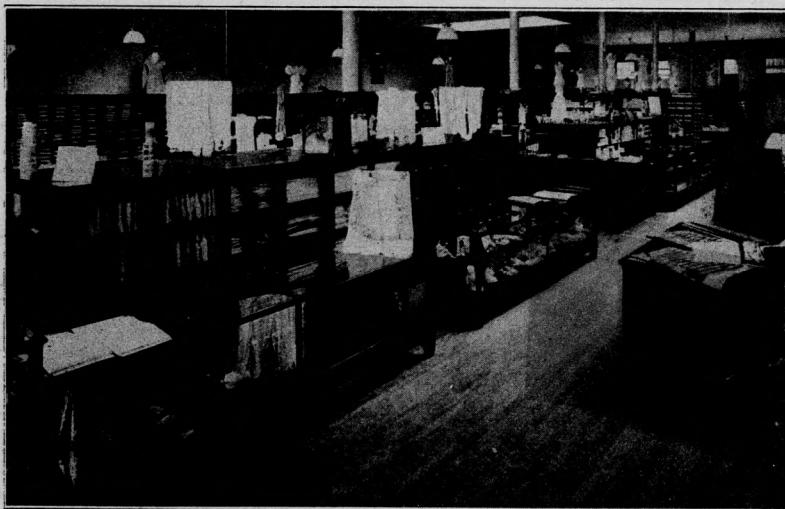
Buying on this principle gives you variety without over stocking. It gives you many profits on the same investment in place of a few. It saves you money on freight.

Our monthly catalogue—America's Price Maker in general merchandise—is dedicated to this kind of buying.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



What is the Biggest Asset of YOUR Store?

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

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

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

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

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

WILMARTH SHOWCASE CO.

1542 Jefferson Ave.

Grand Rapids, Michigan

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

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

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

Made In Grand Rapids

THE JITNEY BUS.

Some Reforms It Has Already Accomplished.

Long Beach, Calif., July 3.—In a former issue some account was given of the workings of the jitney bus in Long Beach. In any discussion of the subject the question naturally arises, Has the jitney come to stay? In an article appearing in the *Tradesman* of March 10, clipped from the *Financial World*, that journal, as the result of its own investigations and those made by banks and utility companies, gives it as the opinion of experts that the jitney is not to be feared as a permanent competitor of the street car, because "in the long run it will not be economically possible to operate an auto car over a given route for a 5 cent fare and make a fair profit." Other high authorities, basing their predictions on estimated average earnings, say that when a jitney driver wears out the machine he starts in with, he will not be able to buy another.

The strength of the jitney lies in its acceptable service. Its weakness is that it is not dependable under adverse weather conditions. Where snow and cold figure prominently in the yearly weather programme, the jitney bus can not flourish, at least in the present stage of automobile development. Where the street cars have to be relied upon for winter, it would be a mistaken public policy to allow jitneys to deplete their earnings seriously in summer.

Doubtless during the present season jitney service will start in a few places where it will wink out in a few months. But where conditions are favorable to it, I venture to predict that the jitney may not die the quick and easy natural death that some foretell.

Jitney driving is a business in which some men will succeed where others, if they kept at it, would starve. The man who is unpopular personally and careless with his car so that he has to have it in the repair shop a good share of the time, would better stay out of it. But those who have a talent for the business can make a creditable showing.

A few weeks ago I talked with one man who had then been driving thirteen months. He told me that during that time he had paid for his machine (slightly used when he got it, but good), had paid house rent and made a living for himself, his wife and his three children. This living was far more than a mere subsistence. He and his family had taken two or three trips away, his daughter has music lessons, and the like. This man is an extra good driver, his repair bills are small, he works long hours and seven days in the week. Moreover he is so well liked that his car is always one of the best filled. There are small children along his route who refuse to ride elsewhere than on his knees.

Another driver I know, after driving several months, lately has purchased a new machine which he uses on his route. All with whom I have talked count something for depreciation of car, usually about a dollar a day. From any one who seemed to be posted, the highest estimate I have heard for depreciation, tire bills, repairs, gasoline and oil, license fees, etc., on a five-passenger car is \$3.85 per day.

On a route allowing three round trips an hour, and running twelve hours a day, a jitney that averages only two passengers each way takes in \$7.20. On a longer route, allowing two round trips an hour, an average of three passengers would make the receipts the same. Some make more than three rounds trips an hour and run longer than twelve hours a day. A little figuring makes it clear that while there is no big money in jitney driving, for the man who can

keep his car fairly well filled, there is at least a comfortable income in it. It is an occupation that can be entered without preparation and on small capital. It can be as easily dropped if something better offers or if too many go into it. Indeed the number of jitneys will regulate itself automatically according to the demand for the service. Since most operate their own machines, the jitney man is his own boss. Many men would rather drive an auto than do any other kind of work under heaven. There is an element of speculation in the business that gives it an added charm. Altogether it does not seem that the supply of jitney drivers is likely to give out, even though some who enter the field for a few weeks or a few months may not obtain satisfactory returns. Many who try the grocery business do not achieve success, still there never is any lack of retail grocers.

The street car can do some things that the jitney can not do. Conversely the jitney can do things impossible to its big rival. The jitney can give transportation on streets too narrow to admit of the laying of tracks. Unless held rigidly to a certain route, the jitney driver, for an extra fare or sometimes without it, often will take a passenger to the house where he wishes to go, even though this be two or three blocks off the line. By previous arrangement passengers are called for at a certain time. These features are greatly appreciated by old people, cripples, semi-invalids and persons carrying grips and suitcases.

In towns too small for street car lines, a few jitneys are a great accommodation to the public. In many cities jitneys will serve a great purpose in supplementing inadequate street car service. In others, where conditions are especially favorable, they may supplant the street cars altogether. In view of what already has been done, it seems not unlikely that the jitney bus or some other form of auto conveyance will cut a large figure in city passenger transportation during the next few years.

The effect of the jitney on street car earnings and the price of stock in street car companies presents two or three distinct phases. Its check to the growth of fortunes already too large no one will regret except those immediately concerned. Its decreasing the number of motormen and conductors to whom employment can be given can not so easily be dismissed from mind although this decrease is in a way more than offset by the larger number required to operate the jitneys. The unsettling and depreciation in value of street car stocks, in its effect on small investors, is truly regrettable. However, in all fair consideration of the jitney question, it must be borne clearly in mind that the important end is not that investments shall remain secure and profitable, nor yet that every man who wants to operate a motor bus shall find it a lucrative occupation, but rather that the public be safely and comfortably and dependably served. Where the jitney can do this better than the street car, it is only right and in accordance with the laws of progress that it should supersede its more venerable competitor. Wherever it has a real field of usefulness, it is deserving of the same protection and encouragement that is accorded to any other legitimate business. Where it can not perform a practical utility, its existence will be and ought to be short-lived.

Whatever its limitations and shortcomings, during the brief period in which it has been in operation the little jitney bus has scored two strong points. It gives the most popular and acceptable short-trip service that has yet been handed out for a nickel; and it has shown itself able to take that "public be blanked" idea out of insolent street car corporations more

quickly and effectually than all the legislative and moral remedies that ever have been applied.

Ella M. Rogers.

The Secret of Making "Dollar Day" a Success.

The necessity for keeping faith with the public is getting more and more apparent every day to wide-awake business men.

The strength of the movement for "Truth in Advertising" is a great proof of this.

"Dollar Days" are becoming more and more frequent in this part of the country, largely because retailers have found that such co-operative and combined efforts on the part of all interests in a town are winning trade and good will that could not be gained by individual efforts alone.

To get the best of this good will it is necessary to keep faith as is told as follows by the *Grocers Magazine*, in an article headed, "The Secret of Making a Success of Dollar Days."

Pottsville, Pa., has just had a dollar day, the day selected being Friday. The grocers, house furnishers, shoe, ladies' wear and larger stores generally had advertisements in a local paper, all making special offers for that day. A reading article in the paper the previous week called attention to the "big bargains" to be offered, the notice, of course, not mentioning any particular store. It did say, among other things that no shop-worn goods were to be advertised.

Now that the sale is over it rests with the public to say whether another similar sale is desired later on.

If unusual values were given the merchants can easily and successfully get together for another similar sale.

If the bargains were only bargains in name, no good can come from the advertising and a second sale of similar character would not be worth considering.

This idea reminds one of the fact that the great department stores in various large cities are not getting the results from their advertising they formerly secured. The reason is that goods purporting to be bargains are simply advertised at regular or about regular prices and the public has found it out.

How often one sees suitcases of the kind sold everywhere at around \$5 advertised at \$4.98, regular value, \$7.50, or something like that! Abraham Lincoln said one couldn't fool all the people all the time.

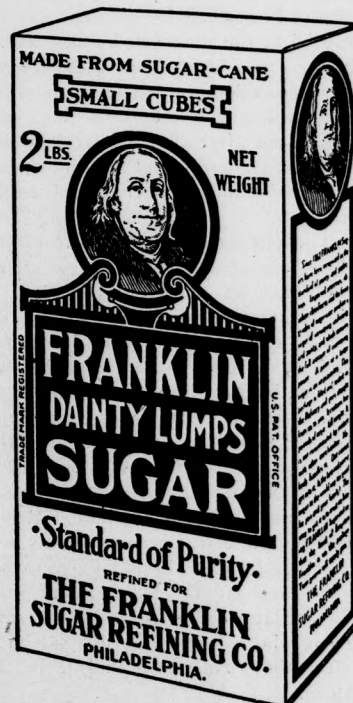
Here and there is a large store so well conducted that when it advertises bargains they are really bargains.

The store with a reputation for never advertising bargains unless they are real bargains finds its advertising results constantly increasing.

Sometimes it seems as if only one store out of a hundred that advertises largely, followed this, the only real plan for creating interest in bargains and the store.

Barnum's statement that the American people like to be humbugged may have been true in its day. Now they like to be told the real facts and frank, truthful advertising is the only kind to use.

FRANKLIN DAINTY LUMPS (Small Cubes of Sugar)



These dainty little lumps of sugar, which are just the right size for sweetening Tea, Coffee, etc., without waste, are great favorites with consumers. It will pay you to feature them as an added attraction to your stock, because of their superiority over old style lump sugar in both convenience of size and dainty appearance.

1-lb. and 2-lb. Cartons, 48 lbs. to the Container. Made from Sugar Cane. Full Weight Guaranteed.

The Franklin Sugar Refining Co.

Philadelphia

LOCATION COUNTS.

One of the Most Essential Features in Trade.

One of the most difficult things to decide in the establishment of a new business, particularly if that business be retail selling, is the question of location. Many thousands of dollars are lost in the course of a year and many new business enterprises are run on the rocks of financial troubles because the proper amount of study was not given to this problem before the doors were opened.

A noteworthy illustration of the result of a poor location is the case of the former Siegel store in Boston, which merchants agree, was largely responsible for the troubles which ultimately led to the situation that has now been in the public eye for nearly a year. In this case, it is maintained by men who know, not even a name that has been successfully coupled with retail merchandising of dry goods for a number of years could overcome the handicap placed on the store in question by its out-of-the-way location.

Apocryphal of this question of location, an interesting incident was related by a wholesaler who is known widely in the dry goods trade. It concerned a merchant who had been very successful in one of the smaller New England cities and who wanted to open a second store in a larger place about forty miles away with the intention of centering his interest on the second store if it proved successful after sufficient trial. Having already done business with many of the leading houses in the market, the merchant in question had little difficulty in getting accommodations for stocking the second store, and the only problem to be solved was the question of where the store should be located. It was the desire of the retailer to handle better goods in the new store than he did in the first one which made the question even more difficult to decide.

After considerable thought and study the retailer was still uncertain as to just what to do. Only one fact he had determined, and that was that he was right in his belief that the city in which he decided to locate was large enough and wealthy enough to support a second high-class store. And he arrived at this decision in the face of repeated failures on the part of other retailers successfully to compete with a store that had for years been established on a leading street near the residential part of the city, and that had been a veritable gold mine for its owners.

On hearing the retailer's reasons for thinking the move was a good one, the wholesaler agreed that the judgment of the other man was right. Then both turned their attention to the question of location. Careful questioning on the part of the wholesaler brought out the fact that none of the stores which had failed to make good had been situated nearer than four or five blocks to the successful store, while two of them had been opened on another street not far away. The retailer had what he thought was

a daring plan, and that was to lease the store directly across the street from the successful establishment. By doing so, he argued, he could not only profit from his own advertising, but he could also profit from the advertising of the successful store. His belief for this was that the publicity of the successful store would be sure to attract trade to the neighborhood in any case, and that the shoppers would not be averse to just crossing the street to see what he had.

While the wholesaler agreed with this and other arguments in the main, he disagreed on one very important point. He argued that if a location across the street from the successful store was apt to bring business, a location right beside that store would be apt to bring a great deal more. He cited the case of two rival chains of 5 and 10 cents stores, the younger of which had sought to cut into the sales of the older in a certain locality by locating its store right next door to the older one. The result had been that, after a preliminary skirmish, both stores had been found to be very profitable to the owners. He cited, further, early attempts of a chain of stores handling tobacco products to uproot a successful retailer by the same method only to find, after considerable of a price war, that there was business enough for both. In both instances the reputation of the first store had been enough to supply trade for both, trade which neither store could have handled alone. The wholesaler then argued that if such had proved the case with staple things such as tobacco and small wares, there was no reason why it should not prove to be even more so the case with less staple lines.

The retailer was quick to see the point and immediately departed for the city in which his new store was to be opened. Once there, he immediately began to negotiate for the lease of a store next the dry good store, but between it and the residential section. The store he wanted was occupied at the time, but he was willing to take the lease from the occupant at a considerable advance, to which proposition the holder of the lease consented after the retailer had hustled around and found for him a nearby store really better suited to his needs.

The retailer did all this and offered the concession when he knew all the time that he could get the store on the other side of the successful dry goods establishment with less effort and at a lower rent. But he was guided by the thought that, if he got nearer to the homes of the people he wanted to sell goods to than the other store was, customers who wanted to go to the other store would have to pass his store to get there. He relied on the attractiveness of his window displays and his publicity to prevent their passing as much as possible, or at least to show them something the other store did not have after they had not found it in that store.

When the owners of the successful store found out what was going on they were very angry. As the time

of the opening of the new store approached, they made vague references to it in their advertisements as an interloper, and tried every possible way, without coming into the open, to throw cold water on the efforts of their prospective competitor. On the day of the opening the old store came out with a big announcement in the papers calling attention to the bargains such as had never before been seen in that city. And they were honest about it too.

In this they failed, for the normal curiosity of the women, aided by judicious advertising, caused them to investigate the offerings of the new store after they had picked the plums of the old. A large percentage of them bought nothing, but the retailer was satisfied that day if they just came into the store and looked around. While he offered some legitimate bargains in his advertising, he was not foolish enough to get into a price-cutting war, and made no such offers as were made by the older merchants.

He knew that these merchants were men who had become too used to goods profits to keep on cutting prices and he knew they would be unwilling to keep up the pace they had set for very long. So he just sat back and waited for them to get over their spell of liberality. This came more quickly than he had anticipated, for the older merchants, finding that they were losing some of their best trade because of the crowds in the store, and that they were getting some trade they could not afford to keep at any price, began to see light within a fortnight.

Ultimately things adjusted themselves just about as they had been figured out. The two stores together brought more of the right class of trade to that part of the city and, while rivalry kept the average net profit per sale lower than it might have been, the increase in the gross business done more than made up for this loss.

Branching Out in a Safe Way.

Several years ago a young man opened a small dry goods store in a modest location on a side street in a certain city. He knew a great deal about dry goods, having been forced to work in a dry goods store when most boys should be in school. He was honest and a tremendous worker. He believed in himself.

That part of town improved. And the first thing people knew there was a thriving dry goods store on the corner. The merchant, using unique advertising methods, succeeded in getting the people down his way—drawing them off the beaten tracks of retail trade.

He did the right thing in price and in goods. He endeavored to have service in his store just a little better than in any other. He prided himself on his ability to save his customers time in the matter of waiting for change and having packages wrapped.

The business grew and grew—grew until the modest little corner seemed fairly bursting with prosperity.

Then the merchant began to see visions and dream dreams.

Why not move up a block or two, get two floors instead of one, put in a larger stock, and go at the thing right?

He did. And he went broke.

Here are the facts of the tragedy:

This merchant, like many another prosperous, ambitious person, took this important step toward expansion without realizing all he was going up against. He did not consider the increase in expense that would follow when he got into his new location. True, he knew how much he would have to pay out, but he did not adequately consider his chance for getting enough additional business to warrant the larger outlay. If a man moves into a store where he has to pay twice as much for selling his goods, it is obvious that he must have at least twice as much as he is getting in his present location.

This merchant found, by moving onto the more prominent street, that he did gain a considerable portion of new trade. But he was forced to leave a good portion of his old trade behind him. All his former customers did not follow him to the more pretentious location. He thought they would.

He kept up the unequal struggle for a year and then had to quit.

Do you feel like expanding?

Be conservative!

Every ambitious merchant wants to grow. If he did not have constantly before him the high marks he expects some day to attain there would be less incentive to fight to overcome difficulties and strive for the highest possible measure of prosperity. Pressing toward the mark for the prize is a commendable attribute of ambitious manhood in every walk of life. Great is ambition.

But ambition needs to be guided. Ambition is indifferent to eventualities. It sees only the shining goal ahead and reckons not the difficulties and obstacles between the starting point and the reward.

The truly successful merchant takes a firm hold on ambition and rules ambition instead of being ruled by it. He applies to his problems of advancement a high order of sane, systematic, balanced reasoning. He refuses to let unexpected success or prosperity entice him, headlong, into unexplored regions.

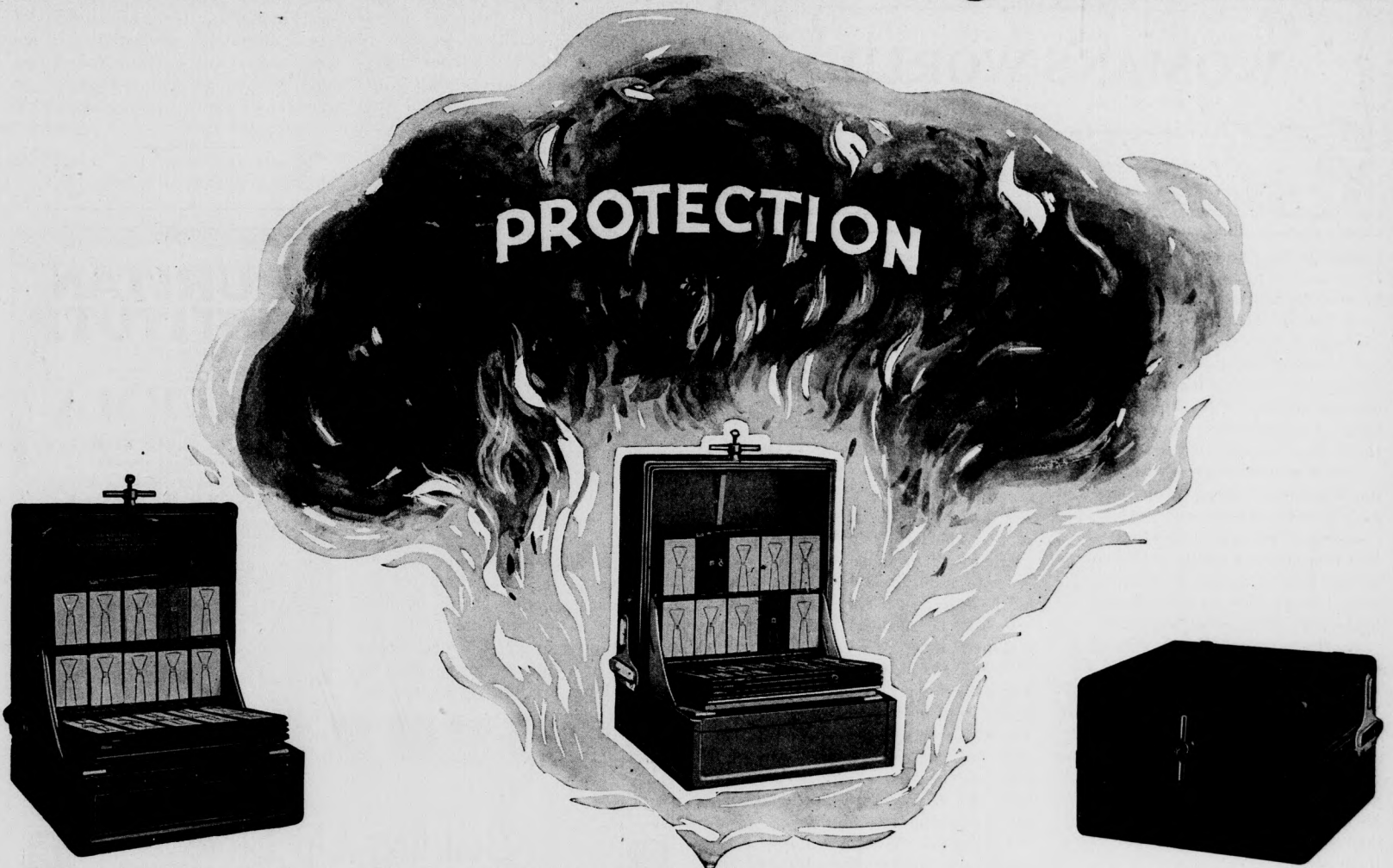
He expands. But he does it in a safe way.

Safe branching out may be rapid. Or it may be slow. Rapid expansion may be entirely secure. Gradual growth may be just the opposite. Be right; and then grow accordingly.

All growth that amounts to anything is natural and gradual. The world itself—and the universe, too—grew just that way. So did mankind. So did everything. This is a law of nature that should be applied to the store. Grow? Of course. But not like the mushroom.

The wise wife never insists upon having her own way. She merely has it, and says nothing.

A Revolution in the Account Register Business



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

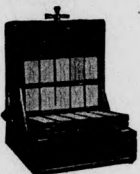
Don't Wait Until You Burn Out

Your accounts and business records are protected if you install

The McCaskey Safe Register—CLOSED
Perfect insulation makes the METAL CABINET the best protector against fire. Perfected after years of costly developing.



CLOSED



OPEN



CLOSED



OPEN



CLOSED

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

Protect Your Accounts Before it is Too Late

More than 125,000 merchants are using

The McCaskey System

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

McCaskey Garvity Expansion Register housing

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

The McCaskey Safe Register

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The most recent addition to

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

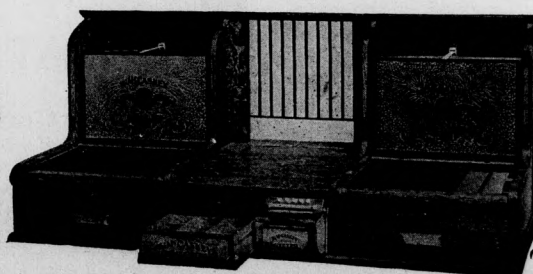
The McCaskey Register Co.

Alliance, Ohio

Incorporated Capital \$3,000,000

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

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



Let us show you how

The McCaskey System

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

Write for further particulars.

Our nearest representative will gladly call.

Use the coupon when writing.



OPEN



CLOSED



OPEN

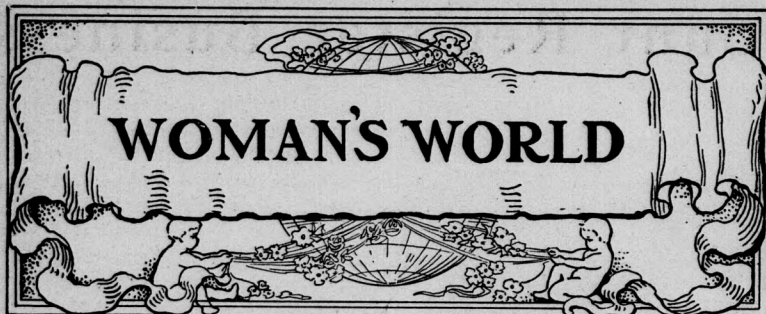


CLOSED

The McCaskey Register Co., Alliance, Ohio.

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

The McCaskey Safe Register ☐ Other Models ☐
Name
Address
City and State
Business No. of Accounts
M T-7-7-15



Letter Writing Should Not Become a Lost Art.

Written for the Tradesman.

If one were to give a description of "the perfect woman nobly planned," one of the abilities that should be hers is that of being able to write a good letter. Nor should this be given an altogether minor rank in the list of her accomplishments.

Letter writing—taking the term in its meaning of the writing of social and friendly missives—is essentially a womanly art and occupation. Men as a rule do not take to it. Of course a man has to attend to his business mail, but as soon as ever he can afford it he hires a stenographer and typewriter, so that he is let off by merely dictating the letters and adding his signature to the finished work. When in love, if he can not substitute a daily call-up by telephone, he writes ardently and often and sometimes at length to the object of his devotion. While in this exalted state he is hardly himself, and his normal dislikes and lethargies do not assert themselves.

A man writes brief notes to wife, daughter, son, father or mother, giving a terse account of family health, business conditions, crop prospects and the like. If of a humorous turn he may add a short joke of two to his effort. He gets off these epigrammatic epistles largely from a sense of duty—likely he is a conscientious sort of fellow and tries to do what he feels is expected of him. A man who has a little literary turn may sometimes write a lengthy letter, bringing in accounts of travels he has made, setting forth his opinions on political and public questions, and otherwise enlarging upon the skeleton note which is the characteristic letter of the modern man. Even such dignified expansions are the exception, while the covering of pages on pages of dainty note paper with a breezy, delightful, fun and sorrow touched description of the little happenings of daily life—this is done by women or not at all.

And there is danger that it will be done less and less by women. In the rush and hurry and the numberless tasks and diversions and distractions of present-day life, letter writing is apt to be crowded out. The post card, the long-distance phone, the telegraphic night letter—these are being pressed into service as substitutes for the good old-fashioned letter, but they never can take its place.

The writing of a friendly letter or a family letter—by this last meaning the letter to some member of one's immediate family—is an informal kind

of composition, one in which the tropes and figures of the rhetorician count for little. Good letter writing is very like good talking, and requires much the same tact, insight and knowledge of the mind and tastes of the person to whom one is writing.

The mother who can write interestingly and entertainingly to the boy or girl away at school, or to the married son or daughter, has at her command an instrument of influence which she never should allow to become rusty. The letters from home should mean much to those who are away. It adds immeasurably to the power of these letters if they are such that they will be received with pride and pleasure.

The husband who is much from home likes to receive a nice bright letter from his wife daily, or at least very frequently. Although his replies may be brief, if she is of the right kind and her letters are of the right kind, she may be sure that her efforts are not unappreciated.

Letters to the old folks—to the father and mother who are aged and feeble and whose happiness and peace of mind depend greatly on hearing regularly from "the children" who are absent—these letters never should be omitted nor even delayed. Make them long and full as possible, and do not neglect the expression of love and tenderness. Let the old people know that distance does not weaken the bond of attachment.

It is a compliment to the person addressed to use good stationery, to take some pains with one's handwriting even though the pen move rapidly, and to spell and punctuate correctly. We readily excuse all mistakes made by friends who have lacked the advantages of education. It would grieve us if those dear hands were to refrain from writing merely because they can not use the pen skilfully or because errors in language are likely to creep in. But gross mistakes and obvious carelessness on the part of those who know better is hardly pardonable. Occasionally, it is true, a note has to be rushed off in a great hurry; but usually a little time and thought should be taken in writing. It is rude to do otherwise, just as it is a breach of manners to manifest haste when making or receiving a call. A letter can be neat and beautiful without being in the least stiff or formal. Typing friendly letters that are of considerable length is to be recommended as not only easier for the writer but as being more readily read by the recipient, if the latter happens to be elderly and the eyesight is failing somewhat.

The point of writing only on subjects that hold some interest for the person written to, already has been touched upon. It deserves further emphasis. Especially is it wise to avoid falling into the habit of wearying friends and relatives with a detailed and doleful account of all little aches and pains and trifling trials and discouragements. Some women seem to take a morbid delight in stringing out on paper a minute description of every unpleasant circumstance that happens to them. They forget that their friends and correspondents all have troubles of their own.

In all such cases one of two things is sure to result: the writer of mournful letters either taxes the sympathies of her correspondents unduly and unjustly, or else, what is more likely, her friends shrewdly determine that it is not worth while to take her lamentations at a hundred cents on the dollar, and learn to make a liberal discount in their estimate of her woes.

Perhaps the highest type of letter, and certainly the one which we are in greatest danger of letting fall into decadence, is the real letter of friendship, the letter in which friend speaks to friend in a correspondence kept up through long and busy years, not be-

cause of ties of blood nor yet for any possible selfish gain on either side, but simply because two noble souls are kindred spirits. This kind of letter is one of the finest things in life, and keeps alive a happy companionship that grows and strengthens although an ocean or a continent lies between the two. Quillo.

To the man who says "I will" the chains of destiny are mere cobwebs.

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GRAND RAPIDS, MICHIGAN.

ECZEMA

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SKIN AND SCALP DISEASES
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Every product of the National Biscuit Company
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—quality. N. B. C. goods as a line suggest
to customers, present and prospective, the
character of the store that sells them.

These products are widely and persistently
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sequently, for the grocer who sells them,
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Include Social Tea
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order.

NATIONAL BISCUIT COMPANY

Story of Rebecca of the Neckwear Counter.

Written for the Tradesman.

Aaron Hirsch passed down the middle aisle of the World's Emporium, turned three counters and right-angled a few yards to the "Gent's Neckwear, Regardless of Cost." Here was a great jumble of innumerable patterns, a foot in height, and behind the pile stood a very pretty, persuasive little Jewess.

But Aaron did not notice the girl. His eyes swept speculatively over the pile and then settled into the cold, disdainful stare of the experienced trader.

"That the stuff you're advertising for 9 cents?" he asked contemptuously.

"Yes, sir. Reduced from 25."

"Marked up from a nickel, more likely," snorted Aaron. But nevertheless he began to paw over the pile, placing a little paper bag to one side as he did so.

At last he found a yellow check, beautifully lined with green vines, that won a grudging look of approval. He glanced about covertly, but there was no glass near. Yet the occasion was too momentous for his own unaided judgment. His gaze slipped across the counter.

But the pretty clerk had anticipated him. Behind her were tiered shelves of men's neckwear of finer quality and she selected something and leaned toward him.

"That one's two loud for you, sir," she said, with a pretty grimace of disapproval. "It's more suited to the cheap guys below the avenue. You're not that sort. You don't need to be bolstered up with neck advertising. Something like this is what you want," and with a dexterous motion she passed the tie around his neck, fitted it in front, then, "Beau-ti-ful, sir! Always remember that rich mauve is your best tie color. Now for something to hold it in place."

Reaching back into a showcase she selected a pin, adjusted it in the tie with an air of profound consideration, gave him a small glass and then stood back with clasped hands.

Aaron Hirsch was a good trader and a notable success in competition, but in matters of personal appearance he was still a novice. It had not seemed worth while. He looked covertly and somewhat sheepishly into the glass.

"Seems to be all right," he conceded. "I—well, I've got an invite to Sneiff's, of Sneiff & Schorr, for supper, and I want to—to look fine, on account of his daughter."

"O-oh!" exclaimed the clerk, her eyes snapping at the thought of a love story. "Is she pretty?"

"Never seen her but once," Aaron confessed; "but Sneiff's worth a hundred thousand, and he's sort of been hinting to me lately. Hirsch & Redor is an up-to-date, growing firm, you know, with good credit; and although Sneiff's girl is the only one, with money in back, she's that homely it's like a work of art to marry her off."

The pretty clerk nodded, her face serious with sympathetic understanding.

"And still money's a real thing,"

Aaron said, "and eatings, that's a real thing, too. They do say Bersa Sneiff is the best cook in her whole block. A man should look first to his table and then to the money that he buys with."

"Sure," agreed the clerk. "Money it comes first and then to eat. Pretty looks they ain't anything at all."

"That is just where you are wrong," Aaron surprised himself by declaring boldly. "Pretty looks it comes close to the first, and I'm not sure but is the very first. I didn't used to think so, but I do now. If that Bersa Sneiff was full of good looks like somebody I'm talking with I wouldn't stop one minute. I—"

Then he blushed furiously and scowled. What would one of his clerks think to hear him talking like that to a strange girl across the counter? And the girl herself was blushing, too, surprised into it by the sudden ardent look that had flashed from his eyes. Even in his perturbation Aaron noticed the blush and it sent a curious thrill through him.

"Come now," he said brusquely, "tell me how much the cost is to me?"

"One and fifty," replied the girl. "The pin it is plated of gold and cheap at a dollar and the tie is silk. It is such real goods that becomes a man like you, not cheap things for 9 cents."

Aaron grunted at the compliment, dropped some protesting coins upon the counter, caught up a paper bag and hurried away.

But mingled with his annoyance at such undreamed of extravagance was a growing admiration for the girl who had caused it. What a saleslady she would make for the shirtwaists and skirts of Hirsch & Redor! Why, she could talk a creditor himself into exchanging his bills for goods.

And as a wife—Aaron blushed and again scowled at the thought. Bah! She would make him extravagant like this every day, buying real things. It would be money flowing like water—not that he couldn't afford it, but why? And he had heard that Sneiff's daughter was so close that she had her shoes re-soled three times before discarding them. What a girl that would be to help a man on!

Arriving at his office he placed the paper bag upon his desk and laid the last mail beside it. His custom was to eat lunch and read letters and newspapers at the same time, often occupying half an hour. It was cheaper than going out to a restaurant and saved time.

But when he fixed his eyes upon a letter and transferred a bite from the bag to his mouth, the half-read letter dropped and he leaned forward and peered hurriedly into the bag. It was not his lunch at all. He must have taken the girl's and left his own on the counter.

The bite had been delicious, however, and he reached into the bag and took out one of the little cakes it contained. Then he took another. They were the most luscious things he had ever tasted, and he shut his eyes to better enjoy the exquisite flavor. The mail was forgotten entirely.

At length he got down to the last cake and was commencing to nibble that when he suddenly forced it back from his mouth. Why not carry the cake up to Sneiff's and let Bersa taste it? Maybe she could bake ones just like the same.

But when Miss Sneiff tried the cake that evening she confessed that she had never baked any just that way, although she believed she could by trying. The next day, with the haunted memory of he lunch still urging him on, Aaron carried the cake round to all the bakers from Ninth to Second street, and not one of them could produce anything like it, although all declared they had things that were much better.

Aaron thought not, however, and he carried the cake back and ate it slowly, with eyes shut and smacking his lips audibly between each bite. He would go and ask the counter girl herself where she bought it, which was very likely up F street somewhere, for she believed in having the real thing. But it did not matter. Even if a single cake cost as much as 10 cents, he would have some every day for his lunch.

Yet he didn't go to the counter girl in three whole days, for in spite of his longing for cakes he had a feeling that in the bargain store lurked danger to his prosperity. But the three long days brought about strange things.

His mind was a moving picture whirl of two girls and a bag of cakes. Then one of the girls began to fade and the cakes moved mockingly to the front. But the third day the cakes themselves disappeared, leaving only the other girl. Then his lips grew more firm and he went straight to the World's Emporium, down the middle, turning three counters and right-angling to the "Gent's Neckwear, Regardless of Cost." And there happened to be no customers.

"Say, you," Aaron began impetuously; "I ain't got your name yet."

"My, if that ain't just like a man," laughed the girl, "when there 'twas

right on my lunch bag. It's Rebecca—Rebecca Ziebert."

"Sure, that's a good name," he approved. "Well, Rebecca, I've been thinking a whole lot of you in them three days."

"And maybe I've been thinking a little of you, too, Aaron," she admitted frankly. "You're so different from the cheap guys below the avenue. And—and you see I looked up your name."

Aaron's face beamed, then he blushed and, seeing that, she blushed, too. His hand slipped under the pile of 3 cent ties and somehow found her hand on the other side. And it was done so adroitly that a cash girl two counters away and fifteen feet above did not see, although she was looking suspiciously in that direction.

"Maybe we are friendly so I might call on your father some evening," he suggested.

"It might be he will be glad," she answered, "although father he ain't much on callers. Likely I would better stay on home and help with the talk when he goes to sleep."

"Yes, that would be nicer," with a grin. "And now there is one thing more, Rebecca, that I would be liking to ask you some day. Where maybe did you buy those cakes I took away on your lunch?"

"Why Aaron, them I did not buy. I bake such cakes myself in whole panfuls. Father he likes them lying round pretty plenty all the time. You come by some evening soon and if you eat a good many my father will be friends with you all right. And if you play pinochle he will be asking you to come every evening. But you couldn't do that, of course."

"Sure I could!" exclaimed Aaron fervently. "Pinochle and cakes will go fine. And I will be making a start this very evening." F. H. Sweet.

His Choice.

"Whisky, my friend, has killed more men than bullets."

"That may be, sir, but, bejabbers, I'd rather be full of whisky than bullets."

CHEER UP!

Eight Acts of the Ramona Kind of Vaudeville

More Thrills on
The Derby Racer

Simplified, Modern
Dances at the Casino

More Attractions---More Attractive

Ramona Is Open

THE MEAT MARKET

Purifying Greases.

Inedible greases are purified usually by washing with sulphuric acid. Shallow wooden vats are used for this purpose, being of greater width than depth, as the acid water settles best in a shallow receptacle. When a comparatively small amount of work is to be done an ordinary wooden vat made out of good, sound pine, with 3-inch staves, well bolted together, is all that is necessary, but where the work is continuous these wooden vats should be lined with 10-ounce lead, as the acid soon destroys the vats.

The method of washing with sulphuric acid is as follows: Into the wooden or lead lined vat run clear water to the amount of 10 to 15 per cent. of the grease to be treated, and when the water is in add 1 per cent. of sulphuric acid to the fat to be washed, the acid to be 66 degrees density. It is important that the water be put in first, for if the acid is put into the tank first and the water afterwards run in an explosion is liable to result because of the intense heat generated by the absorption of the water by the acid. After the water and the acid have been mixed add the liquid fat, turn on the steam and boil until the fat and acid show clear; at first it will be muddy or cloudy. Usually a boiling of 20 to 30 minutes will be sufficient. This work should be done on the top floor of the plant, or in some place where there is ample room for the escape of the vapor, as the fumes of the acid are very strong and are injurious to the building. After the boiling is finished allow the tank to settle for 10 or 12 hours, then draw off the acid water from the bottom, and if the same is clear and clean it shows that the fat has but little foreign substance and that the solution can be used over again. If the solution shows many impurities it should be thrown away.

Draw the fats into trucks or tierces. Place them in a room having good ventilation, and when the acid fumes have escaped put in refrigerated compartment.

Ropy Pickle.

This condition is directly due to the growth of bacteria in the pickle as a culture ground. The bacillus appears to be of the nature of a yeast fungus.

Meat that is improperly chilled, although the animal heat has passed out of it, may be in a soft and sloppy condition, and when packed in this state is apt to bring on this ropiness. Dirty vats, not being properly scalded and cleaned after each cur-

ing just before packing, are apt to cause it. Sour sugar will also cause it, and to obviate this condition no sugar should be taken into your plant before it is analyzed by a chemist. When temperature is allowed to rise too high it will also cause ropiness by accelerating fermentation, due to bacterial action. As sweet pickle is a favorite cultural medium, and as the bacteria under favorable conditions produce and reproduce, the pickle will at first become viscid and then thick. This is also the first stage of a certain sourness if the meat is allowed to remain in the pickle.

Prevention of ropy pickle should take the form of a proper chilling of the meat to be pickled; of having the curing vats absolutely clean, even to watching the seams on the inside closely, so that there may be no accumulations of matter there. Keep an even temperature of 37 degrees F. (hams) in the curing room; see that the cane sugar used is perfectly sweet and the pickle properly made and filtered. Above all, absolute cleanliness is essential.

Packer Hide Selections.

Spread native steers are strictly No. 1 stock, free from all brands and imperfections. The spread of these hides across the shoulders just back of the brisket is supposed to measure 6 feet 6 inches in the West and 6 feet 8 inches in the East, where kosher stock is largely killed. Leather from these hides goes largely into automobile and furniture upholstery.

Native steers are steer hides free from all brands and graded according to weight. Texas steers are branded range steers from Texas generally, but not necessarily. They are graded according to weight. Some fed stock passes for range Texas.

Butt-branded steers have a brand on the rump, generally on one side only, although it makes no difference if they are branded on both sides. The brand must not extend over eighteen inches up from the butt of the hide, otherwise it is a Colorado. They are graded in three weights.

Colorado steers are side-branded stock, marked on one or both sides. They are longer in the brisket, producing a greater spread across the shoulders than Texas steers. They are graded in three weights.

Branded cows are simply branded cows. They are not selected for weights.

Native cows are free from brands and graded in two weights.

Native bulls are free of brand; bulls and stags sold flat.

Hog Hair.

Hog hair is either sun-dried, curing it outdoors, or else it is cooked in large vats and dried mechanically. As the hair is scraped from the hog there is a great deal of scurf and outer skin of the hog left on the hair. This must be removed in order to make the hair merchantable. The method usually practiced is to spread the hair out on the ground as produced and when the hot weather approaches the hair is raked and turned daily. The scurf dies from the heat of the sun and, because of constant handling, falls from the hair. When the scurf is thus removed the hair is raked up and baled. It takes from two to three months for the hair to become cured in the sun-drying process.

A method that is used in some of the larger packing centers is to cook the hair in large vats so that the scurf will fall off the hair and settle to the bottom of the vat. The hair is then removed and run through large wringers and dried in mechanical driers. While this is a very much quicker way than the sun-drying process in the field, it is also more expensive.

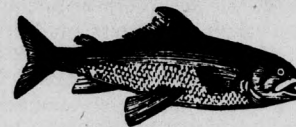
Syrup in Pickle.

The use of syrup in sweet pickle has the disadvantage of producing a product which, while delicately flavored, has poorer keeping qualities than meats cured with cane sugar. It also has a tendency to discolor the meats, giving them a dark appearance and making them less attractive.

G. B. READER

Successor to MAAS BROS.

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SUN RISES

Voigt's
CRESCENT
FLOUR

Makes Best Bread
and Pastry

Cudahy Brothers Company's Sausage

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.
I'll be Cudahy's Sausage just stuffed with delight."

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MEAT RESIDUE FEEDS

for hogs, cattle and poultry at the FEED STORE

Hollywood Brand

Sliced DRIED BEEF & BACON in Glass Jars

At Meat Markets and Grocers

CUDAHY BROTHERS CO.

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DELIVERY WAGONS

\$47.00, \$48.00, \$50.00, \$55.00, \$60.00, \$70.00,
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Our line of delivery wagons are built extra strong and give good satisfaction

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Your shipments of POULTRY, CALVES, PORK, BUTTER, EGGS, FRUITS
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Reference:
Peoples State Bank
or
The Trade Generally

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



Intensity Required for Lighting of Show Windows.

There is no portion of a store that will bring as large returns on the investment as a properly designed system of show window lighting, yet the few windows that are properly lighted are only a small percentage of the whole. A show window that is poorly lighted is not a good sales medium. Results can be made large or small, depending almost entirely upon the kind of light sources used, and upon their arrangement. The problem of proper lighting has two sides, first the physical, or method of producing the light, and, second, the psychological, or the effect of the lighting on the observer. The systems which are frequently used may be condemned from either side. A show window that is lighted with exposed light sources of high intrinsic brilliancy will be condemned for the psychological effect, although there might be sufficient light of proper quality. The show windows are to sell goods and not electric lights and fixtures, but, if the latter are exposed to view, the observer's attention is attracted from the window display to the light sources.

The proper lighting of a show window depends upon the style, character of the goods displayed and the effect desired.

The best authorities on show window lighting agree that the light sources should not be exposed, but that the window should be treated the same as a stage in a theater. The goods displayed should be well lighted by concealed lights and it is best to have the side walls and ceiling finished in light tones. White or ivory, with a matt surface, is perhaps the best, especially if the display is in dark colors. It is almost impossible to light a show window

satisfactorily in which the walls and ceiling are finished in mahogany or painted in dark colors.

In order to see a window display clearly and easily, without eye strain, the following considerations must prevail: There must be sufficient illumination; that is, enough light must be reflected from the objects displayed to the eye. For this reason much more light must be thrown on a dark display than on a light one, the coefficient of reflection of the dark objects being much less than that of light ones. Too much light must be avoided. The iris of the eye can contract only to a certain extent and is soon fatigued by a strong light. As the iris weakens, it expands allowing the strong light to strike the retina, producing eye strain. If this is continued the eye may be permanently weakened. Bright lights in the field of vision should be avoided, as the picture of the light source itself will be formed on the retina of the eye and other objects will seem dim in comparison. The lamps should be placed so that the light is not regularly reflected to the eye. Light which consists largely of a predominating color is undesirable, as the color value of objects illuminated is thereby changed.

The intensity required for show window lighting depends upon the location of the window (whether in a brilliantly lighted street or in some street where the lighting is not good), whether or not the adjoining windows are well lighted, the kind of display and the class of trade to which the merchant caters.

There is perhaps more waste in the illumination of show windows than in any other department of a store. If the same loss occurred proportionately in other departments it would mean quick bankruptcy. A merchant

may display phenomenal intelligence in other matters, yet in selecting a system of illumination, which is supposed to be a permanent investment, he will disregard absolutely every law pertaining to the subject, and then be surprised that the installation is not satisfactory. If he should be satisfied with the light, there is still the chance that the installation will be expensive and the monthly bill high. He may appreciate the fact that salesmanship is a science and that it is necessary to have a high grade department manager for each particular line, but the fact that illumination is a science and that high efficiency is obtained by the application of scientific knowledge does not seem to be appreciated by him.

Perhaps the most common error in show window lighting is where a satisfactory installation is copied from another window where the conditions are radically different. An argument frequently brought forth is that a certain make of reflector is being used or that the reflector is of first class material, or that such and such a store is using them. Whether or not the design is particularly adapted to the case at hand, seems to bear very little weight. The loss in efficiency or undesirable results may be more a matter of the type of reflector used than of any other item. A high grade reflector may be used, and the installation even then prove ineffective.

We frequently hear it said of a badly designed installation that it is giving satisfaction. It may do so to a certain extent, but it would seem that if it gave the same satisfaction for less money, or better results for the same money, it would be in keeping with modern business methods.

The general opinion seems to be that to get the best results in illuminating a show window, an imaginary plane, called the line of trim, should be evenly illuminated. This may seem to be the proper method, but it must be conceded that very rarely is the display so arranged that this will obtain the maximum results.

Surface brightness should be the criterion of sufficient illumination. With an even intensity on the line of trim, objects in the foreground will not be as well lighted as those in the background.

The writer has obtained excellent results by increasing the intensity

materially at the front of the window.

Economy of current consumption is not the only really important consideration, although there are many engaged in various branches of the electric lighting industry who take that view. Their arguments to the consumer are often based solely upon the proposed reduction in the monthly electric bill and not often enough upon improvements in lighting conditions. The complaint from the consumer may be that the current bills are too high for the amount and quality of light, but what the consumer usually desires is more illumination rather than a smaller bill. In fact, experience shows that when the quality and quantity of the illumination have been increased the merchant is apt to increase his energy bill by keeping the windows lighted for longer hours.

Had No Small Change.

At the hay market a couple of farmers stopped to talk crops and horses.

"Are you in the market for a good horse?" asked one.

"Always ready to dicker," the other answered.

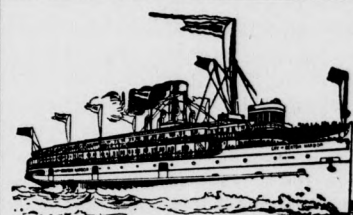
"Ever see that little bay mare of mine?"

"I think I know the critter."

"How'd you like to own her? She's yours at rock bottom price."

Gathering up his lines preparatory to leaving the spot, the other farmer replied:

"Well, John, I'd buy her this morning, but I hate to bust a dollar."



CHICAGO BOATS

Graham & Morton
Line

Every Night

FOOTE & JENKS' KILLARNEY (BRAND REGISTERED) GINGER ALE

(Contains no Capsicum)

An Agreeable Beverage of the CORRECT Belfast Type. Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns

KILLARNEY (brand) GINGER ALE

A Partial List of Authorized Bottlers:

A. L. JOYCE & SON, Grand Rapids and Traverse City, Mich.
GEO. W. LOMBARD, Jackson, Mich.
THE CITY BOTTLING WORKS, Toledo, Ohio.

KALAMAZOO BOTTLING CO., Kalamazoo, Mich.
COCA-COLA BOTTLING CO., Battle Creek, Mich.
CHICAGO CONSOLIDATED BOTTLING CO., Chicago, Ill.

E. L. HUSTING & CO., Milwaukee, Wis.



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, Williamsston; C. J. Chandler, Detroit.

California Now Engaged in Commission Business.

The recently enacted California law, which would place the State in the position of a "produce trust"—at least it would make the State engage in the produce receiving business on a large scale—has been signed by Governor Johnson, and now everyone is wondering how this highly socialistic plan will work out. Among the notable features of the measure are the following:

An appropriation of \$150,000 to put the institution on its feet.

A commission of three directors at \$5,000 per year to manage it.

Assistants in the shape of an attorney at \$4,000, a secretary at \$3,600 and such other employees as the commission may see fit to hire.

The commission is authorized to secure necessary land, buildings and other equipment and enter the wholesale produce business the same as any jobber or commission concern. A "reasonable" brokerage is to be charged and settlements made at least once a month. Provision also is made for a publicity bureau, which will keep producers informed as to market conditions. Headquarters are to be maintained in Los Angeles, San Francisco and, presumably, Sacramento, and markets may be established "in all cities and towns where conditions seems most suitable."

Governor Johnson is expected to set the wheels of the new institution in motion in the next few months by appointing the directors of the market commission.

Leading produce and commission men of Los Angeles take the position that an institution controlled by the State and operated as are most State institutions, will be unable to secure really high class fruits, vegetables and other produce, but will, on the other hand, be deluged with that class of farm and orchard products for which there is little or no market.

"To succeed in the produce business it is virtually necessary to get at least a share of the cream of the country's production," declared a local produce jobber. "The man who goes out with the cash will get it. The producer who has a car of fancy potatoes wants the ready money for them and will sell where he can get it, and this class of goods is pretty certain to go to the private jobbing and commission

houses. That left for the new State institution will be a big volume of medium and low grade stuff, for which there is little or no market.

"The State cannot expect to operate with any greater efficiency than a private individual or corporation, based on past performances it cannot do as well. Thus if the State expects to pay more and sell for less than does the established jobber or broker, it can do so only at the expense of the taxpayers.

"I believe the experiment will prove costly and be of short duration."

Scientific Study of Shrinkage of Storage Butter.

Valuable information bearing on the safety of producers and sellers of print butter, with reference to the net weight law and its influence upon butter kept in stock, recently has been gathered by E. S. Guthrie and H. M. Pickerell of the Cornell Experiment Station at Ithaca, N. Y., and the following summary of conclusions has been announced.

1. The variation of pore space, which ranges from .5 of 1 per cent. to over 6 per cent. in freshly made butter, is important in the printing process.

2. Print butter gradually loses weight in storage.

3. The rate of loss depends principally on the temperature and humidity of the storage room.

4. If the temperature is kept down to 50 degrees F. and the humidity is kept above 90 per cent. at least a month, and perhaps much longer, will be required for the shrinkage to approximate the limit set by the New York law, provided the prints are packed in boxes.

5. If the temperature is 60 degrees F. or above and the humidity is 85 per cent. or below, the shrinkage will approximate the limit set by law in a space of ten days to two weeks, even if the prints are packed in boxes.

6. The degree of shrinkage is not inversely proportional to the weight of the wrapper used, as is generally supposed.

7. The degree of shrinkage decreases to a considerable extent when the prints are placed in cartons. The other two methods of packing, however—leaving the prints dry after placing them in boxes, or sprinkling them with water—produce about the same effect on the degree of shrinkage.

8. In the average small store refrigerator the loss will approximate the limit set by law in a space of ten days when the prints are piled loosely on shelves.

Backing the Hen.

Morristown, Tenn., is a name that has become synonymous with fancy eggs and prime broilers. In a few short years co-operation and united effort in a single industry resulted in the production of poultry products to a total value of more than two million dollars last year. During 1914 a total of 553 carloads of poultry and eggs was shipped from Morristown to the big markets. There were 325 carloads of eggs, containing more than 130,000 cases; there were 175 cars of live poultry and fifty-three cars of dressed poultry; and in addition there were numerous small shipments by freight and express—all representing the surplus in this region of the commercial hen.

Although there are a few very large poultry plants in this section, most of the products come from average farms keeping flocks of well-bred birds. Morristown milk-fed broilers are now well known in the better markets; sterile eggs have become a standard

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

Do you enjoy an exclusive profitable Flour trade? You can control your Flour market and profit. Drop us a line and we will write you at once in regard to our exclusive sale proposition for

Purity Patent Flour

We buy practically all our grain direct from farmers, therefore saving elevator charges and poor mixtures. Our head miller is an expert and takes pride in the fact that bread made from "Purity Patent" has flavor and retains its moisture.

GRAND RAPIDS GRAIN & MILLING CO.,

Grand Rapids, Michigan

Mail us sample any Beans you may wish to sell.

Send us your orders **FIELD SEEDS AND SEED BEANS**

Both Phones 1217 **MOSELEY BROTHERS** Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.



Fine Flavor
for summer desserts.

Mapleine

is dainty and delicious
in ices, puddings,
pies.

Order from
Louis Hilfer Co.
1503 State Bldg.
130 No. 5th Ave., Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.

Rea & Witzig

**PRODUCE
COMMISSION
MERCHANTS**

104-106 West Market St.
Buffalo, N. Y.

Established 1873

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

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

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

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

POTATO BAGS

New and second-hand, also bean bags, flour bags, etc. Quick shipments our pride.

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co.
Burlington, Vt.

product. Breeding stock and eggs for hatching are also items of substantial sale value.

All this is the result of community get-together in boosting an industry that requires as its foundation good stock of the right breeds, good management, strict record for high standards of finished product, and organized marketing. As the Guernsey cow is identified with Waukesha county, Wis., and the apple with Hood River and other valleys of the Northwest, so has the hen become a factor in farm products in the Morristown district. There is hardly a good farm community in the country that has not an opportunity to develop a specialty—provided the same co-operative spirit is adopted.—Country Gentleman.

Get Infertile Eggs.

This advice appears in the Government's Weekly News Letter:

"It is conservatively estimated that there is an annual loss in eggs in this country of \$45,000,000. Practically all of this enormous loss is sustained by the farmers of this country, as it is on the general farms that the great bulk of eggs is produced. A very great part of this loss can be prevented by the production of infertile eggs, which are laid by hens that do not have a male bird with them. The male bird has no influence whatever on the number of eggs laid. Therefore, as soon as the hatching season is over, the male should be removed from the flock.

"The greatest trouble from blood

rings in eggs occurs in hot weather. Special care should be given to the gathering and storing of the eggs during the summer months. At these times the eggs should be gathered at least twice a day, placed in a room or cellar where the temperature does not rise above 70 degrees F., and marketed two or three times a week.

"Blood rings are caused by the development of the embryo of a fertile egg and its subsequent death. It is impossible to hatch an infertile egg or cause a blood ring to form in one. It is generally considered that eggs become infertile from seven to fourteen days after the male bird is removed from the flock. Repeated experiments have shown that where fertile eggs are kept under similar conditions, the fertile eggs spoiled much quicker, due to the fact that they deteriorate faster than infertile eggs in the average summer temperature. Summer heat has the same effect as the hen or incubator on fertile eggs. Sell, kill, or confine the male bird as soon as the hatching season is over."

Poor Boy.

Office Boy: "Please, sir, can't I go for my dinner now? It is long past my time, and I am awful hungry."

Employer: "Hungry! Well, I wonder is anybody ever saw such a greedy fellow! Here you have been licking envelopes and postage stamps all the forenoon, and yet you complain of being hungry."

Collapse of office boy.

Another Food Cost Eutopia Formed in Chicago.

Chicago has another "white hope" along the line of saving the dear people from the high cost of living, if not from the high cost of promotion. As for the latter, time will probably tell the story, but the management of the latest proposition, which appears to have more or less substantial backing, paints its expectations in glowing colors. It is simply another scheme in which it is said that the desirable features of the mail order house, the chain store and the buying exchange are to be combined. Of course, it is going to put all the jobbers and similar forms of economic "incubus" out of business.

With this purpose well in mind the company has been incorporated under the laws of Maine with a capital stock of \$20,000,000, of which \$10,000,000 is preferred and \$10,000,000 is common. James A. Pugh, President; Frederick Lundin, Vice-President, and E. A. Carlson, Secretary and Treasurer, are named as the officers of the concern. Pugh, is a well known public man of Chicago and credited with being responsible for the reputation which Chicago now enjoys as a furniture center. He promoted and backed the Furniture Exhibits Building, was sponsor for the Pugh Terminal Warehouse, of which he is now President, and in which the company plans to conduct its distributing. He was formerly President of the Chicago Lighterage Company and the Railway Terminal Company.

Frederick Lundin has been engaged in the general mail order business, E. A. Carlson is a principal stockholder in the firm of Stromberg-Carlson Company, manufacturers of electrical devices, and E. G. Rowe, L. C. Davidson and A. T. Stata are in charge of the detail construction of the enterprise.

"Everything for use or consumption in the world to-day will be listed," says the promotion statement, "and at prices, laid down, which will be just as low or lower than the prices asked by straight mail order houses.

"We will operate in cities of from 3,500 to 5,000 population, and we will probably begin with Illinois and surrounding territory. We expect to have at least fifty stores doing business in the next three months. We will establish these fifty stores with an investment of \$6,000 each and ultimately 800 with an average investment of \$4,000 each.

"We are offering representation to local tradesmen first who meet up to our requirements. If selected they must purchase stock and give bond. This way we promote a co-operative system. The payments for stock are banked and will not be touched until the first fifty stores are organized.

"We have not decided yet whether we will incorporate a system of profit-sharing coupons or not. That matter will be decided largely by the public attitude at the time we get ready to operate. We will undoubtedly sell goods under our own label, including groceries."

Sell Lipton's Pink Label Tea—25 cents in half pound packages—to those of your customers who have fixed that as the price to pay for their tea. Sell Lipton's Red Label Tea in 30 cent half pound packages and 10 cent size. And whatever price Lipton's Tea you sell your customers you are selling them not only at the price they want to pay—but the best tea they ever had at that price.

The two advertisements reproduced below are examples of the campaign we are conducting in your local newspapers on Lipton's Tea—telling the tea drinkers of America that they still get Lipton's Tea at NO ADVANCE IN PRICES—and with quality unchanged.

LIPTON'S Red Label tea—half-pound packages, still sells at 30c. Also in 10c size.

No Advance in Prices and Quality unchanged of course!

LIPTON'S TEA

There can be no better tea than Lipton's Tea—the only question is which kind and blend you like best—Ceylon and India Black, Black and Green Mixed, English Breakfast, Formosa Oolong, or Ceylon Green.

Put Lipton's on your grocery list today—
½ lb. net, airtight packages, 25c, 30c, 35c.
Also in 1 lb., ¼ lb., and 10c sizes.



LIPTON'S Pink Label Tea in half-pound packages still sells for 25c—at any grocers.

You will realize just how fragrant, delicious and tasteful tea really can be when you make your tea with Lipton's tea—the perfect tea. Why pay any advance on any tea when all the blends of Lipton's are still selling at before-the-war prices. Quality unchanged and unvarying of course.

Your tea taste and price requirements are met in one of the 10 blends of Lipton's.

½ lb. net. Airtight Packages
25c 30c 35c.

Also in 1 lb., ¼ lb., and 10c sizes.

No Advance in Prices on

LIPTON'S TEA

SUMMER VACATIONS.

What They Mean to Merchants and Clerks.

Written for the Tradesman.

You will be taking a vacation sometime during the summer, will you not? If so, where will you go? When? and for how long?

Some of you readers of the Tradesman decided at the last minute to forego last summer's vacation. Felt as if you couldn't spare the time from the store. So you stayed on the job and sweltered. Going to do the same this summer?

And for some of you readers of the Tradesman the question about the vacation must be put in another way. Will you get a vacation this summer? If so, for how long a period? Two weeks—one week with pay? or just a week or ten days all told, with pay in advance?

I'm interested in that vacation of yours. I think you really ought to have it. If you've been doing faithful work, you are entitled to it. And whether you work for yourself or work for others, I am sure a sane vacation will enable you to do more work—and better work—when you return and get back on the job.

I have heard men boast that they never took a holiday; that they couldn't afford it, didn't need it, and all that sort of thing. And there is the newspaper cartoonist and producer of squibs and paragraphs for the comic supplements and joke columns, who make mild-mannered fun of the people in pursuit of recreation. But none of these things disturb me.

There are all sorts of exceptional individuals and abnormal people in the world—the person, for instance, to whom choice food like a perfectly fresh egg is rank poison, and the man who can absolutely thrive and fatten on poisons that would kill anybody else. I don't care a whit for your old affidavit to the effect that the white of a newly-laid egg raised a blister on Fanny Smith's hand, and that a very small portion of the same egg made her violently sick when taken internally. Your affidavit doesn't prove at all that eggs are poisonous, but poisonous merely to Fanny Smith, and a few other exceptional persons with idiosyncratic systems. I'll go right on eating and enjoying soft-boiled eggs for breakfast. And if you want to demonstrate to me that you can pour half a quart of poison into your stomach with perfect safety, go to it; but you won't get me to try any fool stunts like that.

So it may very well be that there are people who can stand the pace without any formal vacation, or special periods of rest and recuperation. Maybe they unconsciously get the equivalents of a vacation in homoeopathic doses between times; or maybe their mental machinery is built on exceptional wear-resisting lines. I am not especially interested in knowing why they can stay on the job year in and year out, and still remain vigorous and fit. The subject simply doesn't appeal to me. I still believe and maintain that, for the average individual, an occasional vacation is wholesome, necessary, worth while. It has a biological value. It makes for life, increases personal efficiency, and tones the human

mechanism up for more work and better work.

If you are the boss of your own time, and have decided in your own mind that you don't need a vacation, can't afford to take one, don't care to be bothered about planning and arranging for one—that's your affair. 'Sfree country. Swelter and sizzle to your heart's content! But I would advise you to give your clerks a vacation. Don't put it on a humanitarian basis, if that sort of thing doesn't appeal to you; but on a purely economical one. With a week's, ten days', or two weeks' vacation, they'll come back refreshed, invigorated, and better prepared to stand the strain during the fall and winter months. So try to give each of them a little holiday at some time or other during the summer, and observe how they go to it when they return.

Large employers—factory heads, banking houses, and commercial institutions like the big department stores—have come to realize it is good business to let the employees off for a breathing spell during the hot months. And if it pays on a large scale, it will pay on a smaller scale. Human nature is the same anywhere.

The anticipation of a vacation—the planning and arranging for it—is a positive delight—a fascinating dream that spurs us on and makes us work hard. We recall all the fondly-cherished memories of delightful vacations we have enjoyed in the past, of interesting places we have visited, of charming people we have met, and of glad experiences we have passed through; we picture to our thought the splendid relief from the monotony and tyranny of routine duties and exactions, the gratifying relief from temporary escape from the incidental and inevitable worries and responsibilities of the daily grind, and the substantial physical benefits of renewing our stock of vitality.

The vacation-dreams that we have before we go on our summer outing are almost as good as the vacation itself. They are pathetic only when it comes about that they are dreams merely, and for one reason or another, cannot be realized in actual achievement. I wonder if it has so transpired that you must, for economical reasons, forego your vacation for the summer of 1915! Many splendid vacation-dreams have doubtless been shattered.

There is Mary Bright, for instance. Mary is a mere slip of a girl, although 20 years of age. She has big, soulful blue eyes, and hair with the glint of gold. Mary is a stenographer on the twenty-second floor of an office building—a little ray of perennial sunshine in that big, somber, heaven-piercing temple of business. And she had her vacation dreams. Beautiful, innocent, gaily-tinted dreams, they were. They clustered about a little lakeside summering-place up in Michigan—a quiet, unobtrusive little spot, frequented by people who haven't any aspirations for smart society—people who want to buy as much vacation-enjoyment as they can for the few dollars they have to spend. Mary spent ten days there last August, and that ten days' outing constitutes a real joy-spot in Mary's life. It would do you good to hear her telling of the

boating and bathing, the promenades and music, the cooling breezes that come wafted across the water, and the wonderful people that frequent that place. The meals are good, according to Mary's appraisal, the people just lovely, and everything delightful.

So early last fall Mary began to dream her beautiful vacation dreams. After her Christmas shopping was done, Mary began to give her vacation dreams a somewhat practical direction. On the first of the year she began to save fifty cents out of each week's pay envelope; and for several weeks she did. But Mary is the oldest of six, and her pay envelope contains only \$7, and there's carfare to be paid—60 cents a week—and so many, many things that must be paid for out of Mary's little wage. The little folks at home needed shoes and warm clothes—and the doctor had to come so many times, and—well, Mary at length realized that her vacation would have to be deferred until 1916. Mary will get her two weeks, as usual—one week with pay—but there'll be no vacation trip for Mary this summer.

No Mary is typical of a very large class of girls in our cities—good, capable, hardworking girls—who have earned a vacation, and really need it—girls who must relinquish their vacation-dreams. And there are many young men in similar circumstances. And many older people as well—although people of maturer age have learned better how to bear their disappointments.

Well, if the vacation-dream is shattered, try to make the best of it. If you can't get far away, as you had hoped, try to find a suitable vacation place nearer home. And if you can't remain away as long as you'd like, maybe you can get off a few days or a weekend at least. If you can not take an extended vacation, try to secure the equivalents of it. But don't give up the dream altogether—just transfer it to 1916.

Frank L. Fenwick.

Cultivate the Get-Together Spirit.
Written for the Tradesman.

It's a big job to build a city, and requires the work of many willing hands and capable brains.

The chaos is not tamed without a struggle. Let them be red-blooded men, and not afraid to spend and be spent, who essay the task of city-building in a time like ours.

Hills and valleys must be leveled and filled up both figuratively and literally speaking, and the municipal life must be clothed with an outward body commensurate with the requirements of latter-day standards of efficiency.

In order to build a city of accredited rank the business men of the community must pull together. There must be mass formation and aggressive movement. There must be bona fide, Simon-pure co-operation. Shirkers and jerkers and knockers, and all and sundry of those unlovely and unprofitable species and ilks of citizenry who sit on the fence and scoff must be rounded up and made to hit the sawdust trail to the mourner's bench.

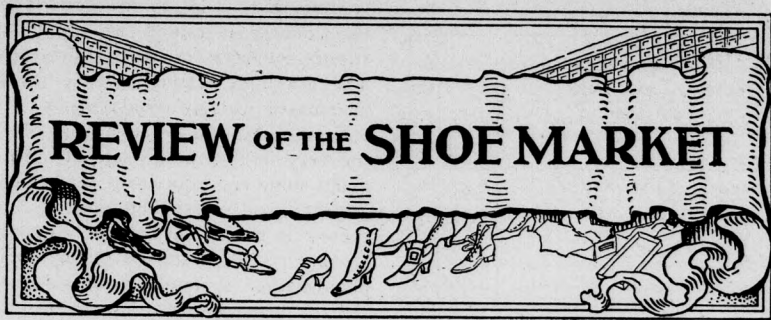
In the closely-knit, complex life of the city, no man lives to himself. The interests of the one are bound

up with the interests of others. Every business success liberates money among the spenders of the city, and adds luster to the community name; and every business failure complicates the unemployment problem, and decreases the profits of others. The public good is a fact, not a fancy. Therefore it is an obligation incumbent on all to pull for the general good. Loyalty to the home town is something more than a reasonable service, it is a law of life. And the man who cannot see this basic community law; or seeing it, disregards it—is blind to his own interests.

It takes real men to do team work in the building of a city. Not pseudo-men, in men's clothes, mind you, but men—broad-visioned, public-spirited men. Men who are willing to give, according to the measure of their ability, money, time, service, counsel, or encouragement. Men who count it an honor and a privilege to donate valuable time to civic affairs. Men who are willing to serve on committees, entertain strangers, and pull for conventions, new industries, new transportation facilities, and new ways and means of advertising and boosting the city. In the colossal task of building a modern city there is need of public-spirited men of all kinds, and ample room for the exercise of every legitimate talent. Manufacturers, wholesalers, merchants, storekeepers, professional men, craftsmen, laborers—anybody and everybody who works with hand or brains, and is big enough to grasp the idea that the good of the one is linked up with the good of the many—is qualified for rendering a valuable service in the work of building his city.

A man's first duty to his home town—the supreme duty of every public-spirited citizen—is to love his city. He should prefer his home town to all other places on the map. He should rejoice in and endorse every get-together movement as spontaneously and gladly as he salutes the flag of his country. He should resist the temptation to criticize for the mere love of fault-finding. It isn't convincing evidence of intellectual brilliancy to point out defects. Even the feeble-minded can discover spots in the sun. Moreover, the person who eats the bread of a city is an ingrate if he knocks. If he positively doesn't like the town; if he dislikes it so cordially that he's wordy in denunciation; if he can't fit in and is profoundly and incurably impressed that he doesn't belong—he can at least move on. This is a free country. But so long as he stays—if he can't boost in the name of all the proprieties, let him at least keep silent. Respect and honor your city. Take time to find out some of the things that have conspired to give your city a name throughout this country and among the peoples of other countries. Learn to love your dear old home town not merely for what she has been, but for what she is, and for what she is yet to become.

Cultivate the get-together spirit, for that is the only way to build a city.
Chas. L. Garrison.



How I Built Up a Losing Business.

Fourth Paper.

The success of this business can be laid directly to a close observance of business laws, an ability to absorb and put into force such ideas that had a direct bearing on the business, a capacity for work, and not a little patience.

Business laws cover so big a field and are so different in other localities that I cannot enter into a discussion of them here. The law of supply and demand is probably the most important and it presents one of the most difficult features of the shoe game because the question of what to buy and when to buy arises. Your community may be entirely given over to farming and filled with people whose

factory girls will pretty near come under one heading—something snappy and cheap. For the older women employed in factories a soft, comfortable, serviceable shoe at a moderate price is O. K. Your community may have a number of athletic organizations, bathing beaches, etc., and a suitable shoe, of course, is to be had for each purpose. This line of reasoning may be carried down the line through all the walks of life and in all localities.

The idea is to get a strangle hold on your town and find out what kind of goods you can sell. After you have studied this situation the next question is to know what quantity to buy, and in what sizes and widths. To obviate most of these troubles and

MONDAY			TUESDAY			WEDNESDAY		
Stock No.	Size	Cost						
541	9	LJD						
462	3	UJD						
Total	Cost	BLK						

Fig. 1. Daily Record of Sales by Sizes, Stock Number and Cost

Stock No.	Description	No. Pairs	Cost	Extension	Width	1	2	3	4	5	6	7	8	9	10	11
641	G.M. Boot	10	250	25.00	10							1	1	1	1	1
842	Pat.	10	250	25.00	10							1	1	1	1	1

Fig. 2. Invoice Sheet Used for Perpetual Inventory

Cash Sales for Week		
Shoes and Findings	250	00
Less sales at cost	176	44
Gross Profit	73	56
Expenses	40	00
Net Gain	33	56

Fig. 3. Mr. Harlan Calls This Form His "Weekly Cost Barometer"

desire, as a rule, is easily satisfied. As customers they are trustworthy, but they are a little inclined to be slow about paying. They wear shoes of pretty much the same type in the wider widths and more staple members.

In a manufacturing community the style of the shoe depends on the work it is intended for, thus each factory engaged in a different business might require an altogether different shoe. That is, some particular shoe is better adapted to that particular business than it would be to some other; thus, a moulder's shoe would be almost entirely out of place in an oatmeal mill, and a shoe for roundhouse wear would be out of place in a wholesale distributing establishment. The

make me absolutely sure of what I am doing, I use a system which is, with a few changes, the one recommended by Selz, Schwab & Co. for retail shoe business, with some changes made in it to suit my business. It will, however, fit perfectly a retail shoe business of almost any size.

Figure 1 is my daily record of sales by sizes, stock number, and cost. The



cost is figured for each day, and the total for each day, week, or month gives the actual amount of stock disposed of, which subtracted from the invoice leaves the actual stock on hand. The sizes are crossed off the perpetual inventory as shown in Figure 2.

A careful study of the invoice blanks during a season reveals the very thing a man should know about his business and eliminate guess work entirely. The good members are brought to your attention every time you check over the daily blank to give perpetuals, and the slow ones show up with the same alacrity. The sizes to buy strong on are before you in black and white, and referring to your last year's blank for the same season will tell you just how strong to go on any number and what sizes you can buy and be sure of, and the width. Used with any judgment at all, this sheet practically eliminates the buyer's responsibility and the dan-

ger of costly mistakes resulting from guess work.

I also keep what I call my weekly cost barometer (Figure 3). I call it my barometer because if the indicating column (expense) looks black I go slow. I always aim to have it look "fair," or "calm," and the calmer the better.

Now we will bring the results of this indicator into connection with the perpetual indicator, which makes use of the total sales at cost (Figures 4-5). Figure 4 tells me exactly how things stand each week, the percentage of gross profit and net profit, or loss. It records my progress in either direction.

Figure 5 gives me at a glance my stock on hand and the indebtedness on same and shows the amount of goods received during the week. The net result of these different balances I carry out on an extra one, which shows the sum and average of all items for any given period and their

Cash on hand and in bank beginning week	20	64
Cash sales for week	250	00
Advertising	50	00
Help	30	00
Freight, express & cartage	5	00
Rent		
Light		
Total expense	40	=
Paid this week (on stock)	200	=
Total disbursements	240	=
Cash on hand in bank end of week	30	64

Fig. 4. Form for Recording Weekly the Percentage of Gross Profit, Net Profit, or Loss

EASAGO SHOES

The Comfortable Kind



No. 8387



An ideal summer work shoe for the man who wants both comfort and service. Made in both black and tan chrome stock with two full reinforced soles.

Let These Shoes Help Increase Your Sales
During the Summer Months

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich

Recapitulation for Week Ending

M'd'se Account			Due on stock		
Balance from last week	6476	85	Balance from previous week	2745	60
M'd'se rec. (this week) less all returned	146	50	M'd'se received less all returned	146	50
Balance	6623	35	Balance	2892	10
Sold at cost	176	44	Paid — this week (on stock)	200	=
Stock on hand	6446	91	Balance	2692	10
			Less other credits (not m'd'se)		
			Balance due on stock	2692	10

Fig. 5. Form Used to Show Merchandise Account and Amount Due on Stock

relation to the business of this year and last. This points out for me the leaks in the business.

Returning to Figure 2 we find No. 842 a little slow. If I wait I may sell it, but I don't believe in waiting until the shoe is out of season, or style, to sell it. I believe in selling it while the selling is good.

This brings us to advertising. I am a strong believer in advertising and I attribute a big share of my success in Harlan to advertising and following it up with the stock and window displays. If I were to advertise a sale on No. 842, I certainly would feature that number strong in the window, tell the people exactly what I had to sell and be prepared to sell them when the people called for that shoe. Advertising builds up our reputation to a very large extent, and the man who advertises one thing and attempts to do another is paying dearly for his reputation. But if he gives the service he proclaims to render the public will begin to gain confidence in the man and his store and this confidence grows as the operation is repeated.

Newspaper space gets results. Being first to advertise and show novelties also gives a store's advertising an extra value, since it helps to make the store's reputation for handling new goods. Seasonable demands should be strongly featured in all advertising and in the window trims. Quite a little extra business can be had through the dull seasons by playing up this point, since your competitor usually drops most of his advertising during these slow months.

Sporting goods and outing shoes can be drummed hard in the summer, and overshoes hunting boots, warm lined goods and house slippers can be featured during the winter months. The big idea is to "strike while the iron is hot." Don't sit around and suck your thumb and wish for business. Go after it hard and keep after it and the battle is yours. If one scheme does not land the business, try another one.

Assuming that the advertising has been attracting attention, your prospective customer's next move will take them to your store. Here the window catches their eye and the condition of the window gives them their first impression of the store and its stock. A neat display, closely following up the advertising both attracts and appeals and is a big step toward making the sale.

My window is the talk of the town, not because it is anything out of the ordinary, but because it is different

than any other and is changed often. I believe my window to be one of my best advertisements, since it brings to life the cuts of the shoes used in the advertising and gives the prospective purchaser a closer view of the real article, besides showing other styles which may suit them better.

Our prospect enters the store and finds the inside is in keeping with the outside. He is made to feel welcome and as much at home as possible. He is seated on a comfortable settee and as soon as his wants are made known his foot is measured (the size is never asked for) and without looking in the old shoe, I get a size that is nearly the exact fit.

To keep up my record for service I get a different measure stick each season. This is a very small item, I will agree, but when you consider that a measure stick was an unknown quantity to these people before I came to Harlan, you can readily imagine that "the man who measures your foot" got a lot of attention from the people.

To improve this service, in their minds, I get a new measure stick occasionally, and one a little more complicated than the one used before. This is just a small item of the service we render the trade and an example of our store service.

Our salesmanship covers more than the mere making of a sale. As one manufacturer puts it: "Salesmanship is selling goods that won't come back and people that will." This is my chief objective in selling. Every sale is always followed up with some reassuring remark about the purchase, as I endeavor to make the purchaser feel satisfied with his selection.

I might write an indefinite number of articles on store service and enlarge on what I have already written in these articles to show each little move made in putting this store on its feet, but lack of space and time will not permit. What I have accomplished is perhaps a little unusual under the circumstances, but not at all extraordinary, as any man of ordinary intelligence who is properly equipped can do the same thing.

Let your trade know you have the goods they want, prove it in your windows, fit them in the store, make them feel absolutely at home and ask them to call again and they are quite certain to remember you the next time and perhaps recommend you to their friends. Be honest in your dealings with the people, give value received for all purchases, keep your

eyes and ears open for new things and ideas, and apply them to your business and your chances are good for building a bigger and better business.—O. E. Nelson in Shoe Retailer.

The Tradesman is indebted to the Shoe Retailer for the loan of the plates employed in the illustrations of the above article and herewith tenders its thanks to this lively and dependable Boston publication for its courtesy.

Hot Weather Footwear Growing in Favor.

Written for the Tradesman.

Now, then, bring on that good old-fashioned hot weather. Let the sun do its worst. Let the heat waves dance in the sunlight. Let the mercury soar and soar. Shoe dealers the country over are ready for it.

In many sections of our country the shoe business was somewhat below normal during the months of April and May. April was a bit too cool to suggest the desirability of new spring footwear, and May was entire-

ly too rainy. In some sections of the country it rained as many as twenty-six days out of the thirty-one. That's a high batting average for J. Pluvius of water-wagon fame.

Now nothing more effectively plays the very hob with the sale of spring and summer footwear than cool weather and persistent rains. And there's a reason, of course. People are not easily persuaded to buy their hot weather footwear until substantial tokens of hot weather are in evidence. Being lighter in texture and weight, as well as color, summer footwear has, of course, less wet and cold-resisting qualities than fall and winter shoes; consequently people are disinclined to put off the more substantial sort of shoes until weather conditions become settled.

So here's hoping that the weather may behave itself, and act up like bona fide summer weather is commonly expected to act. And when the hot weather comes, believe me, there's going to be something doing in retail shoedom.

Summer Footwear Comfort.

It has taken shoe manufacturers and retail shoe dealers a long time to popularize the distinctly summer type of shoe, but the work has at last been accomplished.

Most people nowadays know from their own personal experience that the summer shoe is a much more sensible and comfortable garment for hot weather wear than winter shoes.

Why should people unnecessarily punish their feet by wearing hot, stuffy shoes, when they could so easily

Tennis Shoes and Oxfords

There is greater satisfaction in handling the better grades.

They bring better profits and they please the consumer.

Buy the Campfire Brand

White Duck Tops, Grey Soles, Leather Insoles

	Bals	Oxfords
Men's.....	80c	70c
Boys'.....	75c	65c
Youths'.....	70c	60c
Women's.....	72c	62c
Misses'.....	67c	57c
Children's.....	62c	52c

We also have a full stock of the Champion Brand Tennis Shoes and Oxfords.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Mich.

secure for themselves a whole lot of summer comfort for a purely nominal consideration? Manifestly there is no reason. People sweltered long and much simply because they didn't know any better. It had never been succinctly and definitely borne in on them that there was any real difference in the alleged comfort-producing qualities of shoes. All shoes looked alike to them, insofar as comfort-evoking qualities were concerned.

They know better now. Having worn one or more pairs of shoes built especially for hot weather use, they have found out for themselves that the claims for the summer shoe are true. Summer footwear comfort is not a figment of the imagination—not a cleverly-devised fable of the shoe dealer or his advertising man—but an actual fact.

Thus it has come about that more and more people every spring and summer clothe their feet in keeping with the requirements of the season. They have discovered that there is no law compelling them to view and travel the steaming streets with hot, suffocated, perspiring, aching feet; but they are at liberty to discard their old spring or winter shoes, and don a pair of soft, light, cool, properly ventilated shoes.

Conservative Man Has Yielded.

Although I who make the admission am a man, I am frank to say that women, as a rule, have dressed far more sensibly than men, during the hot weather months.

This statement does not apply so much to the immediate past—I mean the last half dozen years—as to a time somewhat more distant. Always—from the time when the memory of man runneth not to the contrary—women have dressed in light, cool clothes during the summer months—and this statement applies to her footwear as well as the remainder of the toilet ensemble.

But man (as usual) was conservative. It took a long time to convince himself that he could maintain his masculine dignity, worth and prestige in light, breezy, summer clothes.

But a change, a transition, a revolution—call it what you will—set in a few years back; and now we are informed, on very excellent authority, that every item of men's dress that will be worn during the summer of 1915 by those who keep step with the mode, will be soft, light and cool!

You will recall what a furore was created by the appearance (and instantaneous popularity) of the Palm Beach suits of last summer? Well, such a thing as that wouldn't have been possible five years ago. The men wouldn't have stood for it.

This coming summer tropical suits of many kinds and varieties will be worn everywhere from Medicine Hat to Memphis.

Summer suitings for men will be cool and soft—and light in color as well as weight. And they will have better shape-retaining qualities, we are informed, than they had last summer. Let us hope so.

And, after all, it is not a thing to be marveled at that there should be tremendous strides in the production

and perfection of summer suitings for men.

But what, enquires some one, has all this to do with shoes? Precisely this, neighbor: Summer suitings determine, to a very large degree, the sort of footwear that must be used to chime in with the prevailing vogue. Now get this straight: Summer shoes—not make believe summer shoes, mind you, but genuine summer shoes—must be worn with these light summer suits. No other kind of footwear will go with them. Black, heavy, hot-looking, stuffy shoes kill absolutely and instantaneously the effect of summer suitings. Remember that these summer suits are light in color as well as light in weight. They are tropical suits, and designed and built specifically for hot weather wear. All the other items in this intelligent and sensible scheme of breezy, summer dress for masculine beguilement and comfort, must fall and line up with the dominant idea.

Assuredly the shoes must also be light in color as well as weight; and they must actually possess to an appreciable degree, that prime quality of every worthy shoe built and exploited for summer wear; namely, comfort.

Attractive as Well as Comfortable.

In talking about the distinctly summer shoe, whether it be a shoe for man, woman, miss or little tot, we always think of comfort first.

But I would have you understand the summer shoes being now distributed throughout this country are not only comfortable but attractive as well.

It is little short of amazing how decidedly nifty, good-looking, and altogether desirable, the American summer shoe has been made by the representative producers who supply our summer footwear requirements.

As previously indicated, the women beat the men to it in the matter of the development of a sensible summer mode of dress—and this applies to her shoes as well as the rest of her clothes. And so it came about that the womenfolk have had attractive summer shoes for quite a while. It's no new thing for them.

But the acquisition of a really attractive, as well as comfortable, shoe for men's summer wear, is what I am disposed to regard as a more recent achievement.

Inasmuch, therefore, as we have attractive summer suitings of such evident good quality, and distinctly summer shoes of a refined, smart and altogether attractive nature, mere man ought to perk up and rejoice exceedingly. Unless all signs fail, we shall certainly have a summer in which men's dress, as well as women's, will be conspicuously attractive. For every masculine reader who may peruse these columns, let me urge the duty of falling in line. Now is the time for us men to stand together, if we ever hope to break the grim and terrible shackles that have held us to the hoary past. Let us down with these so-called conventionalities that have made us swelter in days ago. All too long have we worn absurdly hot-looking, inappropriate and actually uncomfortable clothes during

the summer season. The women set a good example in the matter of sensible summer dress, and dared us follow her lead; but we weren't game. We backed down. But time moved on apace, and bold and intrepid leaders amongst us inaugurated a reformation. Now the way is open. Let us make a rush for it. Any man who can afford the price, who doesn't wear an appropriate tropical suit this summer, and a pair of summer shoes, ought to be shaken out and—better informed. This man's movement for liberty in summer dress is a tremendous, Nation-wide movement. Get in line, men.

In the meantime, however, shoe dealers and other merchants who handle shoes along with other kinds of merchandise, would be extremely glad to see a little more hot sunshine and somewhat less rainy, cloudy weather; or all in the world that is needed now in order to make this attractive summer footwear move encouragingly, is hot weather. Cid McKay.

In a Name.

War which transforms noble cathedrals into shapeless masses of broken stone, which spoils the farmers' innocent fields with trenches full of burrowing human beings bent on blowing each other to pieces, which turns kings' palaces into barracks and gentlemen's country houses into hospitals, makes its own uses also of places dedicated in time of peace to the amusement of the populace. For instance, it was in a certain town in the Auvergne that a number of Ger-

man prisoners were lodged in the hippodrome or circus. Some care was taken to make things as comfortable as possible for the involuntary inmates, but the persons in charge refused to remove a sign—thoughtfully put up the previous year by a humane society. The sign said: "Be good to the animals."

To Rest in Peace.

"What Rawkins dead!" exclaimed the chaplain to the warden, upon entering the prison and learning that an inmate had expired. "Why did you not acquaint me?"

"Well, sir, it were midnight," stolidly replied the officer, "and I didn't like to disturb you—but I managed it all right myself."

"Orkins," says I, 'you've been a bad 'un.'

"Yes," says he.

"Orkins, you can't expect to go to Heaven."

"No," says he.

"Then, Orkins," says I, 'you must go to the other place.'

"Yes," says he.

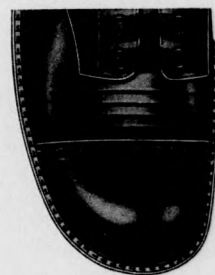
"And, oh Orkins," says I, 'how thankful you ought to be to have anywhere to go at all!' Then he passed away quite peacefully, sir."

He Comes.

"Where do we find the most miserable of men?" exclaimed the exhorter fervently.

"You don't have to find him," responded the man in the fourth row, center, "he hunts you up and tells you all about it."

One of Our Most Consistent Sellers



LAST No 18

No. 990 Gun Metal $\frac{1}{2}$ Double Sole \$2.60

No. 990 is one of our most consistent sellers. The extra width of the last makes it a fitter where other lasts fail. The shoe gives splendid service, wins instant favor in any community and will always be in style. The best argument in its favor, however, is its fitting quality. Sample gladly sent.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Mfrs. Serviceable Footwear

GRAND RAPIDS, MICH.



Some Problems Which Confront the Country Clothier.

A retail clothier in a small country town wants to know how he can successfully compete with the big city merchants many miles away in an effort to keep his trade at home where it belongs. He explains that hundreds of the men in his community, all of whom he considers possible customers, seem to be possessed of the rather common idea that clothing sold in the big cities is more desirable than anything they can buy in their home town, and convincing them that such is not the case is, he declares, his most difficult task. "I carry three different well-known brands of clothing," he states, in a letter to this magazine, "and try to give a service equal to that of any first-class store in the country, yet scores and scores of the men around here who ought to be my customers go away to the big cities to buy their clothes, frequently accepting poorer values than some of the big city merchants must necessarily give on account of their greater operating expenses."

Here is a problem—how to keep trade at home—which doubtless a great many other clothiers in small country towns have to contend with in one form or another. It is true that no merchant can hope to succeed in business until he has corrected his merchandising troubles, but there are quite a number of retailers throughout the country who frankly admit that they do not really know what their trouble are, and those who belong to this class would perhaps do well to compare notes with this merchant and determine wherein their conditions tally.

"I am confronted with a problem," he writes, "which no doubt is quite common among retail clothiers in small country towns—that of keeping my trade at home where it rightfully belongs, or, in other words, convincing the men in my community that I carry goods which are just as desirable in quality and style as anything they can buy in the big cities—and I thought that perhaps some of your readers who have experienced the same difficulty in their business could suggest a way to successfully overcome it. Although I do a fairly good business I am not getting my full share of the possible trade in the surrounding country, because hundreds of the men about here seem to think that the clothing sold in the big cities is better than anything they can buy here at home, and convincing them that this is a mistaken idea is a very difficult task."

"My store, which is unusually large and attractive for a country establishment, is located in a town of 2,000 inhabitants in probably the wealthiest agricultural district in the State of Virginia. The people around here have very nice, comfortable homes, many of which are fitted with hot and cold running water, electric lights, etc., and about half of the families in the county own automobiles. These facts are mentioned for your information merely to show that a majority of my possible customers are people who live in very good circumstances, perhaps considerably better than those in the average country districts."

"I have been in business here for fifteen years, and am highly respected by everybody in the community. I advertise regularly in the two county weeklies, which go to nearly every home in the county, send out a lot of circular letters and post my signs and announcements in as dignified a way as possible along the roads throughout the surrounding country. I handle clothes made by three of the largest and best known manufacturers in this country, ranging in price from \$15 to \$25. Yet, in spite of all these facts, there are scores of men around here who are apparently not satisfied with buying the clothes in a small country town and go away to a big city to get them. Baltimore, Md., 150 miles away, get most of this class of trade that ought to be mine."

"Only the other day a man who lives here in town called my attention to a new suit he was wearing which he had bought in Baltimore for \$22.50 and in turn I showed him a suit in my stock exactly like it in every respect marked regularly at \$20, but even then I don't believe he was convinced. Here was a typical case—the same make, same pattern and color—yet this man preferred the suit that came from a big city, even though he was not getting as good value for his money as he would have secured in the small country town. I have spoken of this as being my problem, but the same condition prevails among practically all the retail clothiers in this country, and the others are just as anxious as I am to find a way to solve it."—Apparel Gazette.

Candor.

"I've promised to go to supper with some one else, Blanque; but I'll introduce you to a very handsome and clever girl."

"I don't want a handsome and clever girl; I want you."

"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.

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.

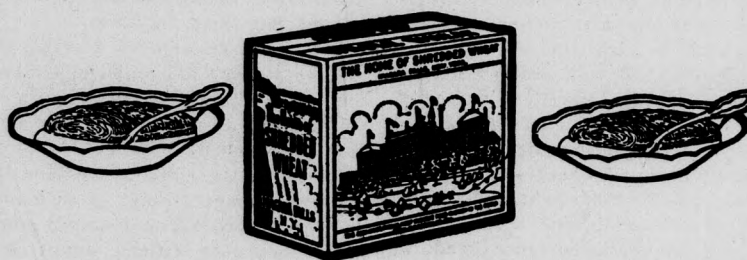
USE CITIZENS
LONG DISTANCE SERVICE

**Citizens
Telephone Company**

THE NATURAL DEMAND

created by advertising based on the positive purity and goodness of the food and a fair selling policy will pay the grocer better in the long run than free deals or premiums of any kind.

Shredded Wheat



is a steady seller all the year 'round because it is the best advertised breakfast cereal on the market and because the shredding process is now recognized as the best process ever discovered for making the whole wheat grain digestible. It is ready-cooked and ready-to-serve. Always the same high quality and the same price.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.

The Shredded Wheat Co., Niagara Falls, N. Y.

After Dinner Mints by Noah Artie Choke.

Written for the Tradesman.

The train was late on the P. M. (again) and a bunch of the boys were waiting at the station over at Coloma, when some suggested that they get up a vaudeville to pass the time away. Fred Walker found out that the train was one hour and thirty minutes late on account of the bridge being turned and stuck at St. Joe, so he suggested they all go over to Hick's sawmill and put on a show. Butcher, the cookie man, said he would give a package of Zu Zus to the best actor, and Boarsma, who has sold groceries so long down that way that he can't recognize his own goods because the labels are so faded out, said he would give a bottle of stuffed olives for second prize. They were to each perform some stunt and they were all to vote on the winners when through. Well, young Weimer, the dry goods gink, sang the opening song, after tuning his voice to the sound of the large buzzsaw in the mill. It could have been worse, so no one killed him. Icenogle (what a name) started in to do some slight of hand tricks, but he dropped the 50 cent piece he was trying to make disappear down through a crack and that made him mad and he quit. Martin Smith sang in four flats—yes, I think it was five flats—anyway everyone clapped their hands because they wanted everyone to clap when they performed. Lafe Hoozuz came next. Every one was wondering what Lafe was going to do. Well, Lafe just opened up his sam-

ple case and began exploiting the main and particular reasons why his salve and tooth paste were better than any other on the market; he began by telling a story and got all of the boys listening and before they knew it he had sold them \$14.56 worth of his dope and every one was just beginning to tumble that they had been buncoed, when the train whistled and they all scrambled to get to the depot—all but Lafe, and he got left. in Coloma, says it was to count his money.

Hot Weather Hint.

Of all the things that vex you,

Of all the things that hurt;

Try to put a fourteen collar

On a brand new fifteen shirt.

Lafe Hoozuz lost the bolt out of his wooden leg somewhere on the Grand Trunk last Tuesday. Any one finding it please mail it to Lafe care this office.

War makes prices soar. Billy Watkins had to pay 10 cents for a can of worms last week and even frogs are on the jump.

Be polite to any shark you meet when in bathing.

Question Box. Make your questions plain. Write only on the outside of the paper.

Dear Noah—My hair will not stay up in the latest Belgian style. Phoebe B. Beebe.

Must be Belgian hair. Try winding it around a spike.

Dear Noah—I have several canary birds and would like to know what to do with them when winter comes. M. K., Wayland.

A nice warm place for canaries in the winter time is inside a cat.

Dear Noah—I stopped at the Hotel last night and something seemed to bite me all night. What do you reckon it was?

You must have touched some poison ivy. Take a bath in soda water (not ice cream soda).

Dear Noah—How can I keep my toes from going to sleep. T. H., Saginaw.

Don't let them turn in.

Dear Noah—I have a neighbor whose dog barks nearly all night. What shall I do for sleep? C. M. K. Try sleeping day times.—Noah.

Questions on politics will be barred.

Questions on the mother-in-law problem must be handled in a hypothetical manner. Artie Choke.

The Triumphs and Tragedies of Life.

Written for the Tradesman.

The big jobs are in the city.

Famous men reside in the city.

The richest men are city dwellers. Business gravitates towards the city.

Light and leading belong to the city.

World movements originate in the city.

Fashions and fad are started in the city.

Multitudes and money are found in the city.

The city sets the pace; the country follows suit.

Money follows the crowd, and the crowd prefers the city.

The very word City is talismanic—another name for opportunity.

The city is the center of things—a gigantic, seething vortex.

The best brains and the skilfullest hands are found in the city markets.

Position, fame and fortune—triple lure of the gods—points towards the city.

Into the city foregather the leading exponents of commerce, education, art and religion.

The city is a mill, a melting pot, a training school for the sturdiest of the sons of men.

Into the city pour unceasingly raw materials of every sort—wood, cotton, coal, pig iron and men.

Masterful men and the invertebrate—and all types and varieties and classes in between—respond to the call of the city.

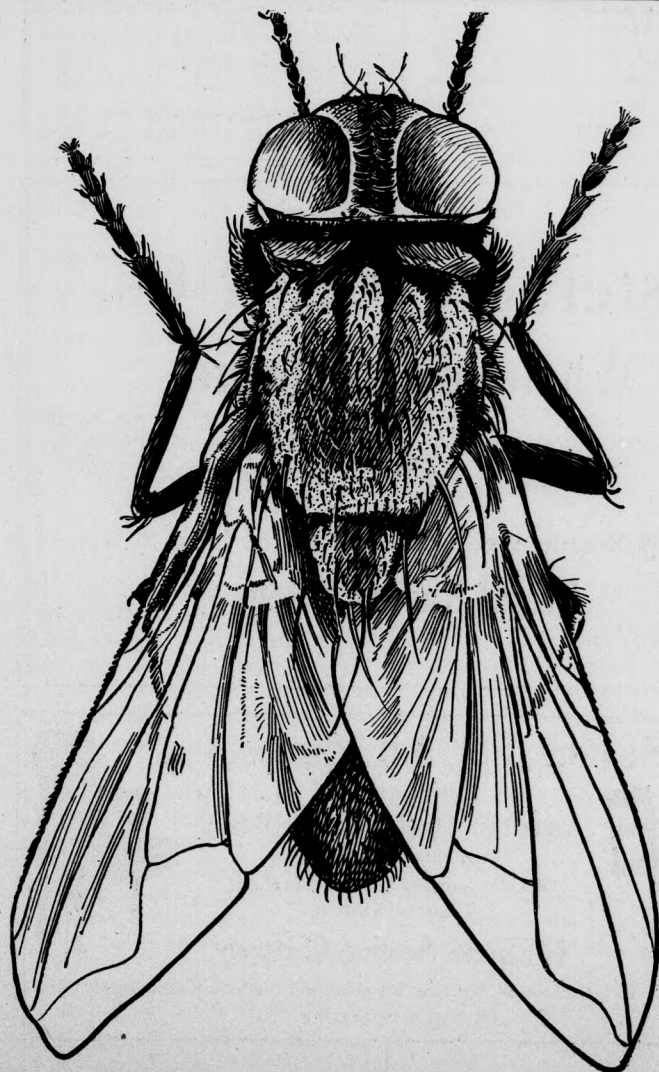
Manufactures, reform, and the higher amenities of modern life are wrought out in the city, and from the city sent broadcast.

The odds and ends of the earth are thrown together in the city—Europe and the Orient, America and the world, wise men and fools, good men and bad.

World-systems, religious creeds, social codes, industrial schemes of all sorts and of various degrees of worth or worthlessness, meet and clash in the city.

In the city there is the continual play and inter-play of those age-o'd, tremendous, primal forces, out of which issue the triumphs and the tragedies of life.

Chas. L. Garrison.



Swat Her While She's an Egg

One fly in April can be the many times great grandmother of 5,598,720,000,000 flies in September—(See Dr. L. O. Howard's Book, "The House Fly, a Disease Carrier.") Swatting one fly at a time won't get you very far against that army—swat billions of them in the egg with

20 MULE TEAM BORAX Prevents Fly Eggs From Hatching

Powdered borax, says the United States Department of Agriculture, is the most effective, economical and practical means of overcoming the fly pest.

As a carrier of disease, especially typhoid, the common house fly is now recognized as a positive source of danger.

Keep Flies Out of Your Store

They drive away customers, carry disease and mark your store as a place where filth is overlooked. Swat every adult fly you see, of course, but don't stop there—swat the billions that you can't see. Your stable, manure pile, dooryard, driveway, garbage can—wherever filth accumulates—are the places where flies deposit their eggs. Use 20 Mule Team Borax liberally in such places and prevent the eggs from hatching.

Tell Your Customers

that the United States Department of Agriculture says Powdered Borax is the fly swatter to use. Begin to-day to use 20 Mule Team Borax around your store. Start the 20 Mule Team Borax Fly Swatting Campaign in your town. Put this ad up in your window where everybody can see it—remember, a single female fly can produce a progeny of 5,598,720,000,000 in a single summer.

How to Use

Apply through a fine sieve or flour sifter, 2 ounces of 20 Mule Team Borax to the can of garbage, daily. Apply, in the same way, 10 ounces of 20 Mule Team Borax to 8 bushels of fresh manure, and sprinkle with 2 to 3 gallons of water.

Pacific Coast Borax Co.
CHICAGO



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.

Stimulating the Business in Harvesting Tools.

Written for the Tradesman.

There is good business to be done in harvest tools, and the hardware dealer who goes after it energetically will reap a harvest of his own.

True, hot weather doesn't conduce to aggressiveness on the merchant's part. "It's too hot to work," is a mighty old excuse. But it is an excuse which the wideawake merchant will not tolerate, least of all from himself. If he is to secure profits, he must spur himself and those who work with him into renewed efforts.

Display is always good business. The farmer is interested in every display of harvest tools that he sees when he comes to town. Maybe immediate sales will not result; but the farmer although he doesn't always jump at a proposition, stows away all the information your display gives him for future reference.

It is for this reason that a display of harvest tools should always be made very comprehensive. Take "Harvest" for your text and let your window say everything your stock has to say on this important subject. It is very easy to crowd a window too much; but the main thing for you is to put together a display that will talk business. And while the farmer is looking at half a dozen articles, he might just as well look at a score of them. The more articles you show the better your chances of making sales as a result of the display. And, while you're displaying tools, don't forget the whet stones to sharpen them.

In short, put some thought into your window. Anything you have to sell that is associated with harvest in farmer's thoughts, or anything that is useful in connection with harvest tools has a place there. Put it there, too.

And don't be afraid to put on price cards, or to show two or three grades of any article.

The rural telephone is very helpful in getting after this class of business. As a hardwareman (especially in a comparatively small town, where a good share of your trade is country trade) you will know a great majority of your country customers personally. It is an easy matter, in moments when business is dull, to sit down at the telephone and call up half a dozen farmers.

"What do you need in the way of tools this year?" is the first question after polite preliminaries; and you can go on to tell what you have. Run over the list quickly. And, if the man isn't certain, leave him with "Look over what you've got, and I will call you again." Don't ask him to call you—don't leave him to call you. Keep after him. And urge upon him the necessity of having his equipment in first class shape for all emergencies, and tell him how immensely pleased you'll be to see that he gets everything in good time, and to order for him right away anything that may not be in stock.

What you can do over the rural telephone with the farmers who have telephones, you can do, although not as quickly, with other farmers by means of your roadmen. The process is almost exactly similar; except that in the one case you transact business direct from your store, and in the other your men drive through the country.

It is this aggressive getting-out-after-the-business method of doing things which is most effective in meeting catalogue house competition. The hardwareman can't afford, nowadays, to wait for the farmer's business to come to him; he must get out after it. And, incidentally, he ought to make it a point to know personally every farmer in his district. This, at least, is true in the smaller places where the hardwareman handles implements and caters very largely to country trade. The farmer who knows you personally, who calls you "Bill" or "Tom," and who feels dead sure that you're willing to put yourself out a little to help him, isn't going to send his money away to the catalogue house—especially if, when you get after him, you drive home the fact that you can always give him as good or even better value for his money. It's the doing-business-at-a-distance sort of merchant, who fails to inject his personality into his merchandising, who suffers the most from mail order competition.

Another important feature in catering to the country trade is your facilities for installing tools, where installation is necessary. This is true, for instance, of hay forks. As a rule the farmer is too busy to install a hay fork. In many instances he does not know how—or, at least, he is cautious in estimating his abilities along that line.

If you can send a man to do the installing, your sale is easy. More than that, you're paving the way for other sales. The farmer who says, "Blank put that in for me" is adver-

tising you in most effective fashion.

The hay fork business is worth personal attention to be handled to the best advantage. When you, or your road men, call on the farmer you can size up his barn and tell him exactly how much track is needed. Where the barn is a big one, switches are convenient, helping to spread the hay more evenly; and anything like this, which will save time and give more satisfactory results, it is perfectly in order for you to suggest. A hay loader in the field and a hay fork in the barn will bring in the crop in mighty quick time. And time-saving and labor saving is just the thing that interests the farmer, in these days of high priced farm hands.

A wideawake road man will keep his eyes open for opportunities. Does he notice, while figuring out the amount of track needed for the hay fork, that the barn needs shingling. If he does, it's right in order to suggest metal shingling and point out that it is fire proof. Or perhaps the farm house is fairly crying out for paint. Drop a word to the farmer, and to his wife—the latter, with an unsatisfied longing for pretty home surroundings, will become a very active missionary for your paint department. And talk over new equipment while you're there. The road man who drives in, asks, "D'you want anything to-day?" and drives out again, isn't the man who does the business. A friendly chat on farm topics will let drop a dozen or a score of hints regarding articles needed.

William Edward Park.

Her View of It.

Teacher—What is it that binds us together and makes us better than we are by nature?

"Corsets, sir," piped a wise little girl of 8.

Taking the Measure of Trade.

It seems incredible in this enlightened state of business that there are still some hardware men who do not cater to women's trade. These men cannot be ignorant of the fact that the women are the direct spenders of most of the family income in this country.

Let me quote from one of the largest manufacturers of hardware specialties: "My observation, and the observation of our demonstrators traveling among the retailers, is that there is not much interest displayed in the possibility of securing women's trade. Of course, I refer to the average retailer in the small towns, and not to the retailer in towns of, say, 25,000 or more population. In larger towns, competition forces them to have cleaner and more attractive stores, to carry lines which will appeal to women. But the average retail trade in small towns appears to cater solely to the trade of men, carrying stocks of staples called for by builders and farmers. These stocks are often very badly kept, and little or no attempt is made to display them. It is, of course, true that they undertake to carry small stocks of the items which might appeal to the farmers' wives, such as pans, kettles, kitchen knives and forks, but we do not find it is customary for them to

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.

Foster, Stevens & Co. Wholesale Hardware

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

Public Seating For All Purposes

Manufacturers of

American Steel Sanitary Desks

In use throughout the world

World's Largest Manufacturers of
 Theatre Seating

American Seating Company

General Offices: 14 E. Jackson St., Chicago; Broadway and Ninth St., Grand Rapids, Mich.

ASK FOR LITERATURE



carry finer goods of the same general class."

Why, oh, why, is this? Are not farmers' wives human? Do not they get tired doing work in the same old cumbersome way? Why should not they be introduced to the new labor-saving devices? Is it not time the hardware dealer in the small towns or rural districts wipe the cobwebs from his methods as well as his shelves? Has he no competition to make him clean up his store, put in new stock and get a hustle on?

Don't wait for the farmer's wife to get to a big city and see all the modern improvements for making housework easier, quicker and more efficient. Let her get acquainted with them in your store, and purchase them from you.

Don't you believe the women are the purchasing agents? Dr. Hollingsworth, of Columbia University, has made tests which show that women buy 48.4 per cent. of all merchandise for family use, and have the important deciding voice in 23 per cent. more—making 71 per cent. Don't you believe the women in your vicinity would be interested? Did you ever see the women gather around a peddler at the back door as he undoes his pack? Of course, they are all interested in new things—all women, the urban or suburban, white or black, yellow or brown—we all like to look at, handle, investigate, ask questions about, and—buy new things.

By the way, talking about peddlers—a woman writes to Philadelphia-Made Hardware and asks why so many things in the hardware line that should be sold by the jobber and the retail merchant are sold from door to door. This woman helps her husband, who is a hardware salesman, to cover his territory, so she is familiar with conditions. I should say the reason for this lies in the fact that the retailer is not sufficiently alive to his opportunities. A certain hardware retailer says he owes the foundation of his enormously successful business to the time when he purchased an automobile and went from house to house, all through the rural districts and to the outlying farms, showing the housewives all the newest labor-saving devices—dustless dusters and mops, faucet filters, laundry sprinklers, meat choppers, cherry stoners, fireless cookers, bread mixers, etc., even leaving the article with the farmer's wife and telling her to use it, and if she liked it to pay him.

Farmers' wives are among the shrewdest of good housekeepers, and when they have once tested and seen the value of these wonderful improvements sales are nearly always made. Invite them to your store and ask them to drop in for a cup of coffee made in the new coffee percolator, or to see a demonstration of a new vacuum cleaner or washing machine. They will be sure to come the next time father drives to town; see that they are well taken care of, make them your friends, and I assure you the women's shekels will pour into your coffers.—Mary Deermont in Philadelphia-Made Hardware.

Adrian has notified tramps and beggars to move on or they will be arrested and put to work in the catch basins and sewers of the city.

Advertising Words, Phrases and Combinations.

Written for the Tradesman.

II

Business.

We Want Your Business

We Want to Merit Your Business

Frankly, We Want to Win Your Business.

Business

Bringers

Boomers

Winners

Getters

Stimulators

Our Business is to Serve You

We're in Business to Stay

Good Will is the Basis of Our Business.

Clean-up.

Clean-up Sales Keep Our Stock Fresh

We're Strong on Clean-ups

Our Clean-up Necessity is Your Opportunity

A Ransacking Clean-up

Clean-up

Pickings

Odds and Ends

Bargains

Offerings

Showings

Our Mid-summer Clean-up

Our End of the Season Clean-up

Our Annual Clean-up

Our Quarterly Clean-up

Our Semi-annual Clean-up

An Array

An Assortment

An Outlay

A Feast

A Banquet

A Host

An Assemblage

A Display

A Grouping

A Gathering Together of

Clean-up Bargains

Clean-up Values

Clean-up Odds and Ends

Clean-up Offerings

Items

Clean-up Merchandise at Nominal Prices

Clean-up Values at Nominal Prices

Clean-up Gems at Nominal Prices

Clean-up Pieces at Nominal Prices

Clean-up Wares at Nominal Prices

Chances.

Happy Chance for You

The Chance of a Life Time

The Bargain-hunter's Big Chance

A Sale Chance

A Shopping Chance

A Money-saving Chance

Such Chances Rarely Come

Don't Pass Up This Chance

Now's Your Chance

Chances You Can't Afford to Miss

A Surprising Chance

An Excellent Chance

An Exceptional Chance

Get This Straight: This is Your Chance

Dollar.

We Save You Dollars

We'll Show You How to Stretch the Dollars

More Than a Dollar in Value for Your Dollar

Where your Dollar Buys Most

The Utmost a Dollar Can Buy

If Your Dollars Grew on Trees the Price Would Be the Same

Abundant Values for War-time Dollars

Astonishing Values for War-time Dollars

Tremendous Values for War-time Dollars

The Maximum of

Worth for Your Dollar

Value for Your Dollar

Dependability for Your Dollar Economy.

Here's a Chapter of True Economy

The Best of Everything for the Least Money—That's Economy

Good Taste and Economy in Buying Are Compatible

You Can be in Style and Still Practice Economy

If You Bought it from Us, You Got it Economically

Distinctive, but Economically priced Opportunities for Economy Galore

Opportunities for Economy Thick as Clover Leaves

Opportunities for Economy Never so Plentiful or Pronounced

Opportunities for Economy That'll Appeal to You

Ours is Another Name for Merchandising Opportunities

Economy-Echoes from Our July Sale Economy-Tips—Our Long Suit

Variety, Reliability and Economy Stylefulness, Attractiveness and Economy

Good Taste and Subsequent Satisfaction not Inconsistent with Economy

Nobody Ever Regretted a Truly Economical Purchase

War-Time Stringency Suggests Economical Shopping

It Is Practical Economy to Buy at—Sales Rich in Economy Opportunities.

Frank L. Fenwick.

Atlanta Retailers Support Anti-Coupon Law.

The Atlanta Retail Grocers and Butchers' Association held a largely attended and enthusiastic meeting in the Chamber of Commerce hall recently to consider the trading stamp, coupon and gift scheme evil which prevails there. After much discussion the following resolution was adopted by a unanimous vote:

Whereas—The retail grocers and butchers of Atlanta are now operating their business on an exceedingly small margin of profit and therefore cannot afford to add to their already heavy overhead expense and

Whereas—This association has repeatedly gone on record as being opposed to all manner of schemes which put an added expense upon the dealer without benefit either to him or his customer; therefore, be it

Resolved—By the Retail Grocers and Butchers' Association of Atlanta, in meeting assembled this June 8, 1915, that we again put ourselves on record as being unalterably opposed to the giving, accepting or using of trading stamps, travel slip coupons, bank deposit coupons, profit-sharing coupons and any and all such like schemes. Be it further

Resolved—That we urge our members to use their every effort to discourage the giving, accepting or using of these or similar schemes. Be it further

Resolved—That we call upon our friends, the salesmen, the wholesalers, the manufacturers, to help us protect our interest and theirs which is constantly being threatened by the efforts of the promoters of these schemes. Be it further

Resolved—That we pledge to our parent body, the Retail Merchants' Association of Georgia, our every cooperation and support in the effort they will make at the coming session of the Legislature to enact a law that will forever prohibit these and like schemes being carried on in our beloved State of Georgia. Be it further

Resolved—That we petition the Georgia Senators and Congressmen to give their heartiest support to Senator Oscar Underwood of Alabama in the effort he will make at the next session of the United States Congress to enact a National law prohibiting the use of trading stamps, coupons and all gift schemes.

The Compensation.

Grocer—Small fruit has been ruined by frosts.

Mrs. Newlywed—How lovely! Now we'll get only the large berries.

EVERY MERCHANT

NEEDS THIS CANVAS PURSE

It has separate compartments for pennies, nickels, dimes, quarters, halves, dollars and bills.

When You Count

your money to take it out of the cash drawer or register, drop it into its proper compartments, turning in the inside flaps, and the outside flap over all.

In the morning you merely dump the contents of each compartment into

its proper place in cash drawer or register. This purse is made so that coin or bills cannot become mixed or drop out—strong, durable, bound with four rows stitching.

Large Size

11 x 7 in., 75c Prepaid

Small Size

9 x 6 1/4 in., 60c Prepaid

Your Money Back if Not Satisfied

The Fortuna Company

8 Exchange St.

Rochester, N. Y.

SAFETY FIRST SIGN IN ROOFING—



Don't buy shingles by price alone—there are after years when you may have to pay the bill for re-roofing or repairs.

Reynolds shingles are guaranteed to be perfect in manufacture and of the best material obtainable. You cannot buy better, and the difference in price is too small for you to take a chance.

Reynolds shingles are supplied in four standard colorings of granulated slate and granite surfacings. They are non-fading, and are suitable for any type of roof or any class of building.

Get the original "Reynolds" and be safe.

For Sale by all Lumber and Building Supply dealers.

Write for free booklet.

H. M. Reynolds Asphalt Shingle Co.

"Originator of the Asphalt Shingle"

Grand Rapids, Mich.



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.

Short Course in the Art of Selling Goods.

When you have made a successful approach, secured the attention of your prospect and cleverly worked up his interest in your proposition there still remains an end to be achieved, and that is to turn his interest into conviction—to move him to action—to secure his order.

Many salesmen make the mistake of supposing that a prospect's interest is equivalent to conviction; that because the prospect is willing to listen to the selling talk, and willing even to ask questions concerning the proposition, he is therefore in a state of mind where he is willing to buy.

But often in such a case when the salesman comes to request the signature on the dotted line he receives the shock of refusal—a refusal that remains unexplained in his own mind because he has not learned the difference between interesting a man and convincing him.

We often hear a salesman say, "I don't understand why I didn't get Brown's order. I had him worked up to the point where he was interested, I thought I had him right where I wanted him but somehow he squirmed away from me when it came to the closing point. That man's mind is as changeable as the wind."

The salesman is wrong. The trouble with the prospect's mind was not that it changed at the end, but that it hadn't been changed at the beginning or at any time afterward. The prospect had been interested but not convinced.

In every phase of life interest falls short of conviction. Men may be deeply interested in political or religious doctrines without having any convictions concerning them. Since

time immemorial men have attended religious meetings with interest without being converted, and have crowded into political halls to listen intently to speeches which advocated principles in which they had no particular belief.

Thousands of things interest the human mind that never penetrate beneath its surface to the springs of action. It is possible for a crowd to stand upon a street corner and listen intently to a street faker for an hour without being prompted by the slightest desire to buy anything from him. Human curiosity leads us to take an interest in a vast number of things that touch no depths within us. If you are going to move a man to action you must stir more than his interest, you must reach his convictions.

The ability that closes sales is the ability to convince. All that goes before this is merely preliminary; necessary preliminary, it is true, but only preliminary after all. Getting a man's attention and stirring his interest is merely sparring for position—reaching his convictions is the knockout blow that strikes home and does the business.

A man under the influence of conviction is bound to act. If he is in a religious meeting he is going to get on his feet and go up to the mourners' bench. If he is in a political meeting he is going to walk out and cast his vote. If he is listening to a traveling man's selling talk he is going to take the proffered fountain pen in his hand and sign the order.

It is useless to try to sign a man until you have him convinced. Thousands of orders are lost every day by salesmen who try too soon to secure the signature. Convince your man as soon as you can. Do it in two minutes, if possible, but don't try to sign him until you have done so.

There is a great class of hammer-and-tongs salesmen who try to make mere urging or persuasion take the place of conviction. Salesman Jones calls on Prospect Smith on Monday, interests him in his proposition, asks for his order and gets turned down. Priding himself on his persistence he goes back the next day and uses his power of persuasion once more—demands the order the second time; and is once more turned down. As often as he returns to the charge he gets the same result. Such a salesman is using the futile methods that are employed by the small boy who vainly pleads with his father to be allowed to go to the circus: "Please let me go; I want to go; why won't you let me go; please let me go; please, please." We all know countless salesmen of

this type—persistent, wooden-headed chaps who keep coming to us and demanding that which they have given us no vital reason for yielding. And these unintelligent wooden-pated individuals imagine that they are showing a high class of salesmanship by their everlasting, boring persistence. Persistence is a great salesman's quality; but the salesman should use his persistence in thinking up new arguments, in studying new ways of making his proposition convincing to a customer—not merely in going back to him time after time with the same bare demand for an order.

Merely hammering away at a man is not convincing him. To convince a man is to make him believe what you believe. And to make a man believe what you believe you must give him the same evidence that has brought about your own conviction.

If the small boy who wanted to go to the circus had the ability to transfer to his father's mind the wonderful pictures of the circus' joys that were in his own mind; if he could make his father see how the circus seemed to his childish vision; if he could call up before his father's mind the entrancing pictures that filled his own boyish imagination; if he could reveal to his father the images of flashing splendor, vivid color, inspiring motion, that the thought of the circus roused in his fresh young imagination he would have converted his father to a sympathetic mood in a minute. But he is unable to do this. This is the small boy's tragedy. With a mind full of splendid visions the utmost he can do to express his feeling is to cling to his father's hand and repeat in wearisome accents: "Please, please, please," until his father, patience worn out, sends him off to school or sets him at work at the wood pile.

The point of this illustration is not lessened by the fact that the circus is after all a cheap and tawdry thing, not worthy of the boy's ideas. The point of this particular story is not whether those ideas were true or not, but that the boy, having those ideas, could not give them adequate expression—could not organize and arrange them in his own mind so as to impress them upon his father's mind, but that he nevertheless believed it was his father's fault that his stern parent didn't realize what a splendid thing the circus seemed to the boy. All the boy could say was "please! please! please!" and mere urging of this kind expresses nothing and impresses no one. We convert men to our belief not by urging, but by evidence, by reasons, so vividly drawn, so perfectly grouped and organized and harmoniously arranged that they appeal to the eye of the mind as a painter's masterpiece appeals to the bodily eye.

This is what we mean when we say we have made a man see a thing that we are explaining to him. He literally does see it with the eye of his mind—all the different parts are present in the picture. All the evidence has been knitted together into

a complete unit—every part strengthening each other part. Cut out any of these parts, or disarrange them, merely stick them together carelessly, and the picture disappears—the effect of unity and proportion and strength disappears—the value of the picture is gone, or, rather, there is no picture any more.

Many a salesman fails to make an impression on the mind of the prospect for the same reason that the small boy failed to impress his father.

He has in his own mind an absolute belief in his product—a mental image of its great value, but he forgets that picture is made up of many parts and that to convince the customer he must first photograph all those parts, that complete picture, upon the prospect's mind. He must make the prospect see the case as the salesman sees it, with the same high lights, the same perspective, the same grouping of ideas. The prospect's mind is a blank so far as the advantages of the purchase are concerned. The salesman must photograph upon it the same picture of those advantages that he sees. He may be able to draw this picture with a few quick master strokes, a few bold and striking results in black and white; or he may be a salesman of another type who paints his picture—builds up the conception in the prospect's mind—bit by bit, with careful touches here and there until the whole is completed. But in either case he can't get the order until he has made this transference of the idea to the prospect's mind.

B. E. Noble.

[Concluded next week.]

The man who knows all about women should forget it if he values his own peace of mind.

The Hotel Barry Hastings, Michigan

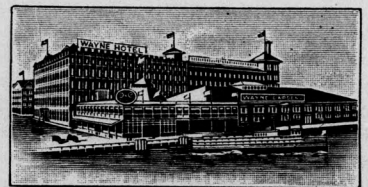
Re-opened for Good

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.



THE NEW \$100,000 WAYNE MINERAL BATH HOUSE DETROIT (Third and Jefferson Ave.) 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 Wharves. Coolest spot in Detroit. European plan, \$1.00 per day and up.
 J. R. Hayes, Prop. F. H. Hayes, Asst. Mgr.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, June 5—In the matter of Constantine Golembiewski, bankrupt, Grand Rapids, the first meeting of creditors was held. Claims were allowed. Ernest J. Nichols, of Grand Rapids, was elected trustee. Appraisers were appointed and the trustee directed to sell assets as soon as possible.

June 7—In the matter of George W. Hall, Jr., Big Rapids, the adjourned first meeting of creditors was held this date. Claims were allowed. The bankrupt was sworn and examined by the referee and the first meeting of creditors was then adjourned without date. The inventory and report of appraisers has not yet been filed in this matter. It is expected an early sale will be difficult as the nature of the assets, bakery fixtures, are such as to make ready sale practically impossible.

In the matter of G. W. Bisbee & Co., bankrupt, Fremont, the final meeting of creditors was held. The final report and account of the trustee, showing total receipts of \$182.50, disbursements of \$15 and balance on hand of \$167.30 was considered and decision was reserved. The final meeting was held open for decision on certain contested claims. It is probable that a very small dividend will be declared in the near future.

June 9—In the matter of Charles W. Burdick, bankrupt, Grand Rapids, the adjourned hearing on the secured claim of A. J. Barnes was held this date. The matter was submitted, and briefs ordered filed for the trustee and claimant. The matter has not yet been decided by the referee.

June 10—In the matter of the Bon Ton Mfg. Co., bankrupt, Petoskey, the adjourned first meeting of creditors was held this date. The officers of the bankrupt were examined and the meeting adjourned without date. The inventory and report of appraisers has been filed and the trustee is now endeavoring to secure a bid for the assets. If this is not secured within a short time the referee will issue general order for the sale of the assets at public sale.

Alice M. White, of Grand Rapids, doing business as the Empress candy shop, has this day filed voluntary petition in bankruptcy, adjudication has been made, the matter referred to Referee Wicks, who has also been appointed receiver. George S. Norcross has been appointed custodian. The assets have been sold under order of the referee without notice to creditors because of the perishable nature of the same and high expense of occupying the premises occupied by the bankrupt. The schedule on file at this office shows liability of \$2,431.50 and the assets are listed at \$1,491. \$935.50 of the liability being preferred or secured title contract indebtedness. The following are listed as creditors:

Emma Minogue, Grand Rapids	\$ 4.00
Leo Price, Grand Rapids	4.00
Secured.	
H. H. Jordan, Grand Rapids	\$150.00
Old National Bank, Grand Rapids	500.00
City Trust & Savings Bank, Grand Rapids	50.00
Valley City Candy Co., Grand Rapids	237.50
Unsecured.	
A. E. Brooks Co., Grand Rapids	\$ 28.87
Bunte Bros., Chicago	99.95
R. F. Beich Co., Chicago	27.09
W. P. Canaan Co., Grand Rapids	26.75
Collins Ice Co., Grand Rapids	2.91
Dolly Varden Choc. Co., Cincinnati	84.35
J. H. David, Grand Rapids	28.30
Dierdorf Cigar Co., Grand Rapids	12.50
J. G. Eole, Grand Rapids	14.46
Folgers, Grand Rapids	10.00
Canon & Paine, Grand Rapids	10.25
J. E. Griswold estate	2.00
Goudzwart Bros., Grand Rapids	6.88
G. E. Gas Co., Grand Rapids	15.20
J. O. Gilbert, Jackson	36.13
G. J. Johnson Cigar Co., Grand Rapids	50.00
Helios, Grand Rapids	6.00
Herald Pub. Co., Grand Rapids	2.25
A. L. Joyce & Co., Grand Rapids	59.95
Kuppenheimer Co., Grand Rapids	7.00
S. H. La Barge, Grand Rapids	5.87
Kelly Ice Cream Co., Grand Rapids	120.65
Loose-Wiles Biscuit Co., Chicago	5.93
G. R. News, Grand Rapids	11.93
National Candy Co., Grand Rapids	148.66
Olthoff Candy Co., Grand Rapids	2.40
G. R.-Muskegon Power Co., Grand Rapids	36.16
Evening Press Co., Grand Rapids	8.21
Rysdale Co., Grand Rapids	87.76
Roseberry-Henry Co., Grand Rapids	9.49
Fayette-Walsh Co., Detroit	7.00
Valley City Candy Co., Grand Rapids	11.75
G. H. Shaw, Grand Rapids	49.31
John Sever, Grand Rapids	3.50
G. S. Smith, Grand Rapids	16.30
G. A. Seymour Co., Grand Rapids	3.50
C. A. Schueffer, Grand Rapids	23.80
G. E. Ernest, Grand Rapids	3.35
J. B. Van Lierop, Holland	1.65
Vandenberg Cigar Co., Grand Rapids	17.20
Empress Realty Co., Kalamazoo	200.00
Michigan State Tele. Co., Grand Rapids	3.00
H. W. Watson Co., Flint	33.45
Wurzberg Dry Goods Co., Grand Rapids	26.09
G. R. Window Cleaning Co., Grand Rapids	1.50
E. L. Hughes, Grand Rapids	30.00

W. G. Herpolsheimer, Grand Rapids 62.00
Washburn Crosby Co., Grand Rapids 5.20
C. W. Mills Co., Grand Rapids 4.17
June 15—In the matter of Harry Padnos, bankrupt, Holland, an order has this day been entered confirming the sale of the stock in trade of this bankrupt at the sum of \$4,500, to the Standard Merch. Co., of Cleveland, Ohio.

In the matter of Emmet R. Dunlap, bankrupt, Grand Rapids, the adjourned first meeting of creditors was held this date. The bankrupt was sworn and examined by attorneys and the meeting adjourned without further date.

In the matter of the Ludington Manufacturing Co., bankrupt, Ludington, the adjourned special meeting was held this date. Claims were allowed. The trustee's first report and account and supplement thereto showing his acts and doing as trustee, sale of all assets except accounts and bills receivable and a balance of cash on hand of \$8,423.61 was considered and allowed. Certain administration expenses were ordered paid and the preferred labor and tax claims ordered paid by the referee. It was determined that there was not sufficient assets on hand at this time to pay a dividend to general creditors. The final dividend will be a very small one and the time of payment of the same uncertain at this time. Litigation is pending in the courts at Chicago which may possibly bring further assets into the estate.

June 15—Irvine Townsend of Grand Rapids, has this day filed voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The schedules show no assets not claimed as exempt and the following are listed as creditors:

Thorp Electric Co., Grand Rapids	\$ 8.81
G. F. Cornell & Son, Grand Rapids	9.16
W. C. Hopson & Co., Grand Rapids	3.80
Leitelt Iron Co., Grand Rapids	35.63
Roseberry-Henry Co., Grand Rapids	41.53
S. A. Dwight, Grand Rapids	90.00
Mich. Wheel Co., Grand Rapids	12.03
C. J. Litcher Elec. Co., Grand Rapids	278.97
W. Mich. Machine Co., Grand Rapids	22.50
Consumers Lighting Co., Grand Rapids	7.11
Capitol Elec. Co., Lansing	79.98
Dr. C. B. Hernan, Grand Rapids	12.00
Chris. Hanson, Greenville	15.00
Esther Smith, Greenville	175.00
Earl B. Slawson, Greenville	11.00
Freeland & Munshaw, Grand Rapids	5.50

June 16—In the matter of Oliver J. Morse, bankrupt, Shelby, the final meeting of creditors was held this date. The final report of the trustee, showing balance on hand as per first report and account, \$2,166.09; additional receipts of \$292.00, total, \$2,458.09; disbursements of \$1,367.61 and a balance on hand of \$1,090.48, was considered and allowed and interest item of \$17.95 added, making total balance on hand of \$1,108.43. Final order for distribution was entered and a final dividend of 3% per cent. declared and ordered paid. This estate has heretofore paid a first dividend of 5 per cent.

Leslie E. Hart, of Grand Rapids, has filed a voluntary petition in bankruptcy this date, adjudication made and the matter referred to Referee Wicks. The schedules show a small asset consisting of surrender value of life insurance policy and the following are listed as creditors:

American Sign Co., Kalamazoo	\$523.07
Gilmore Bros., Kalamazoo	37.22
Dr. A. S. Youngs, Kalamazoo	105.75
Kalamazoo National Bank	200.00
First National Bank, Kalamazoo	100.00
Stella A. Hart, Kalamazoo	1,769.00
Mary E. Sawday, Kalamazoo	40.00
Sam. Folz, Kalamazoo	15.00
Brummeler-Van Strein Co., Grand Rapids	23.34
Dr. R. K. Eaton, Grand Rapids	6.00

June 17—In the matter of Evans & Evans, Grand Rapids, the first meeting of creditors was held this date. Clare J. Hall of Grand Rapids, was appointed trustee. The assets of this estate are very small and it is doubtful if anything can be realized for creditors above the exemptions. Appraisers have been appointed.

June 18—In the matter of Appleyard & Johnson, bankrupts, Grand Rapids, the final meeting of creditors was held this date. The final report and account of trustee, showing total receipts of \$413.31 and disbursements of \$160.06 and balance of \$253.25, was considered and allowed. It was shown that there was a possibility of additional assets coming into the estate by reason of certain litigation in the state courts and the estate was, therefore, held open until the determination of such litigation. The dividends, if any, will be very small for general creditors.

June 19—In the matter of Emmet R. Dunlap, the trustee has received an offer for the assets of 50 per cent. of the appraised valuation and order to show cause as to sale has been entered, returnable June 30.

June 21—In the matter of Neuman Heating Co., alleged bankrupts, a special hearing has been held this date to consider the alleged bankrupts' offer of composition at 10 per cent. of the total indebtedness. Claims were allowed, acceptances of the offer of composition filed and the hearing adjourned to June 30. It is expected the composition will be accepted by creditors in sufficient amount to have the same confirmed by the court. No adjudication in bankruptcy has as

yet been made and will not be if the composition is confirmed.

Lee Howland, of Charlevoix, has filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. First meeting of creditors has been called for July 7. The schedules show liabilities of \$15,887.30 and the assets are listed at \$6,362.00. The following are shown as creditors:

Secured.	
Charlevoix State Savings Bank	\$2,354.48
Unsecured.	
A. L. Fitch, Charlevoix	\$ 700.00
Central Trust Co., trustee, Chicago	475.00
Tood Roads Machinery Co., Ft. Wayne	375.00
Ohio & Mich. Sand & Gravel Co., Toledo	700.00
U. S. Fidelity & Guarantee Co., Baltimore	938.41
Farmers Bank of Ashland, Ashland, Wis.	167.00
Charlevoix County Bank, Charlevoix	1,100.00
Harry Nichols, Charlevoix	400.00
R. B. Armstrong, Charlevoix	100.00
F. S. Blanchard, Charlevoix	100.00
East Jordan State Bank	180.00
East Jordan Iron Works	150.00
Newaygo Portland Cement Co., Grand Rapids	1,050.00
U. S. F. & G. Co., Baltimore	5,000.00
R. D. Baker & Co., Detroit	1,300.00
F. H. McDonald, Grand Rapids	231.50

June 22—In the matter of Harry Padnos, bankrupt, Holland, the adjourned first meeting of creditors was held this date. The trustee filed this first report and account and decision was reserved on the same. A first dividend of 15 per cent. was declared and ordered paid and the first meeting further adjourned to July 8 for the examination of the bankrupt.

Andrew Kuklewski, of Grand Rapids, has this day filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The schedules reveal that there are no assets not claimed as exempt and the following are shown as creditors:

Savage Moving Co., Grand Rapids	108.00
Abel G. Verheek, Grand Rapids	169.50

June 24—In the matter of Alice M. White, bankrupt, Grand Rapids, the first meeting of the creditors was held this date. Claims were allowed. C. V. Hilding, of Grand Rapids, was elected trustee and the meeting adjourned without date. The estate will pay a small dividend to creditors.

In the matter of P. G. Mayhew Co., Holland, the trustee has filed his final report and account and the final meeting has been called for July 7. The account shows: Total receipts of \$500; disbursements of \$115.47 for preferred claims and a balance on hand of \$384.53. It is doubtful if the estate will pay a dividend for general creditors.

June 28—In the matter of John S. Kamhout, bankrupt, the trustee has this day been authorized and directed to institute suit against D. M. Amberg & Bro. for the recovery of certain assets, provided that creditors advance sufficient funds to cover the expenses of such suit and give the trustee a bond to protect the estate against damages.

Wilmot C. Pearce, of Muskegon, has this day filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks. The estate does not contain any assets not claimed as exempt and the following are shown as creditors:

Alden & Judson, Grand Rapids	46.41
Marquette Lumber Co., Grand Rapids	15.13
Security Storage & Trans. Co., Grand Rapids	51.14
Schull Printing Co., Grand Rapids	135.70
Ideal Foundry Co., Grand Rapids	239.60
W. D. Bearwin, Grand Rapids	100.63

The first meeting of creditors has not yet been called in the matter.

Henry R. Pierce, of Grand Rapids, has this day filed his voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks who has also been appointed as receiver. G. S. Norcross is in charge as custodian and the business is being operated as a going business pending the first meeting of creditors which has been called for July 12. An inventory has been taken which reveals assets of the value of \$11,957.60 and the following are listed as creditors of the bankrupt:

Preferred.	
Julia Barlow, Grand Rapids	49.00
Geo. Benedict, Grand Rapids	11.53

Secured.

Sanitary Milk Co., Grand Rapids	401.00
Secured by note endorsed by P. Lindhout and George Schroeder, Grand Rapids, who hold chattel mortgage to cover in the sum of \$500.	
Mrs. Mary Robinson, Grand Rapids	3,500.00
B. T. Pierce and Marie H. Pierce, Grand Rapids	4,171.00
Secured by real estate mortgages on the real estate of the bankrupt.	

Unsecured	
J. C. Wing, Grand Rapids	119.30
S. A. Solomon, Dutton	65.15
Stanwood Mfg. Co., Boston	25.00
Mrs. H. R. Pierce, Grand Rapids	200.00
Camera Shop, Grand Rapids	10.00
W. Mich. Machine & Tool Co.	

Grand Rapids	1.10
Acme Welding Co., Grand Rapids	1.25
G. C. Lewis, Grand Rapids	38.64
G. R. Ins. Agency, Grand Rapids	38.64
Standard Oil Co., Grand Rapids	1.19
G. R. Water Works	15.00
Purity Vanilla Co., New York	35.00
James Boer Estate, Grand Rapids	19.36
Rex Extract Co., Brooklyn	6.00
American Agricultural Chem. Co., Detroit	49.28
Confectioners & Bakers' Sup. Co., Chicago	12.60
Toledo Dairy Co., Toledo	15.00
Henderson Milling Co., Grand Rapids	63.00
R. B. Loomis, Grand Rapids	35.91
Sherwood-Hall Co., Grand Rapids	45.00
Allen & Dorthy, Grand Rapids	10.30
Barclay, Ayers & Bertsch Co., Grand Rapids	2.75
Board of Public Works	9.90
Ohio Dairy Co., Toledo	145.10
Parker-Brown Co., Washington	88.20
Wolverine Condensed Milk Co., Lansing	41.50
Garlock Packing Co., Cleveland, Ohio	2.90
M. L. Barret & Co., Chicago	25.00
Morton Salt Co., Chicago	33.40
Wayne Art Co., West Salem	11.50
Blanke-Baer Chem. Co., St. Louis	14.50
Armour & Co., Chicago	13.00
Mich. Aminia Works, Detroit	27.00
Brown & Bigelow, St. Paul	47.14
Foot & Jenks, Jackson	6.00
Semrod Chem. Co., Chicago	8.00
Silber Co., Chicago	54.50
Boston Biscuit Co., Chicago	7.20
M. Sergeant, Grand Rapids	125.00
Mrs. Marie Pierce, Grand Rapids	600.00
Sanitary Milk Co., Grand Rapids	310.70
Hall & Gillard, Grand Rapids	17.38

In the matter of George B. Farmer & Son, bankrupt, Lakeview, the trustee has filed his final report and account and the final meeting of creditors has been called for July 10. The final report shows a balance on hand of \$338.14.

June 29—The first meeting of creditors was held this date in the matter of Leslie E. Hart, Charles H. Lillie, of Grand Rapids, was appointed trustee by the referee.

In the matter of Constantine Golembiewski, bankrupt, Grand Rapids, the assets were this date sold for \$300.

June 30—In the matter of Emmet E. Dunlap, bankrupt, the assets were this date sold for 50 per cent. of the appraised valuation or an aggregate sum of about \$1,150.

June 3—In the matter of Shelby Home Furnishers, bankrupt, the final meeting of creditors was held this date. The final report and account of the trustee was considered and allowed, and a final dividend to general creditors will be ordered paid.

July 6—An involuntary petition in bankruptcy has been filed against Floyd E. Welch, Charles L. Atkinson, R. Harry Atkinson, individually and co-partners as the Welch-Atkinson Shoe Co., of Grand Rapids, adjudication has this date been made and the matter referred to Referee Wicks, who has also been appointed as temporary receiver. The bankrupts have filed their schedules in court and the first meeting of creditors has been called for July 16. The schedules show assets as follows:

Cash on hand	304.00
Stock in trade	22,000.00
Household goods	659.00
Books, etc.	90.00

Debts due on open account to (Continued on page forty-eight.)

HOTEL CODY

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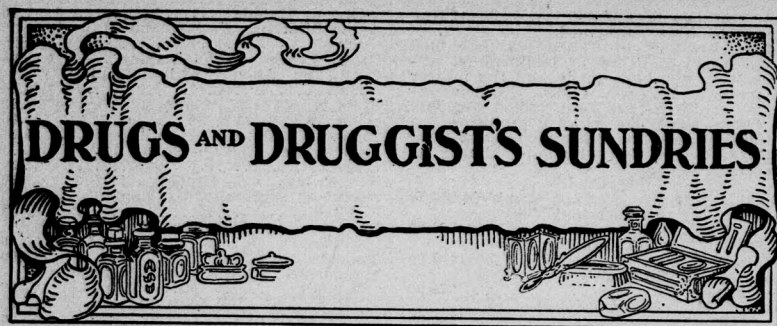
Exceptionally Accessible

500 Rooms—Reasonable Restaurant Charges

RATES:

Single Rooms with Running Water	\$1.00 to \$2.00
Single Rooms with Tub or Shower Bath	\$1.50 to \$5.00
Double Rooms with Running Water	\$2.00 to \$4.00
Double Rooms with Tub or Shower Bath	\$3.00 to \$6.00

UNDER SAME MANAGEMENT AS
COPLEY-PLAZA HOTEL, BOSTON
EDWARD C. FOGG, Managing Director
ROY L. BROWN, Resident Manager



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. Kirchgesner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.

Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Unjust Prosecution of Honorable Druggists.

That nearly all members of the drug trade are honest in their business dealings is a belief firmly rooted in our minds. We could not hold this belief were we to accept as true the very frequent charges that some manufacturer or dealer has been found guilty of dishonesty. Such instances, when fully investigated, disclose generally that the offender was an ignorant sinner, he did not know what he had to do. For instance, every day or two we receive a batch of food inspection decisions from the United States Department of Agriculture relating how this firm or that individual has been adjudged guilty of misbranding or adulteration because of some statement or omission of statement on the label of his product not in accord with the "regulations." In a large proportion of these cases careful investigation shows that the offender, while technically guilty of a violation of the law, erred through lack of knowledge of what he should put upon or leave off from his label. The methods of the Department of Agriculture in these cases are in our opinion subject to severe criticism. The Department, since the enactment of the Food and Drugs law, has persistently refused to instruct the manufacturer in advance as to the claims he may or may not make on his label. The manufacturer, therefore, has been obliged to interpret the laws according to his own understanding and he prepares his labels, usually at a very great expense, only to find when he uses them that he has innocently, but technically, made himself a fit subject for prosecution, yes, persecution. He prefers in most cases to pay any fine assessed and the cost of the proceedings, rather than to fight the case at great expense to himself.

We have no complaint against the Department for proceeding with the utmost rigor against intentional law-breakers, those who purposely make false claims and use or produce adulterated products, but there should be some provision whereby the honest manufacturer could know definitely in advance just what sort of a label would be accepted by the authorities as conforming to the law. It is not right that manufacturers should be compelled to stumble along in the dark, acting according to their best intentions, only to find in the end that through some technicality they have been placed in the category of evil doers. It seems to us, although perhaps we are mistaken, that the authorities take special delight in hunting up cases of the character alluded to and prosecuting the really innocent offenders to the full extent. If there is any place where the broad-mindedness and liberality of action should be in evidence, it is in the execution of the Food and Drugs Act, with the purpose of which all reputable manufacturers and dealers are fully in sympathy. But unfortunately the authorities wait until through ignorance a mistake is made, when the innocent offender is jumped upon and has no redress. It is not right that honest men should have their characters besmirched by the arbitrary act of a bureau which follows the often whimsical interpretation which some of its employes may formulate. The drug trade want to observe the law and it is their due to be definitely informed as to labels, etc., in advance.

The manufacturers of insecticides at present are also having trouble in regard to the label question because the Insecticide and Fungicide Board are certainly not acting with reasonable fairness in this respect. A prominent manufacturer in discussing this question, writes us: "You submit them a label and they tell you they do not know anything about it, but that it will meet their approval as far as they now know, yet nothing they say would act as a guarantee if they changed their minds." In other words the arbitrary power of dictation existing in the Insecticide and Fungicide Board, gives, as the law now stands, no protection or reasonably fair information to the manufacturer. Instances are cited where trade-marks have been submitted to the Board and changes made as suggested; then they suddenly referred back that some word should be dropped and which entails an expense that runs into a large amount.

What is Your Best Paying Side Line?

My best paying side line was for a long time taken as a matter of course and not much attention paid to it.

But after a time my attention was called to the possibilities in the cigar department, and I began to take notice, purchased a first class case, with lots of moistening surface and a hygrometer, to keep me informed as to the condition of the atmosphere in the case.

Care was taken in selecting first-class brands at the various prices, and then we got behind the goods and began to "boost."

We were careful to keep the moisture in the case between 60 and 65 degrees, keeping the case tightly closed when not in use, consequently the stock is always in perfect condition and now we have the reputation of being the only store in town whose stock is not all dried out during the winter time. This of course, has helped the trade greatly and the cigar department has grown until it is the best paying side line in the store, doing nearly three times the business it did before. During the winter months when your store is heated by artificial heat, cigars and tobacco must be watched very carefully and a certain degree of moisture (60-65) maintained in the case constantly, lest your stock dry out, lose its flavor and your trade go elsewhere, where the stock is properly kept.

I figure that my cigar department pays my rent, light and heat, and that is doing pretty well in a town of 1,600 with fifteen places selling cigars and one cigar manufacturer.

Too little attention is paid to this department in the average store; the stock is purchased, placed in the case, and no further attention given it except to hand out the goods when called for.

Cigars are very sensitive to artificial heat and quickly dry out and lose their flavor and cannot be brought back to their original condition. A little thought and attention will prevent this. In the first place, get a good tight case, with plenty of moistening surface, place a hygrometer in it, and then see to it that the moisteners are filled at least once a week or as often as the hygrometer falls below 60 degrees, and keep the case

tightly closed when not selling from it.

Have variety enough to suit all classes of customers, and endeavor to learn the likes and dislikes of your customers.

When you put in a new brand show it up and pass out enough samples to start a demand for it.

In a community such as the one I live in, special sales and premiums do not pay; but by careful attention to keeping stock, giving good value, and a pleasant word to the customer, anyone can largely increase the trade in this department without adding to the expense account.

Frank Richardson.

A Tip in Labeling.

The following method of labeling is the outcome of experiments conducted with a view to labeling bottles satisfying the following conditions, viz.:

1. Ability to withstand as many solvents and corrosives as possible.
2. Legibility.
3. Neatness and finish.
4. Cheapness.
5. Ease and rapidity of labeling.

It is claimed that all these are satisfied as completely as possible.

Fairly stout opaque white glazed paper is the basis for the label. Indian or liquid Chinese ink is used for writing in bold neat letters. Aim at making as much of the label as possible visible at a glance. It is better to have a label two or three lines of lettering deep than to have a long label going half-way round the bottle. That is to say, bring all to the front of the bottle. Paraffin wax completes the requisites.

As stated above, neat bold letters are required in as compact a space as possible. Having written your label, allow it to dry well. Then paste it on the empty bottle with starch or dextrin paste, which should not contain any acid preservatives. Again allow to dry. Now hold the bottle in the left hand underneath a Bunsen flame inclined at 45 degrees. With the right hand hold a block of paraffin wax in the flame, and allow the melted wax to fall in drops all over the label. Put the block of wax down, and, holding the bottle in both hands, slowly rotate it over, and close to, the tip of the flame. Thoroughly melt the wax into the label. Remove from

SHOW CASES

Before buying inspect our line of Show Cases.

We are offering a 6 ft. Floor Case, beveled plate glass top, either display or cigar at \$21.00—8 ft. floor case at \$28.00.

Grand Rapids Store Fixture Co.

No. 7 Ionia Ave., N. W.

Grand Rapids, Michigan

heat and allow to get quite cold. With a knife scrape all superfluous wax from the glass, almost, but not quite up to the edges of the label. Any irregularities in thickness of wax over the label may be carefully pared down. Now take a dry, clean cotton duster and polish the label. You will now have a polished distinct label, which has cost you the merest fraction of a penny, a few minutes' time only, and no patience. This label, which looks like opal glass, more than anything, will be found to be quite unaffected by concentrated and dilute acids, alcohol, and most other liquids. Ether attacks it, and so very gradually do solutions of alkaline carbonates and bicarbonates. At any rate, it is more durable than most other attached labels, excepting glass, of course. It may be cleaned by rubbing with a clean duster and polishing. Instead of being only over the surface of the label, as are most other varnishes and finishes, the paraffin in this case becomes actually a part of the material of the label.

R. W. Taylor.

The Battle of the Chemists.

There have been soldiers' battles, general's battles, respectively won by the private soldier or by the directing head; the distinction is a well known one. The present war, however, has produced a new sort, the chemist's battle. The element chlorine is a gas some three times as heavy as air. It may be compressed into liquid form; liberated and under heavy favorable breezes the gaseous yellow fumes of

intolerable suffocating properties, spread over the ground. It is reported in the press that the German scientists have apparently turned this substance into an agency of warfare and that the Allies are to follow suit.

The question whether the warring chemists can successfully make use of this means of warfare in the future, against the precautions likely to be taken by the opponent is uncertain, especially in view of the reports of the harmful effects experienced in some cases by those employing it.

Live and Learn.

One morning, at the breakfast table, Mr. Francis heard one of the children finding fault with something he was told to eat.

"Well, upon my word," said the father, "you children are getting too dainty for anything! So you think, Arthur, you should have jam and butter on the same piece of bread, do you? Well, when I was your age I was very glad to get dry bread to eat!"

"You have a much better time living with us, don't you Father," queried little Arthurd.

Women waste a lot of time in trying to reform men that are not worth reforming.

THE GRAND RAPIDS VETERINARY COLLEGE

Offers a Three Years' Course in Veterinary Science

Complying with all the requirements of the U. S. Bureau of Animal Industry. Established 1897. Incorporated under State law. Governed by Board of Trustees. Write for Free Catalogue.

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Walrus Soda Fountains

Electric Carbonators

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Glasses Cups Holders
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Coca Cola, Cherry Smash
Root Beer, Grapefruitola
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Chairs, Stools and Tables

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Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Mustard, true	.90 @ 95	Ipecac	@ 75
Acetic	6 @ 8	Mustard, artifi'l	5 00 @ 25	Iron, clo.	@ 80
Boric	10 @ 15	Neatsfoot	70 @ 80	Kino	@ 60
Carbolic	1 75 @ 15	Olive, pure	2 50 @ 35	Myrrh	@ 105
Citric	1 @ 10	Olive, Malaga,		Nux Vomica	@ 70
Muriatic	1 1/2 @ 5	yellow	1 55 @ 15	Opium	@ 2 75
Nitric	7 @ 12	Olive, Malaga,		Opium, Capmh.	@ 90
Oxalic	2 7 1/2 @ 35	green	1 50 @ 1 60	Opium, Deodorz'd	@ 75
Sulphuric	1 1/2 @ 5	Orange Sweet	3 00 @ 35	Rhubarb	@ 70
Tartaric	53 @ 6	Organum, pure	@ 25		
Ammonia		Organum, com'l	@ 75	Paints	
Water, 26 deg.	6 1/2 @ 10	Pennyroyal	@ 75	Lead, red dry	8 @ 8 1/2
Water, 18 deg.	4 1/2 @ 8	Peppermint	2 50 @ 2 75	Lead, white dry	8 @ 8 1/2
Water, 14 deg.	3 1/2 @ 6	Rose, pure	14 50 @ 16 00	Ochre, yellow bbl.	1 @ 1 1/2
Carbonate	13 @ 16	Rosemary Flows	1 50 @ 1 75	Ochre, yellow less	2 @ 1 1/2
Chloride	10 @ 25	Sandalwood, E.		Putty	2 1/2 @ 5
Balsams		I.	7 00 @ 7 25	Red Venet'n bbl.	1 @ 1 1/2
Copaiba	75 @ 1 00	Sassafras, true	@ 10	Red Venet'n less	2 @ 1 1/2
Fir (Canada)	1 50 @ 1 75	Sassafras, artifi'l	@ 60	Vermillion, Eng.	1 25 @ 1 50
Fir (Oregon)	40 @ 50	Spearmint	3 25 @ 3 50	Vermillion, Amer.	15 @ 20
Peru	4 75 @ 5 00	Sperm	90 @ 1 00	Whiting, bbl.	11-10 @ 1 1/2
Tolu	75 @ 1 00	Tansy	4 00 @ 4 25	Whiting	2 @ 5
Berries		Tar, USP	30 @ 40	L. H. P. Prep'd	1 25 @ 1 35
Cubeb	85 @ 90	Turpentine, bbls.	@ 48		
Fish	15 @ 20	Turpentine, less	55 @ 60		
Juniper	10 @ 15	Wintergreen, true	@ 50		
Prickley Ash	@ 50	Wintergreen, sweet			
Barks		birch	3 00 @ 3 25	Insecticides	
Cassia (ordinary)	25 @ 30	Wintergreen, art	2 00 @ 2 25	Arsenic	10 @ 15
Cassia (Saigon)	65 @ 75	Wormseed	3 50 @ 4 00	Blue Vitrol, bbl.	@ 8
Elm (powd. 30c)	25 @ 30	Wormwood	4 00 @ 4 25	Blue Vitrol, less	9 @ 15
Sassafras (pow. 30c)	@ 25			Bordeaux Mix Pst	8 @ 10
Soap Cut (powd.)	23 @ 25			Hellebore, White	
35c				powdered	15 @ 20
Extracts		Potassium		Insect Powder	30 @ 50
Licorice	27 @ 30	Bicarbonate	36 @ 40	Lead Arsenate	8 @ 16
Licorice powdered	30 @ 35	Bichromate	27 @ 30	Lime and Sulphur	
Flowers		Bromide	1 25 @ 1 35	Solution, gal.	15 @ 25
Arnica	30 @ 40	Carbonate	43 @ 50	Paris Green	20 @ 25
Chamomile (Ger.)	90 @ 1 00	Chlorate, xtal and			
Chamomile (Rom)	55 @ 60	powdered	42 @ 45		
Gums		Chlorate, granular	47 @ 50	Miscellaneous	
Acacia, 1st	50 @ 60	Cyanide	30 @ 45	Acetanalid	1 00 @ 1 10
Acacia, 2nd	45 @ 50	Iodide	@ 3 77	Alum	6 @ 8
Acacia, 3rd	40 @ 45	Permanganate	85 @ 90	Alum, powdered and	
Acacia, Sorts	20 @ 25	Prussiate, yellow	@ 10	ground	7 @ 10
Acacia, powdered	30 @ 40	Prussiate, red	1 65 @ 1 75	Bismuth, Subni-	
Aloes (Barb. Pow)	22 @ 25	Sulphate	20 @ 25	trate	2 97 @ 3 10
Aloes (Cape Pow)	20 @ 25			Borax xtal or	
Aloes (Soc. Pow.)	40 @ 50			powdered	6 @ 12
Asafoetida	60 @ 75			Cantharades po	2 00 @ 7 00
Asafoetida, Powd.				Calomel	1 60 @ 1 70
Pure	@ 1 00			Capiscum	30 @ 35
U. S. P. Powd.	@ 1 25			Carmine	4 25 @ 4 50
Camphor	58 @ 62			Cassia Buds	30 @ 35
Guaiac	40 @ 45			Cloves	30 @ 35
Guaiac, powdered	50 @ 55			Chalk Prepared	6 @ 8 1/2
Kino	70 @ 75			Chalk Precipitated	7 @ 10
Kino, powdered	75 @ 80			Chloroform	37 @ 43
Myrrh	@ 40			Chloral Hydrate	1 25 @ 1 45
Myrrh, powdered	@ 50			Cocaine	4 60 @ 4 90
Opium	8 70 @ 8 90			Cocoa Butter	

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

Prunes
Flour

DECLINED

Index to Markets

By Columns

Col.	1	2
AMMONIA	12 oz. ovals, 2 doz. box 75	AXLE GREASE Frazier's. 1lb. wood boxes, 4 doz. 3 00 1lb. tin boxes, 3 doz. 2 35 3 1/4 lb. tin boxes, 2 dz. 4 25 10lb. pails, per doz. 6 00 15lb. pails, per doz. 7 20 25lb. pails, per doz. 12 00
Baked Beans	1	BAKED BEANS No. 1, per doz. 45@ 90 No. 2, per doz. 75@ 1 40 No. 3, per doz. 85@ 1 75
Bath Brick	1	BATH BRICK English 95
Bluing	1	BLUING Jennings'. Condensed Pearl Bluing Small C P Bluing, doz. 45 Large C P Bluing, doz. 75
Brooms	1	Folger's. Summer Sky, 3 dz. cs. 1 20 Summer Sky, 10 dz bbl 4 00
Brushes	1	BREAKFAST FOODS Apetizo, Biscuits 3 00 Bear Food, Pettijohns 2 13 Cracked Wheat, 24-2 2 80 Cream of Rye, 24-2 3 00 Quaker Puffed Rice 4 25 Quaker Puffed Wheat 3 45 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes 1 75 Victor Corn Flakes 2 20 Washington Crisps 1 85 Wheat Hearts 2 05 Wheatena 4 50 Evaporated Sugar Corn 90 Farinose, 24-2 2 70 Grape Nuts 2 70 Grape Sugar Flakes 2 50 Sugar Corn Flakes 2 50 Hardy Wheat Food 2 25 Holland Rusk 3 20 Krinkle Corn Flakes 1 75 Maple-Corn Flakes 2 80 Minn. Wheat Cereal 3 75 Ralston Wheat Food 4 50 Ralston Wht Food 10c 2 25 Roman Meal 2 30 Saxon Wheat Food 2 90 Shred Wheat Biscuit 3 60 Triscuit, 18 1 80 Pillsbury's Best Cerl 1 45 Post Toasties, T-2 2 50 Post Toasties, T-3 2 70 Post Tavern Porridge 2 80
Butter Color	1	BROOMS Fancy Parlor, 25 lb. 4 25 Parlor, 5 String, 25 lb. 4 00 Standard Parlor, 23 lb. 3 50 Common, 23 lb. 3 25 Special, 23 lb. 2 75 Warehouse, 33 lb. 4 25 Common Whisk 1 00 Fancy Whisk 1 25
Candles	1-2	BRUSHES Scrub Solid Back, 8 in. 75 Solid Back, 11 in. 95 Pointed Ends 85
Canned Goods	2	Stove No. 3 90 No. 2 1 25 No. 1 1 75
Carbon Oils	2	Shoe No. 3 1 00 No. 7 1 30 No. 4 1 70 No. 3 1 90
Catsup	2	BUTTER COLOR Dandelion, 25c size 2 00
Cheese	3	CANDLES Paraffine, 6s 7 Paraffine, 12s 7 1/2 Wicking 20
Chewing Gum	3	CANNED GOODS Apples 3 lb. Standards 85 No. 10 2 50
Chicory	3	Blackberries 2 lb. 1 50@ 1 90 Standard No. 10 5 25
Chocolate	3	Beans Baked 85@ 1 30 Red Kidney 75@ 95 String 1 00@ 1 75 Wax 75@ 1 25
Clothes Lines	3	Blueberries Standard 1 80 No. 10 7 25
Cocoa	3	
Cocoonut	3	
Coffee	4	
Confections	4	
Cracked Wheat	5	
Crackers	5, 6	
Cream Tartar	6	
Dried Fruits	6	
Farinaceous Goods	6	
Fishing Tackle	6	
Flavoring Extracts	7	
Flour and Feed	7	
Fruit Jars	7	
Gelatine	7	
Grain Bags	7	
Herbs	7	
Hides and Pelts	8	
Horse Radish	8	
Jelly	8	
Jelly Glasses	8	
Macaroni	8	
Mapleline	8	
Meats, Canned	9	
Mince Meat	8	
Molasses	8	
Mustard	8	
Nuts	4	
Olives	8	
Pickles	8	
Pipes	8	
Playing Cards	8	
Potash	8	
Provisions	8	
Rice	9	
Rolled Oats	9	
Salad Dressing	9	
Saleratus	9	
Sal Soda	9	
Salt	9	
Salt Fish	9	
Seeds	10	
Shoe Blacking	10	
Snuff	10	
Soda	10	
Spices	10	
Starch	10	
Syrups	10	
Table Sauces	10	
Tea	10	
Tobacco	11, 12, 13	
Twine	14	
Vinegar	13	
Wicking	13	
Woodenware	13	
Wrapping Paper	14	
Yeast Cake	14	

3

CHEWING GUM

Adams Black Jack	62
Adams Sappota	59
Beeman's Pepsin	62
Beechnut	62
Chiclets	1 33
Colgan Violet Chips	65
Colgan Mint Chips	65
Dentyne	62
Doublemint	64
Flag Spruce	59
Juicy Fruit	59
Red Robin	62
Spearmint, Wrigleys	64
Spearmint, 5 box jars	3 20
Spearmint, 3 box jars	1 92
Trunk Spruce	59
Yucatan	62
Zeno	64

CHOCOLATE

Walter Baker & Co.	22
Gorman's Sweet	32
Premium	32
Caracas	28
Walter M. Lowney Co.	29
Premium, 1/4s	29
Premium, 1/2s	29

CLOTHES LINE

No. 40 Twisted Cotton	35
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	1 85
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 72 Jute	1 10
No. 60 Sisal	1 00

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	35
Epps	42
Hershey's, 1/4s	30
Hershey's, 1/2s	28
Huyler	36
Lowney, 1/4s	34
Lowney, 1/2s	34
Lowney, 3/4s	33
Lowney, 5lb. cans	33
Van Houten, 1/4s	12
Van Houten, 1/2s	12
Van Houten, 1/4s	12
Van Houten, 1s	65
Wan-Eta	36
Webb	33
Wilber, 1/4s	33
Wilber, 1/2s	32

COCOANUT

Dunham's	per lb.
1/4s, 5lb. case	29
1/4s, 5lb. case	29
1/4s, 15 lb. case	28
1s, 15lb. case	27
1/4s & 1/2s 15lb. case	28
Scalloped Gems	10
1/4s & 1/2s pails	16
Bulk, pails	13
Bulk, barrels	12
Baker's Brazil Shredded	10 5c pkgs., per case 2 60
26 10c pkgs., per case 2 60	
16 10c and 33 5c pkgs., per case	2 60

COFFEES ROASTED

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23
Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23
Common	24
Choice	25
Guatemala	25
Fancy	28
Java	26@30
Private Growth	31@35
Mandling	31@35
Aukola	30@32
Mocha	25@27
Short Bean	24@25
Long Bean	24@25
H. L. O. G.	26@28
Bogota	24
Fair	26
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	
Package	
New York Basis	
Arbuckle	17 00

4

McLaughlin's XXXX

McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago, Ill.

Extracts

Holland, 1/2 gro. bxs.	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONERY

Stick Candy	Pails
Horehound	9 1/2
Standard	9 1/2
Standard, small	10
Twist, small	10
Jumbo	9 1/2
Jumbo, small	10
Big Stick	9 1/2
Boston Sugar Stick	14
Mixed Candy	Pails
Broker	8 1/2
Cut Loaf	10
French Cream	10
Fancy	7
Grocers	12
Kindergarten	10
Leader	10
Majestic	10
Monarch	10
Novelty	11
Paris Creams	11
Premio Creams	14
Royal	8
Special	10
Valley Creams	13
X L O	7 1/2

Specialties

Auto Kisses (baskets)	13
Autumn Leaves	13
Bonnie Butter Bites	17
Butter Cream Corn	15
Caramel Dice	13
Cocoanut Kraut	13
Cocoanut Waffles	14
Coffy Toffy	14
Dainty Mints 7 lb. tin	16
Empire Fudge	14
Fudge, Pineapple	14
Fudge, Walnut	14
Fudge, Filbert	14
Fudge, Choco. Peanut	13
Fudge, Honey Moon	14
Fudge, Toasted Cocoa	14
Fudge, Cherry	14
Fudge, Cocoanut	14
Honeycomb Candy	16
Iced Maroons	14
Iced Gems	15
Iced Orange Jellies	13
Italian Bon Bons	13
Lozenges, Pep.	11
Lozenges, Pink	11
Manchus	14
Molasses Kisses, 10 lb. box	13
Nut Butter Puffs	14
Pecans, Ex. Large	14

Peanuts

Fancy H P Suns	5 1/2@ 6 1/4
Raw	7@ 7 1/2
Roasted	7 1/2@ 8
Raw	7 1/2@ 8
Roasted	8 1/2@ 9

CRACKERS

National Biscuit Company	
Brands	
In-er-Seal Trade Mark	
Package Goods	
Baronet Biscuit	1 00
Flake Wafers	1 00
Cameo Biscuit	1 50
Cheese Sandwich	1 00
Chocolate Wafers	1 00
Fig Newton	1 00
Five O'Clock Tea	1 00
Ginger Snaps NBC	1 00
Graham Crackers	1 00
Kaiser Jumbles	1 00
Lemon Snaps	50
Oysterettes	50
Royal Toast	1 00
Social Tea Biscuit	1 00
Saltine Biscuit	1 00
Saratoga Flakes	1 50
Soda Crackers, N.B.C.	1 00
Soda Crackers Prem.	1 00
Unedda Biscuit	50
Unedda Ginger Wafer	1 00
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00

Other Package Goods

Barnum's Animals	50
Soda Crackers NBC	2 50
Fruit Cake	3 00

Bulk Goods

Cans and boxes	
Animals	10
Atlantics, Ass'd.	13
Avena Fruit Cakes	12
Bonnie Doon Cookies	10
Bonnie Lassies	10
Cameo Biscuit	25
Cecelia Biscuit	20
Cheese Tid Bits	20
Chocolate Bar (cans)	18
Chocolate Drop Center	18
Chocolate Puff Cake	18
Choc. Honey Fingers	16
Choc. Mint Wafers	14
Circle Cookies	12
Cracknels	20
Cream Fingers	14
Cocoanut Taffy Bar	15
Cocoanut Drops	12
Cocoanut Macaroons	18
Cocoanut Molasses	15
Cocoonut Honey Fingers	12
Cocoonut Honey Jumbles	12
Coffee Cakes Iced	12
Crumplets	12
Dinner Pail Mixed	10
Family Cookies	10
Fig Cakes Ass'd.	12
Fire-side Peanut Jumb	10
Fluted Cocoanut Bar	12
Frosted Creams	10
Frosted Raisin Cook.	10
Frosted Raisin Sqs.	10
Full Moon	10
Ginger Drops	12
Ginger Gems Plain	10
Ginger Gems, Iced	11
Graham Crackers	9
Ginger Snaps Family	9 1/2
Ginger Snaps Round	9
Hippodrome Bar	12
Honey Black Cake	14
Honey Fingers Ass't	12
Honey Jumbles	12
Household Cookies	10
Household Cooks, Iced	11
Imperial	10
Jubilee Mixed	10
Kaiser Jumbles	12
Lady Fingers Sponge	30
Leap Year Jumbles	20
Lemon Biscuit Square	10
Lemon Cakes	10
Lemon Wafers	18
Lemona	10
Lorna Doon	18
Mace Cakes	10
Mary Ann	10
Manalaya	10
Marshmallow Pecans	20
Mol. Frt. Cookie, Iced	11
NBC Honey Cakes	12
Oatmeal Crackers	9
Orange Gems	10
Oreo Biscuit	25
Penny Assorted	10
Penny Mixed	12
Raisin Cookies	12
Raisin Gems	11
Reveres Ass'd.	17
Rittenhouse Biscuit	14
Shaparoons	15
Spiced Cookie	10
Spiced Jumbles, Iced	12
Sugar Fingers	12
Sugar Crimp	10
Sultana Fruit Biscuit	18
Sweethearts	25
Vera Lemon Drops	18
Vanilla Wafers	20

6

Butter	
N B C Square	Boxes 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	
Evaporated Choice blk	
Evaporated Fancy pkg.	
Apricots	
California	9@12
Citron	
Corsican	16 1/2
Currents	
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
Pearl	
Lemon, American	12 1/2
Orange, American	12 1/2

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

California Prunes	
90-100 25lb. boxes	@ 7 1/2
70-80 25lb. boxes	@ 8 1/2
50-60 25lb. boxes	@ 9 1/2
30-40 25lb. boxes	@ 10 1/2
10-20 25lb. boxes	@ 11 1/2

FARINACEOUS GOODS	
Beans	
California Limas	6 1/2
Med. Hand Picked	3 40
Brown Holland	3 20
Farina	
25 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.	

Tapoca	
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
2 in.	11
3 in.	15
4 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

7

FLAVORING EXTRACTS	
Jennings D C Brand	
Extract Lemon Terpenless	
Extract Vanilla Mexican	
Both at the same price.	
No. 1, F box 1/4 oz.	85
No. 2, F box, 1 1/4 oz.	1 20
No. 4, F box, 2 1/4 oz.	2 25
No. 3, 2 1/4 oz. Taper	2 00
No. 2, 1 1/4 oz. flat	1 75

FLOUR AND FEED	
Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	6 20
Fancy Spring	7 00
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 85
Light Leaf	6 35
Graham	3 00
Granena Health	3 10
Gran. Meal	2 00
Bolited Med.	1 90

Voigt Milling Co.	
Voigt's Crescent	6 85
Voigt's Royal	7 25
Voigt's Flourloft	6 85
Voigt's Hygienic Gra-	
ham	5 80

Watson-Higgins Milling Co.	
Perfection	6 70
Tip Top Flour	6 20
Golden Sheaf Flour	5 80
Marshall's Best Flour	7 20

Worden Grocer Co.	
Quaker, paper	6 00
Quaker, cloth	6 00

Kansas Hard Wheat	
Voigt Milling Co.	
Calla Lily	6 85
Worden Grocer Co.	
American Eagle, 1/2s	7 20
American Eagle, 1/4s	7 10
American Eagle, 1/2s	7 00

Spring Wheat	
Roy Baker	
Mazepa	6 90
Golden Horn, bakers	6 80
Wisconsin Rye	6 30
Bohemian Rye	6 75

Judson Grocer Co.	
Ceresota, 1/2s	7 60
Ceresota, 1/4s	7 50
Ceresota, 1/2s	7 40
Voigt Milling Co.	
Columbia	7 45

Worden Grocer Co.	
Wingold, 1/2s cloth	7 85
Wingold, 1/4s cloth	7 75
Wingold, 1/2s paper	7 65
Wingold, 1/4s paper	7 55

Meal	
Bolited	4 40
Golden Granulated	4 60

Wheat	
New Red	1 03
New White	1 00

Oats	
Michigan carlots	55
Less than carlots	53

Corn	
Carlots	81
Less than carlots	83

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@1 25
Lambs	15@ 25
Shearlings	10@ 20

8

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	
1/4 pt. in bbls., per doz.	15
1/2 pt. in bbls., per doz.	16
3/4 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

Mustard	
Red Hen, No. 2 1/2	1 75
Red Hen, No. 5	1 75
Red Hen, No. 10	1 65

OLIVES	
Bulk, 1 gal. kegs	1 10@1 20
Bulk, 2 gal. kegs	1 05@1 15
Bulk, 5 gal. kegs	1 00@1 10
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 Naptha	9 4
Capitol Cylinder	29 9
Atlantic Red Engine	12 9
Summer Black	6 7
Polarine	28 9

PICKLES	
Medium	
Barrels, 1200 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 Tourn't whist	2 25

POTASH	
Babbitt's, 2 doz.	1 75

PROVISIONS	
Barreled Pork	
Clear Back	22 00@23 00
Short Cut Clr	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 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
8 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	15 @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

9

Picnic Boiled	
Hams	19 1/2@20
Boiled Hams	22 @23
Minced 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
Veal	11
Tongue	11
Headcheese	10

Beef	
------	--

SPECIAL PRICE CURRENT

15

16

17

12

13

14

Smoking	
Big Chief, 16 oz.	30
Bull Durham, 5c	5 35
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	5 76
Briar Pipe, 10c	11 52
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 10
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clip'g, Johnson	30
Cigar Clip'g, Seymour	30
Identity, 3 and 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil ...	5 72
Cuban Star, 16 oz. pls	72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	79
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 30
Five cent cut Plug	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pail ...	4 60
Gall & Ax. Navy, 5c ...	5 76
Growler, 5c	42
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 40c	3 72
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	96
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 8 oz. 30 lb. crs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50

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

TWINE	
Cotton, 3 ply	20
Cotton, 4 ply	20
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	10 1/2
VINEGAR	
White Wine, 40 grain 3 1/2	
White Wine, 80 grain 1 1/2	
White Wine, 100 grain 1 1/2	
Oakland Vinegar & Pickle	
Co.'s Brands	
Highland apple cider 18	
Oakland apple cider 13	
State Seal sugar 11 1/2	
Oakland white picklg 10	
Packages free.	

WICKING	
No. 0, per gross	30
No. 1, per gross	40
No. 2, per gross	50
No. 3, per gross	75

WOODENWARE	
Baskets	
Bushels	1 00
Bushels, wide band ...	1 15
Market	4 00
Splint, large	4 00
Splint, medium	3 50
Splint, small	3 00
Willow, Clothes, large 8 00	
Willow, Clothes, small 6 25	
Willow, Clothes, me'm 7 25	

Butter Plates	
Ovals	
1 lb., 250 in crate	35
1 1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	40
3 lb., 250 in crate	70
5 lb., 250 in crate	90
Wire End	
1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65

Churns	
Barrel, 5 gal., each ...	2 40
Barrel, 10 gal., each ...	2 55

Clothes Pins	
Round Head	
4 1/2 inch, 5 gross	75
Cartons, 20 2 1/2 doz. bxs	80
Egg Crates and Fillers	
Humpty Dumpty, 12 dz. 20	
No. 1 complete	40
No. 2, complete	28
Case No. 2, fillers, 15	
sets	1 35
Case, medium, 12 sets 1 15	

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

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

Pails	
10 qt. Galvanized	2 25
12 qt. Galvanized	2 50
14 qt. Galvanized	2 75
Fibre	2 40

Toothpicks	
Birch, 100 packages ...	2 00
Ideal	85

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

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

Washboards	
Banner, Globe	3 00
Brass, Single	3 75
Glass, Single	3 60
Single Acme	3 50
Double Peerless	5 25
Single Peerless	3 85
Northern Queen	4 15
Double Duplex	3 75
Good Enough	3 85
Universal	3 80

Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50

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

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

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

AXLE GREASE	
1 lb. boxes, per gross 8 70	
3 lb. boxes, per gross 22 70	

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

BAKING POWDER

K. C.

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

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

CIGARS	
Johnson Cigar Co.'s Brand	
Dutch Masters Club 70 00	
Dutch Masters, Inv. 70 00	
Dutch Masters, Pan. 70 00	
Little Dutch Masters	
(300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00

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

COFFEE	
OLD MASTER COFFEE	
Old Master Coffee	31
San Marto Coffee	

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

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—Good clean stock of hardware, stoves, paint, plumbing and heating, and tin shop, in one of the best towns in Southwestern Michigan. Good farming country and good factories. Business has been established for many years and always prosperous. Population 2,600. Stock will invoice about \$10,000. No trades considered. If interested, write No. 275, care Michigan Tradesman. 275

Are you looking for a location? For sale or rent store and residence with barn and other buildings; store building brick veneer, two-stories and basement, divided into two rooms, one 45 x 100, other 25 x 100. Complete set of fixtures including steam heat, gas plant, elevator, cash carriers, counters, show cases, etc. Situated in Oconto county, Wisconsin, in a prosperous German community. Apply to F. L. Hudson, Wausau, Wisconsin. 262

For Sale—Exceptionally clean assorted stock in mining town; shelf hardware, miners' supplies and groceries; invoice about \$2,000; no fixtures to buy; long term lease. Good reason for selling. Address E. J., care Tradesman. 263

For Sale—Small stock clothing, dry goods, shoes. Retiring from business and moving away. Also store for sale or rent. Stock may be bought separately from building. Alex. Morris, Honor, Michigan. 264

If you are looking for good location for garage in good live town, good country with plenty of autos, address B. F. Haskins, Adrian, Missouri. 266

Sickness Sacrifices—\$3,000 prosperous furniture, undertaking and hardware; otherwise hustling undertaking partner wanted. 80 acres 25 miles St. Louis \$1,475. 1065 A. Pulaski county Missouri ranch fully stocked, equipped. Everything included \$37.50 acre; 10 acres Florida, \$50 acre down. Box 66, Lakeworth, Florida. 267

If you have a stock of merchandise in small town and want to trade it for village property and cash or if you want to change location, write me. No commissions. Wm. Sweet, Cedar Michigan. 268

Mounted power vacuum carpet and rug cleaner. A1 condition. Edw. T. Purvis, Bremen, Ohio. 269

For Sale or Exchange—For a Michigan drug store. \$4,000 variety stock. 6,000 population. Best farming section. Healthy. Low rent. 25% last year besides salary. W. I. Benedict, York, Neb. 270

For Sale—Very desirable general stock invoicing \$3,500. Thriving town in Southern Michigan. Will discount. Address 271, care Tradesman. 271

For Sale or Trade for Real Estate—Hardware and implement stock in one of the best towns in Lapeer county. Address L. E. Finout, 117 North Union street, Battle Creek, Michigan. 274

For Sale—120 acre valley farm. Fine alfalfa land. Hay barn holds 400 tons of hay; wagon scales; small house. S. E. McNaull, 4312 Charlotte, Kansas City, Missouri. 272

Will sell or trade theater business in city of 40,000; invoices \$1,100 for grocery or general merchandise business. Theater fixtures brand new. Will pay difference for stock. Address 1308 Portage street, Kalamazoo, Michigan. 273

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. Little 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. E. 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 Sale—Blacksmith and woodwork business in good locality. A1 business. Good reasons for selling. For particulars address James Wilson, Gifford, 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

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

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

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, 1 1/4 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 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

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

Home in Northville, 2 1/2 acres land, all modern conveniences and outbuildings; exchange for small fruit farm, hardware or furniture stock Michigan. Chas. Maynard, Milan, Michigan. 229

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

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. Kaufer, Milwaukee, Wis. 925

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

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

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

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

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

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

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. Butler, 353 Maple avenue, Holland, Mich. 245

SITUATIONS WANTED.

Ambitious young man desires position as shoe or men's furnishings salesman. Also first-class window trimmer and card writer. Can furnish best references. Address 265, care Tradesman. 265

**Conservative
Investors**

Patronize

**Tradesman
Advertisers**

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.

Review of the Grand Rapids Produce Market.

Apples—Harvest varieties command \$1 per box.

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

Beets—15c per doz. for home grown.

Butter—Receipts are about as usual for the season, and the quality is averaging very fancy. This is the result of the recent ideal weather. The consumptive demand is normal and is taking about the usual percentage of the receipts. The remainder is going into storage. As the weather gets warmer the demand will probably increase, and it looks like a steady market for some time. 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—Home grown is now in market, commanding \$1 per bu. Southern fetches \$1.25 per 100 lb. crate, or 1½c per lb.

Cantaloupes—California Rockyfords are now in ample supply, commanding \$2.25 for standards and \$2 for ponys. Georgia Osage melons fetch \$1 per crate of 12 to 15.

Carrots—15c per doz.

Celery—25c per bunch for home grown.

Cherries—\$1.50 per 16 qt. crate for sweet and \$1 for sour. The crop of all varieties is heavy.

Cocoanuts—\$4 per sack containing 100.

Cucumbers—50c per dozen for hot house.

Eggs—Receipts are lighter than they have been for two months past. The quality is running good for the season, although not so good as it was in April and May. The consumptive demand is improving and the market is healthy on the present basis. Local dealers pay 16@16½c for candled.

Currants—\$1.25 per 16 qt. crate.

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.

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, \$1.25 per crate for yellow. Fancy California white stock commands \$1.50 per crate.

Parsley—30c per doz.

Oranges—Valencies are steady at \$4.25@4.50.

Peas—Home grown are in ample supply at \$1.25 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: 36c, \$2.85; 30s, \$3; 24s, \$3.25.

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

Potatoes—Virginia Cobblers are \$1.75 per bl. Red Texas stock commands 60c per bu.

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

Strawberries—Final 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 75c per 8 lb. basket; Texas fetch \$2 per 6 basket crate.

Turnips—25c per doz.

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

Watermelons—\$2.50 per bbl. containing 8 to 10.

Medium Insanity.

Wife (sentimental)—Egbert, what would you do if I were to die?

Egbert (ditto)—I should go mad, my dear.

Wife—Would you marry again?

Egbert—Well, I don't think I should go as mad as that!

BANKRUPTCY MATTERS.

(Continued from page forty-one.)

the bankrupts 1,318.96
Insurance police 1,000.00
Deposit of money in banks ... 4,919.37

Total \$30,301.41

The following are listed as creditors of the bankrupts:

Earl L. Chatterton, Grand Rapids \$ 63.00
Secured.

Brooklyn State Bank, Brooklyn \$2,400.00

John W. Goodspeed and Theron

Goodspeed, Grand Rapids .. 5,000.00

Peoples Savings Bank, Jackson 250.00

Commercial Savings Bank, Grand Rapids .. 50.00

Old National Bank, Grand Rapids 125.00

Unsecured.

Hanan & Son, Brooklyn \$1,117.00

Pingree Co., Detroit 1,184.98

H. W. Merriam Shoe Co., Newton, N. J. 689.37

E. T. Wright & Co., Rockland, Mass. 122.61

Holland Shoe Co., Holland 334.26

F. S. Pingree Sons Co., Detroit 55.39

Eady Shoe Co., Otsego 199.30

Hoge-Montgomery Co., Frankfort 254.40

G. R. Shoe & Rubber Co., Grand Rapids 412.87

Hirth Krause Co., Grand Rapids 362.44

Hernolsheimer Co., Grand Rapids 20.32

Rindge, Kalmbach, Logie Co., Grand Rapids 4.00

Mayhew Shoe Co., Grand Rapids 20.97

Rindge, Krekel Co., Grand Rapids 10.25

Jas. H. Fox Co., Grand Rapids .. 2.15

G. R. Herald, Grand Rapids 66.91

G. R. News, Grand Rapids 88.39

York Lodge, Grand Rapids 19.00

W. A. Martindale Co., Grand Rapids 12.40

W. Walter Smith, Grand Rapids .. 24.00

W. P. Canaan Co., Grand Rapids 1.54

Tucker & Hosen, Chicago 199.13

E. T. Wright & Co., Rockland .. 29.70

Banigan Rubber Co., Chicago 10.53

Victor Shoe Co., Salem 68.40

Stonefield Evan Shoe Co., Rockford 408.99

Groves & Rood, Chicago 19.20

H. B. Tucker Shoe Co., Auburn 98.40

Lunn & Sweet Shoe Co., Auburn 179.40

Pingree Co., Detroit 12.15

Harriott Shoe Polish Co., St. Louis 10.60

E. T. Gilbert Mfg. Co., Rochester 10.00

Christian Science Monitor, Boston 11.70

Footograph Co., New York 50.00

H. G. Stewart Paper Co., Chicago 15.51

Burroughs Adding Machine Co., Detroit 168.76

Stutz Mfg. Co., Rochester, N. Y. 30.00

Brown Shoe Co., St. Louis 332.35

Flexible Arch Support Co., Boston 24.00

Winch Bros., Boston 577.00

Earl F. Phelps, Grand Rapids ... 209.10

Carr-Hutchins-Anderson Co., Grand Rapids 32.50

C. Atkinson, Norwell, Mich. 5,270.00

Carr-Hutchins-Anderson Co., Grand Rapids 47.50

National Shoe Repair Co., Grand Rapids 36.23

Commercial Savings Bank, Grand Rapids 1,515.75

Brooklyn State Bank, Brooklyn .. 203.00

Goodspeed Bros., Grand Rapids 6,525.00

James H. Fox Co., Grand Rapids .. 296.62

John W. Goodspeed, Grand Rapids 30.00

Late News of Interest to Travelers.

The next meeting of Absal Guild will be held at Modern Woodman hall Saturday evening, July 10. Clerk

Mann says the meeting will be an important one.

John D. Martin recently invited a number of friends to take a ride with him on the miniature railway at Reed's Lake. The train tipped over and spilled John and his friends. The carnation was rescued unharmed.

A Saginaw correspondent writes: Saginaw is to have a new hotel to replace the Bancroft House at a cost of \$650,000. The Bancroft Realty Co. has been formed to carry out the work and articles of incorporation have been sent to Lansing. The new hotel will have 200 rooms. The work of demolishing the present Bancroft House will be started as soon as possible and it is the intention of the company to have the new hotel ready for opening by March 1, 1916.

Hope in Sight.

A young man who last June received his diploma has been looking around successively for a position, for employment, and for a job. Entering an office, he asked to see the manager, and while waiting he said to the office boy:

"Do you suppose there is any opening here for a college graduate?"

"Well, dere will be," was the reply, "if de boss don't raise me salary to t'ree dollars a week by termorrer night."

BUSINESS CHANCES.

To Exchange—Small stock of dry goods will trade for shoes or men's furnishings stock. Will inventory about \$250. Address 212 East Main street, Jackson, Michigan. 276

For Sale—Stock of general merchandise invoicing about \$3,000. Only one other general store in town. Address Box 107, Pinckney, Michigan. 278

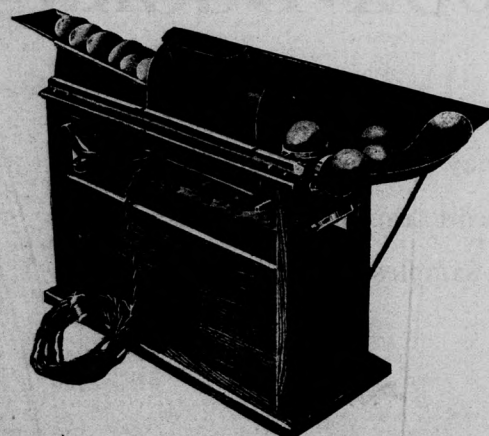
HELP WANTED.

Experienced salesman to carry the B. S. K. silk and cotton petticoats, for the Western and Southern states, on a very large commission basis. Splendid values. Stitching fourteen to eighteen stitches to the inch. Address, Skadan, Kerns & Co., Weedsport, N. Y. 277

CASH FOR MERCHANDISE STOCKS

Will buy for cash stocks no matter how small or large. Write or wire, state how large, what it consists of and lowest price. Address J. J. Cohen, 123 West Madison street, Chicago, Ill.

EGG TESTER No. 2



Patented Oct. 8, 1912
No. 2 Tester (Open)

The "Electric Daylight" Egg Tester, as shown above, is strongly built, compact when closed and occupies very little room when not in use. It is finished in Golden Oak.

"You Get No Bad Eggs at This Store"

The largest commission house in Jackson, Mich., uses four of our machines.

Hundreds of the most progressive grocers and egg buyers in the Central States are our customers.

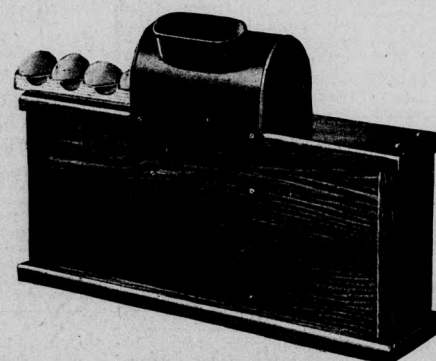
We Have Never Had a Machine Returned!

Endorsed by numerous Pure Food Commissions as the most rapid and efficient tester on the market.

It is light in weight, durable, rapid, ornamental, accurate and efficient to the highest degree. It will candle ten cases of eggs an hour.

Write for prices now! The hot weather is here!

J. E. Jennings Co. Ann Arbor, Mich.

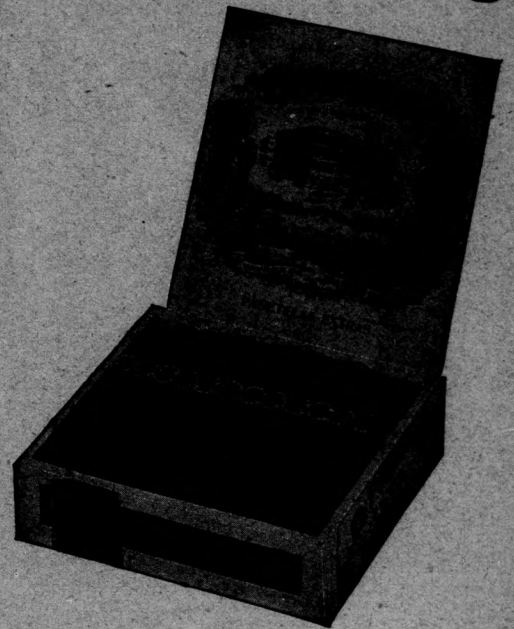
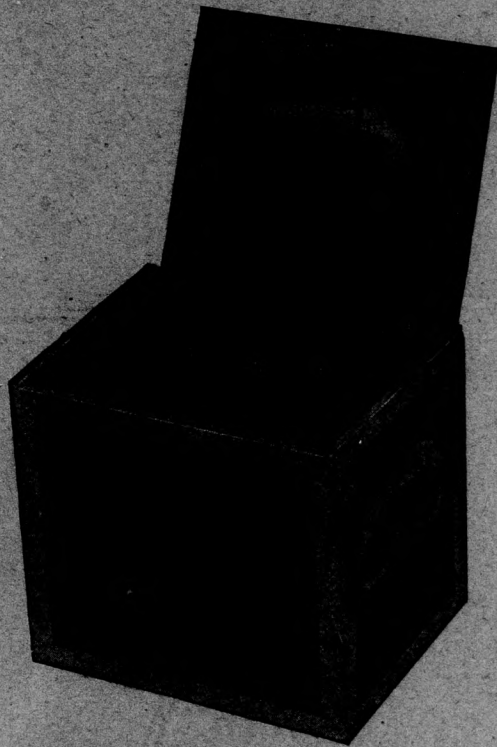
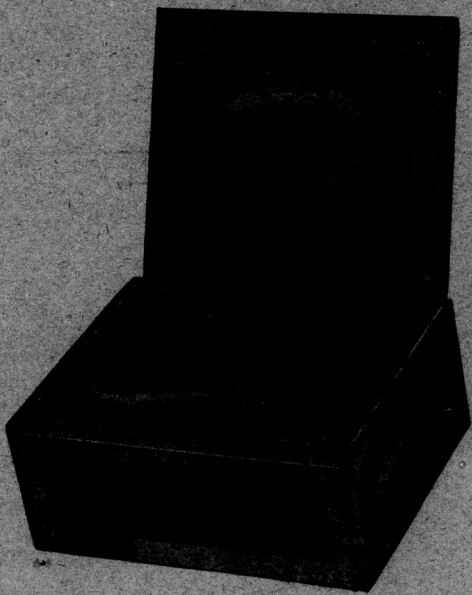


Patented Oct. 8, 1912

The "Electric Daylight" Egg Tester No 1

Our No. 1 machine is intended for use by the dealer who handles comparatively few eggs. It is neat, durable, and efficient for the purpose intended. It is finished in Golden Oak.

EL PORTANA 5c CIGAR



“In a
Class by
Itself”



Manufactured
Under
Sanitary
Conditions

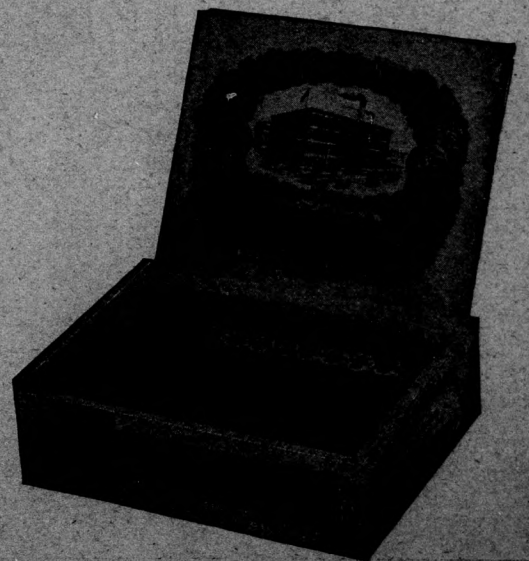


Made in
Eight Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.



The National Association of Dairy Food and Drug Officials

***Whose Membership Includes All Na-
tional and State Pure Food Officials***

Held their Annual Meeting During July, 1914, at Portland, Me.

Read carefully the action they took in denouncing the mixing of albumen in baking powder, which is no aid in the baking but makes possible the "*fraudulent water glass test.*"

RESOLVED, That this Association vigorously condemns that existent practice involving the addition to food of a small or inappreciable amount of any substance, where such addition is obviously for the purpose of naming the substance upon the label, or otherwise to the end of imparting a value which is fictitious; also those methods of treatment, demonstration, or representation generally which are misleading in effect or founded upon false principles. *And in this connection we denounce the fraudulent water glass test with "albumenized baking powder" in comparison with other powders.*

This Scathing Resolution Was Passed Unanimously

Fraud, deceit and misrepresentation in the sale of ***Food Products*** is fast becoming a thing of the past.

Dealers throughout the country are buying and pushing the food products—especially ***baking powder*** of the wise manufacturer who is getting in line with the ***Pure Food Laws*** and co-operating with the ***Pure Food Officials*** to make his product better, purer and free from all taint of misrepresentation in its sale.

KG BAKING POWDER

is legal in every State of the Union, every day in the year.

It contains no albumen (sometimes called white of egg) and we have never used the "*fraudulent water glass test.*"

Jaques Mfg. Company, Chicago