

## Suppose

If all that we say  
In a single day,  
With never a word left out,  
Were printed each night  
In clear black and white,  
'Twould prove queer reading, no doubt.

And then just suppose,  
Ere one's eyes he could close,  
He must read the day's record through;  
Then wouldn't one sigh,  
And wouldn't he try  
A great deal less talking to do?  
  
And I more than half think  
That many a kink  
Would be smoothed in life's tangled thread,  
If one-half that we say  
In a single day  
Were left forever unsaid.

## The Final Find

Adown the centuries man has groped  
In superstition's night,  
But only as he finds himself  
Can he behold the light.

He has unduly striven to know  
The things beyond his ken.  
To other realms his interests go,  
Neglecting those of men.

When those false lights, the creeds, which show  
But wreckage by the way  
Burn to their sockets, there will glow  
The gleams of coming day.

Thus only will the golden day  
Dawn fair upon mankind  
When from all else he turns away  
And makes himself his find.

*Hart, Michigan*

*L. B. Mitchell.*

**W**HEN you get into a tight place, and everything goes against you, until it seems as if you couldn't hold on a minute longer, never give up then, for that is just the place and time the tide will turn.

*Harriet Beecher Stowe.*



## CITIZENS LONG DISTANCE SERVICE

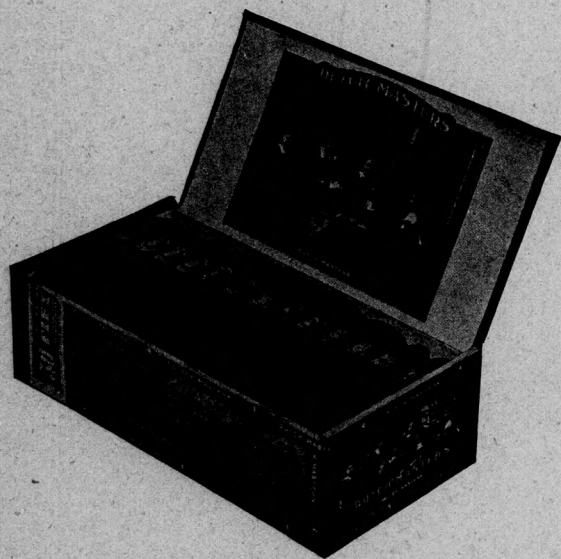


To Detroit, Lansing, Grand Rapids, Jackson, Holland, Muskegon, Ludington, Traverse City, Petoskey, Saginaw—Also to all Intermediate and Connecting Points.

Connecting with 200,000 Telephones in Michigan.

CITIZENS TELEPHONE COMPANY

## DUTCH MASTERS CIGARS



Made in a Model Factory

Handled by All Jobbers

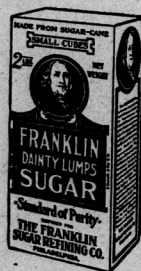
Sold by All Dealers

Enjoyed by Discriminating Smokers

G. J. JOHNSON CIGAR CO., Makers  
GRAND RAPIDS

Good Yeast  
Good Bread  
Good Health

Sell Your Customers  
**FLEISCHMANN'S  
YEAST**



For Tea  
Coffee or  
Cocoa



## Franklin Dainty Lumps

(SMALL CUBES OF SUGAR)

Tell your customers about these dainty little lumps of pure cane sugar—small enough to sweeten Tea, Coffee, etc., without waste; small enough to dissolve quickly; daintily packed in sealed Franklin Cartons; superior in every way to old style lump sugar.

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

The FRANKLIN SUGAR REFINING COMPANY  
PHILADELPHIA



## 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 14, 1915

Number 1660

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## BENDING MIND TO LAWS.

There appears to prevail an idea that success is merely a matter of invention; independent of economic laws. Take the matter which came before the State Constitutional convention of New York last week, a plan whereby a State commission was to be empowered to determine definitions for grade and quality and expect the markets to abide by them.

As the plan was exploited by two prominent champions of State-controlled marketing, they would have the farmer guaranteed by law just where he would stand when he sends his goods to market. To-day he has an idea that his produce is perhaps "first grade," but finds that the commission man settles for it on the basis of a lower grade. He proposes to have the grade fixed by the State, and thereby eliminate all uncertainty for the farmer.

Politicians who usually sit on state commissions may be brilliant, but they cannot accomplish miracles. What may be "first grade" in the opinion of one man may not be in the opinion of another, and from day to day grades are bound to fluctuate in accordance with the character of the supply and the competition of various producers and producing sections. There is as much practicability in having an inflexible standard grade as there is of having everybody agree on what is big and small, or high and low, or dark and light. They are all relative terms. To permit a state commission to regulate it, in defiance of the views of buyer and seller, is a dangerous assault on constitutional rights in trade.

The story of the chasing of the Cunard liner *Orduna*, bound from New York to Liverpool, as told by travelers just returned from England, has an important bearing on the submarine warfare issue. The German submarine was sighted, it appears, at a considerable distance astern; and during the chase the submarine availed itself, of course, of all the speed that it could make by keeping on the surface. The *Orduna* put on full speed ahead, and also signalled by wireless for help; and when help came

in sight, the submarine at once found safety under water. It is difficult to see, then, wherein lies the soundness of the claim that a submarine cannot afford, like any other ship of war to risk the chance of the arrival of assistance to a merchantman she desires to attack; on the contrary, she has a resource of safety which all other warcraft lack. The fact is that it is not the safety of the submarine, but the success of its operations, that is put in special peril by the giving of notice; the ignoring of the laws of war is desired for the sake of diminishing the chances of rescue for the attacked, and not in any peculiar degree for the sake of averting the danger of destruction to the attacker. Of course, even if the facts were otherwise, that would be no reason for abrogating the established rules of war. The safety of non-combatants on a merchant ship has never been regarded as conditioned on the exigencies of the warships that might desire to capture or sink her.

The historical prevision of the French government was demonstrated when at the opening of the war it called upon all members of the Institute to take notes and collect information upon the course of the conflict as affecting their own localities. So terrifying has been the disordered mass of papers resulting that it has become apparent that the Institute cannot alone digest and index them, and the Minister of Instruction has just called upon the learned societies, the professors of the various universities, and certain local officials to assist in the labor. It will be organized from the Paris office of the *Comite des Travaux Historiques*, which is now appealing for all the documents in question, and reminding the local historians that raw materials, not finished monographs are wanted. This official activity is undoubtedly altogether unprecedented, and it should make that intimate part of the war's history dependent upon oral tradition extraordinarily reliable. Especially in the villages has evidence of this sort a tendency to become distorted, and this tendency both the promptness of the enquiry and the authority of the instituteurs will combat. It is a provision worthy of the new French self-possession as well as of the French zeal for clarity and exactness.

After a man has acquired a reputation for being lazy his conscience doesn't trouble him when his wife is doing washing for the neighbors.

A woman never feels absolutely sure that her husband has loose habits until he comes home tight.

## THE ERA OF SPECIALISTS.

Over in Ohio we find a man of supposed wisdom trying to have some legal way in which "too many grocery stores" may be regulated. And out on the Pacific Coast an editor writes about there being too many brands of competing goods on the grocers' shelves. Both are right—on the basis of their opinion—but there is only one final adjudicator to settle just how many are "too many;" the public patronage. So long as "too many" stores prosper there are not too many; when there are too many—more than the public will support—economic law will weed them out.

In all probability most communities could exist comfortably with less retail grocery stores. If there were only one, or perhaps two, brands of every article in the grocers' stock to be had, he would have an inventory a mere fraction of its present magnitude. But so long as men aspire to be grocers and can give the public enough service to secure patronage, no power can stop the opening of new stores. So long as manufacturers can multiply and create enough attractiveness in their products to sustain demand for them, the brands will not be reduced, save through the insistent selection and limitation of a wise grocer.

If we lived under a despotism of some form it is probable that more efficient plans than those existing might be devised, but their operation would necessarily be dictated and enforced against constitutional rights and everything else having adherence to natural law. It is true that if the producer and consumer would deal together directly money would be saved. But time would not, nor would convenience be served.

When social development evolved great communities of specialized effort it naturally and forever eliminated a state of affairs where men could attend to all the original functions of going to market. They were too busy attending to their own specialized occupations. There is nothing to prevent the farmer from going to the consumer's house—some of them still do—and being not only producer but merchant. In the large cities, however, the farm is too far away, and the agreement of consumer and producer as to what shall be sold too uncertain for either efficiency or satisfaction. The complexity of middlemen is not a mere whimsical conception; it came about incidental to service in a highly specialized and co-ordinated state of mercantile organization. To root it out will cost more inconvenience and efficiency than will be saved.

True, there are occasional excep-

tions which appear successful, but because a few consumers and producers can get together does not mean that the great mass of both can use small methods to serve a great and imperative requirement. Efficient marketing rests primarily on certainty of adjusting supply and demand; it brooks no accidental makeshifts.

Italy has now been actively at war for a little more than a month, and the showing made in that time is such as to confirm the good opinion of the Italian army which foreign military experts and service journals have expressed. Having to operate in a difficult country, and against fortifications long ago prepared, the Italian troops have made steady progress both in the Trentino and in the direction of Trieste. Already they have occupied and virtually annexed far more of the "unredeemed" territory than Italy was promised in the last reluctant offers of Austria. Observers report the spirit of the soldiers to be excellent. The Italian artillery, both heavy and light—particularly the "mountain guns"—has been effective, and has usually demonstrated its superiority to that of the Austrians. What is commented upon with the greatest satisfaction in Rome is the smooth functioning of the supply system of the army. And the sanitary service is also reported to be highly efficient. It would appear that the Italian military authorities did not waste the time which they had at their disposal between August, 1914, and May, 1915.

It is a great feat to make a watch in a pearl, but that is what a Swiss watchmaker has done. The pearl weighed forty-five grains and had a diameter of half an inch. The watchmaker worked fifteen months to hollow out the pearl and fit the wheels. The watch is to be worn as a ring on the finger and is valued at \$6,000, but its face is so small that good eyesight is necessary to see the hands. It is a wonderful piece of work, but many people will think the watchmaker wasted fifteen months of his life.

The Tradesman is in receipt of complaints concerning the business methods of the Practical Advertising Co., of Springfield, Ill., and the Brenard Manufacturing Co., of Iowa City, Iowa. The Tradesman is conducting an exhaustive investigation of these companies and their business methods and therefore requests all persons who are now doing and have done business with either of these companies to communicate with this office, giving their opinions concerning them.



## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, July 12.—Learn one thing each week about Detroit: Detroit is the center of reinforced concrete construction.

A judge in Huntington, W. Va., refuses to fine drunks more than \$1 for each offense, owing to business depression. Merely an old business idea—reducing a price and thereby increasing the volume.

A. Rosenthal, proprietor of the Globe department store, Traverse City, was in Detroit on a business trip last week.

Robert and M. W. Taylor, owners of a chain of stores in New York City, carrying a line of ladies' ready-to-wear garments, have leased the store building at 223 Woodward avenue, for a term of years and will open a modern store at an early date. The building is now occupied by the Spencer Hat Co.

A. S. Moore, owner of a furniture store in Hamtramck, has opened another up-to-date store at 1300 Harper avenue.

A man in St. Paul says that he will not get his hair cut until the war in Europe ends. Here's hoping he has to invest a quarter at an early date.

Fred H. Nissley, well-known business man of Ypsilanti, was in Detroit last week looking after the interests of his department store. He made the trip in his automobile.

Martin C. Beam, Michigan Central conductor for the past thirty-eight years, died at his home in this city last Thursday. Mr. Beam had charge of a train on the Detroit-Grand Rapids run and was known and respected by thousands of traveling men who will read of his death with regret. He was 62 years old.

F. Stein has opened a dry goods and furnishing goods store at 952 Crane avenue.

Charles Wesley is moving his stock of hardware from his former location on Grand River avenue to a new location in the recently completed B. Plotter block, 1582 West Warren avenue.

Speaking of shells, the whole war is a shell game with the governments manipulating the shells.

Zeff & Farber have opened a dry goods and furnishings store at 1446 Mack avenue.

Our congratulations are extended to Artie Choke on his success in slipping over a poem on the non-poetic editor of the Tradesman in last week's issue of the Tradesman. This is written with no pangs of jealousy in our manly bosom. Yet we cannot help but wonder.

Frank B. Willis, veteran automobile salesman, has been appointed assistant sales manager for the Chalmers Motor Co. He will spend the greater part of his time on the road calling on the Chalmers dealers throughout the country.

John W. Schram, well known to nearly every U. C. T. member in Michigan and many in all parts of the country, has taken the Michigan agency for the Jessmia Ink Co., of Leroy, N. Y. The proposition that Mr. Schram has taken up consists of a fountain pen and ink that will retail for a dime, the idea, according to the newly appointed representative, being to advertise the ink. He will not give up his connections with the Boardman Shoe Co., of Boston. He wishes to engage some live young man to assist him in the first named project, U. C. T. members to have the preference. For over twelve years Mr. Schram served as Secretary of Cadillac Council and during that time has watched it grow from a mere handful to the largest council in Michigan. He can be reached at 609 West Grand Boulevard, Detroit.

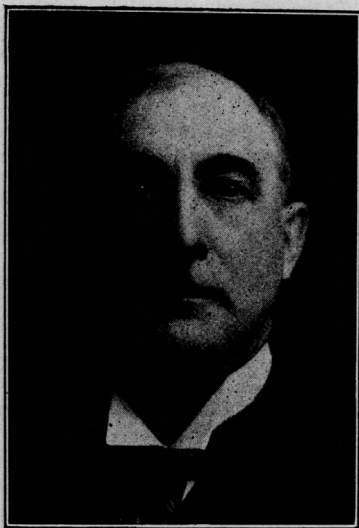
Elmer Englis, manager of F. R. Adams & Co.'s department store at

Fairgrove, was a Detroit business visitor last week.

"A very much prevalent disease which occasionally attacks a traveling man," writes D. H. B., of Eaton Rapids, "is motor tongue, so called from running down their competitors."

Fire nearly destroyed the barn and warehouse of Shehan's Reliable Storage & Cartage Co., at Mack and Van Dyke avenues, last Thursday Loss, about \$2,000.

Pictures showing the new seven story fireproof building to be erected for the T. B. Rayl Co., at the corner of Woodward and East Grand River avenues, was printed in the Sunday papers. Both the first and sec-



John W. Schram.

ond floors will have show windows. The building will have a frontage of 40 feet on Woodward avenue and a depth of 100 feet on Grand River avenue, the entire building to be used for the retail hardware business of the Rayl Company.

Wilbur Warr, former stage beauty and star footlight partner of the writer, is now the sole owner and publisher of the Ludington Signal, a weekly paper of merit that was recently christened by the genial Wilbur. If he proves as successful in his new venture as he did on the stage with our able (?) assistance—but then we wouldn't even wish such luck on our mother-in-law!

George A. Plates, general merchant of Ubly, accompanied by his wife, was in Detroit last week.

A man often shows his inconsistency when he stands in a bar room, rails at the trusts and then undertakes to corner all the drinks on the market.

Robert Ziclicki has purchased the general dry goods stock of F. Cisewski, corner of Frederick and Mitchell avenues. He will take possession at once.

H. J. Towar, formerly of Elk Rapids, has purchased the grocery stock at 3103 Jefferson avenue, east, from the creditors of H. L. Grosvenor.

The Detroit Floral Co. will open another branch store at 703 Woodward avenue, about July 15.

J. W. Miller, of Adair, was in Detroit last week looking after the interests of his general store.

A merchant may not be ashamed of his name, but it shows poor judgment when he neglects to have it displayed over his place of business.

Speaking of useful inventions, how about a mirror whereby we could see ourselves as others see us.

Owing to its greatly increasing business the Detroit Fuse & Manufacturing Co., manufacturer of electrical devices and fuses, has been obliged to make arrangements for additional space. Last week contracts were approved for a new three-story addition to its factory at 1400 Riv-

ard street. This is the second addition made since the building was first erected in 1912 on the present site.

John McDermid, formerly with Burnham, Stoepel & Co., now associated with his father, B. E. McDermid, of Columbiaville, was in Detroit last week on business, incidentally renewing acquaintances with his many friends.

A. E. Couch, well known restaurant man of this city where he conducted restaurants for a number of years, has leased the store at 505 Woodward avenue for a term of ten years and will open a lunch room of the serve-self type. To meet his requirements, an addition of fifty feet was added to the building.

The Ponchartrain Hotel is conducting a strenuous advertising campaign, said advertising giving a list of popular priced rooms. Far be it from our thoughts to give the Ponchartrain any gratuitous advertising, only that it brings to mind that the mighty are oft compelled to sup from the cup of the lowly.

F. C. Burke, general merchant of St. Johns, was in the city on business during the past week.

William Canfield, department manager for Burnham, Stoepel & Co., is in New York on business for the firm.

The trouble with vacations is that they come along quicker than the proper amount of Uncle Sam's circulating medium does to enjoy them with.

T. H. Treble & Co., grocers at 517 Fourteenth avenue, have moved to a new location at 410 Baldwin avenue.

Burglars entered the jewelry store of G. F. Miller, 343 Woodward avenue, last Saturday night and escaped with loot valued at \$350. Mr. Miller, who never loses an opportunity to advertise his business, says that it is hard to keep 'em away from his store. They seem bound to have Mil-

ler's goods no matter how they get them.

Another veteran conductor was lost to the Michigan Central last Saturday, when Marvin, more lovingly known as "Marve" G. Whiting, passed away in this city. Mr. Whiting had been in the employ of the M. C. for thirty-one years, the last few years as conductor on the Detroit-Bay City passenger run. No more genial and accommodating conductor was to be found anywhere. He was a veteran of the civil war. Mr. Whiting is survived by his widow.

The International Color & Chemical Co. has leased 7,000 square feet of floor space in the Edgar Murray building, on Guoin street, for a term of years.

R. Greenberg, grocer, 125 Brainerd street, will open another store about July 15 at the corner of Woodward avenue and Stimpson place.

J. G. Babcock of Springport, was a Detroit business visitor last week.

The Sanders Process Co., metal manufacturer, has leased one-half of the Warren Capsule plant at West Grand boulevard and the M. C. railroad.

And yet it might be worse. The Thaw case is nearing the end.

This has been a momentous week for us—a new typewriter, heaps of news notes, bales of hot weather and the better portion of the family gone to the country. Isn't that measly luck to get lots of news notes just when we had a swell chance to look over some of the new sky scrapers erected during the past few weeks? We still have one chance left. Will some one please tell us how to disable a typewriter so it will recuperate at a nominal outlay of fresh mintage?

The race horses are arriving in Windsor.

Also the usual quota of jackasses that bet on them.

James M. Goldstein.

Bigger and bigger sales  
for you

**GOLD DUST**



Grocers who have displays of Gold Dust in their windows and on their shelves find that they are selling many extra packages. Put a Gold Dust display in your store now.

Every woman who enters your store knows Gold Dust—the chances are, has tried it.

Our extensive, continuous advertising actually works for you. It explains how Gold Dust saves work—how it can be used for cleaning everything.

Gold Dust has made good with women because it saves them work—and it has made good with merchants because it makes satisfied customers—the biggest asset any store can have.

THE N. K. FAIRBANK COMPANY  
MAKERS

**"Let the GOLD DUST TWINS  
do your work"**





### What Some Michigan Cities Are Doing.

Written for the Tradesman.

Benton Harbor has thirty-five miles of water mains and has installed seventy-five hydrants and sunk several wells, affording much better protection from fire this summer.

An engineer engaged by Port Huron recommends that the city expend \$35,000 in new pumps, water main extensions and other improvements as additional fire protection.

Trains run hourly between Harbor Springs and Petoskey this season and the resorters are happy.

Members of the newly organized Benton Harbor Chamber of Commerce are enthusiastic over the good work already done. A. H. Peters of the Peters & Alger Co. is a new member of the board of directors. A new committee has been named, called the Municipal Research Committee, with Chas. K. Farmer as chairman.

Solicitors of advertising and funds among merchants of Ludington in the future will be referred to the Secretary of the Board of Trade for investigation and approval.

The newly organized Board of Trade at Nashville has changed its name to the Nashville Boosters' Club and the next monthly dinner will be held Monday evening, July 19. Annual dues are \$1 per year.

The city commission of Big Rapids has effected a saving of \$1,201.27 to the city during its first year, according to Manager Fairbairn. The commission has also expended \$10,446.87 for betterments in its first year,

against an average of \$1,866.62 for the previous five years.

Flint is prosperous and its people are showing thrift. The banks show an increase of over a million dollars in savings deposits for the past six months as compared with a year ago, while total deposits have increased more than a million and a half.

The Petoskey City Council will appropriate money for band concerts, three of them each week, during the summer.

The Consolidated Press & Tool Co. of Hastings has plans for a new building and equipment to cost \$150,000. Manager Potter states that the force of employees will be doubled and will work night and day in ten hour shifts. Battle Creek and other cities are offering inducements to secure this plant.

Bay City has returned to Central Standard time. Almond Griffin.

### Jackson Grocers Consider Sunday Closing.

Jackson, July 13.—For the purpose of investigating the sentiment among the grocers of Jackson relative to closing Saturday evenings, a committee has been appointed by the Jackson Retail Grocers' Association to investigate the subject and report.

The new collection plan, which has been launched in Jackson, is meeting with remarkable success. All accounts are placed in the hands of one agency for collection and the results thus far have been exceedingly satisfactory. Accounts which have outlawed and bills owed by persons who have left the city have been collected and the collection feature is one which is not looked upon unfavorably by the buying public. In connection with

the collection system a new scheme has been devised whereby jobless creditors are secured work and permitted to pay their bills.

Three new members were added to the Association at the last meeting and the organization now has a membership of 95 per cent. of the retail grocers of the city. The Association will ask the City Commission to enforce the Sunday closing law against all grocery stores of the city.

About 100 were present at the picnic which was held in the grove at Hague Park last Thursday afternoon. It is probable that another meeting will be held at Hague Park this summer.

### National Grocer Co. Planning Expansion.

Detroit, July 13.—Frontage of 240 feet on the north side of West Larned street, with a depth of 120 feet on the west side of Fourth avenue, comprising 38,400 square feet of land, valued at about \$80,000, has been purchased by the National Grocer Co. from two owners, as the site for a new warehouse and general office building.

As soon as the architect's plans can be prepared, the company proposes to erect on the corner a large fire-proof building to accommodate its wholesale grocery establishment, manufacturing plant and the company's general offices.

The National Grocer Co. is a Michigan corporation, with capital stock of \$3,500,000. Its general offices are in Detroit, where the company also operates a large plant in preparation of coffee, tea, sugar and other articles. The company owns also the wholesale grocery establishment of C. Elliott & Co. in Detroit and operates fourteen branch houses in various other Michigan cities, in addition to one in South Bend, Ind., and another in Decatur, Ill.

### Lansing Grocers Invite Jackson to Join Them.

Lansing, July 14.—Members of the Jackson Grocers and Meat Dealers' Association are to be invited to attend the annual picnic of the Lansing Association, to be held at Pine Lake Thursday, August 12, as a result of a decision reached at a meeting of the latter organization Tuesday night.

It is believed that the invitation will be accepted, as the Lansing dealers last year attended the Jackson Association's picnic at Hague Park.

A committee composed of M. C. Bowdish, A. P. Walker and Fred Wilder was appointed to have charge of general arrangements. Athletic and field events and prizes will be arranged by a committee composed of J. C. Brusselbach, Charles Nieson, and John Affeldt, Jr.

The next meeting of the Association will be held Tuesday, August 3, unless the action of the Jackson Association should necessitate a special meeting.

### Belgian Beet and Sugar Factories.

Contrary to the prevailing belief that this year's output of beet sugar in Belgium would be negligible, the commerce reports say that nearly all of the Belgian factories are at work, including those at Wanze and Huy, between Liege and Namur, and at Tirlemont. The manufacturers, says the correspondent, have no expectation of making any profits, but they are saving \$6,000,000 worth of beets, and are providing employment and a livelihood for their employees.

Until the European war clouds shall have cleared up definitely the public interest in operations for appendicitis is likely to be reduced to a minimum.



## Royal Baking Powder Pleases Them All!

You can always sell Royal Baking Powder with confidence because it is sure to please. Cooks of all kinds have used it all over the world for many years. Established popularity, because of its absolute purity and extensive advertising, makes it the easiest baking powder to sell, and it will pay you more profit in the long run than any other baking powder you can handle. Royal Baking Powder is made of pure Cream of Tartar.

**ROYAL BAKING POWDER COMPANY—NEW YORK**





### Movements of Merchants.

Hudson—M. L. Crandall has opened a jewelry store in the Peirson block. Hastings—Victor C. Roblin, recently of Charlotte, has opened a bazaar store. Elk Rapids—Greenburg & Gullerson succeed N. H. Bailey in the garage and repair business.

Montague—W. C. Barnes, recently of Blackfoot, Idaho, has engaged in the bazaar business.

Portland—J. M. Watters, of Lansing, has opened a grocery store in the Roe building.

Dowagiac—Clyde Barber, formerly of Petoskey, has opened a drug store at 107 Commercial street.

Chicora—John Engles has closed out his stock of general merchandise and retired from business.

St. Johns—Thieves entered the James DeRose fruit store July 9 and robbed the cash register of about \$35.

Frankfort—William Olson has sold his bakery and restaurant to Oscar Thompson, who has taken possession.

Otsego—A. D. Hancock is closing out his stock of dry goods, clothing and shoes and will retire from business.

Stanton—Smith Bros., grocers, have purchased the Hawley block, which they occupy. Consideration, \$5,500.

Marquette—Abraham Fine has engaged in the grocery and meat business at the corner of Fourth and Washington streets.

Alpena—Burglars entered the Chris Nilson meat market on North Second avenue July 7 and carried away about \$100 in cash.

Lowell—Carl G. Lewis has taken over the interest of his partner in the blacksmith business of DeWeert & Lewis and will continue the business.

Hancock—M. R. Corbett is closing out his stock of dry goods and novelties and will devote his entire attention to his grocery store.

Charlotte—Earl Laverty and Clyde Chappell have formed a copartnership and engaged in the cigar and tobacco business in the Potter building.

Holland—Otto J. Cohan has purchased the Harry Padnos bankrupt stock of clothing, of Max Roger, of Cleveland, Ohio, who bid it in at a trustee sale.

Clarksville—C. E. Allgeo has traded his store building and stock of general merchandise to John Diamond, for his sixty acre farm and has given possession.

Lake Odessa—The Farmers' Grain & Produce Co. has been organized with 150 stockholders. T. Grimwood is President and William Swietzer is Secretary.

Marshall—The S. E. Cronin Co., which has conducted a department store here for many years, is closing

out its stock and will retire from business.

Kalamazoo—The United Garage & Machine Co. has been organized with an authorized capital stock of \$6,000, of which amount \$3,000 has been subscribed and paid in in cash.

Negaunee—John E. O'Donoghue has sold his stock of drugs, stationery and musical instruments to Jacob and John Arneth, who will continue the business under the style of Arneth Bros.

Bay City—Charles E. Jennison, president of the Jennison Hardware Co., died at his home, July 10, after a long illness of a complication of diseases. Mr. Jennison was 86 years of age.

Coopersville—Van Allsburg & Mills, undertakers and furniture dealers, have dissolved partnership and the business will be continued by L. D. Mills, who has taken over the interest of his partner.

Cadillac—Anspach & Co., dealers in dry goods, clothing, men's furnishing goods and shoes, have dissolved partnership and the business will be continued by Jacob Anspach, who has taken over the interest of his partner.

Zeeland—Peter A. Selles, of Holland, who has had charge of the G. H. Huizinga & Co. jewelry store for the past six months, has purchased a half interest in the stock and will continue in the capacity of manager.

Palma—Burglars entered the John H. Fennimore jewelry store July 7 and carried away more than \$100 worth of jewelry; also the Irving J. Godfrey grocery and men's furnishing goods store and carried away considerable stock.

Detroit—Abraham Halperin, bicycle dealer located at 1033 Mack avenue, has been adjudicated a bankrupt. The first meeting of his creditors will be held on July 20 to determine how and when the estate of the bankrupt shall be sold.

Paynesville—The Paynesville Co-Operative Association has been organized to conduct a general agricultural business, dairy, mercantile, lumber manufacturing and land cultivating, with an authorized capital stock of \$5,000.

Pontiac—The George E. Patterson Lumber Co. has been organized to buy and sell lumber and builders' supplies, also feed, hay, grain and fuel with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Chelsea—Fire damaged the store building and general merchandise stock of the L. T. Freeman Co. and the store building and men's furnishing goods stock of Wolworth & Strieter to the extent of about \$30,000 July 7. The loss was partially covered by insurance.

Detroit—The Standard Film & Supply Co. has been organized to lease, rent and sublease and subrent moving picture films and for doing all the business incidental thereto, with an authorized capital stock of \$2,500, all of which has been subscribed and \$1,000 paid in in cash.

Port Huron—Thomas Symington, grocer, was fined \$150 with the alternative of spending twenty days in jail following an altercation with his attorney in police court. Symington indulged in severe language and the prosecutor issued a warrant on the spot. Symington denied his guilt, and the arrest, trial and conviction was one of the speediest on record.

Bay City—The Farmer's Auto & Machinery Co. has been organized to conduct a general automobile and other power vehicle business and sell and deal in machinery of all kinds, with an authorized capital stock of \$34,000 common and \$16,000 preferred, of which amounts \$25,000 common and \$100 preferred has been subscribed, \$18,000 common and \$100 preferred paid in in cash and \$7,000 common paid in in property.

Tekonsha—Frank Pullman, L. W. Phillips, George C. Clothier, Frank E. Ashley and W. D. Wood, stockholders of the Burlington Creamery Association, have filed a petition in Circuit Court asking for the dissolution of the company, on the ground that it has never proved a profitable investment. Last November the directors were authorized to wind up the concern's affairs. F. J. Shedd is the choice for receiver. The hearing on the petition was set for October 7.

Corunna—Fred Bush of the hardware firm of Bush, Jones & Co., which recently went into bankruptcy, has returned to Corunna from the South, where he has been spending several months. While he was absent and his whereabouts unknown, his partners went into voluntary bankruptcy. Bush was at that time in a hospital he says. The merchandise of the defunct company has been sold to Attorney Walter Bush, of Corunna.

Saginaw—Terrence Kelly, proprietor of a cigar store and pool room at 526 Potter street for many years, has filed a voluntary petition in bankruptcy in the Federal court in Bay City. In his petition Kelly sets his liabilities at \$659.69, and his assets at \$300, divided equally between his stock of cigars, candies, etc., and his pool tables and equipment. Among the Saginaw firms which Kelly owes, according to his petition, are Dederich & Gill, Lee & Cady, Valley Sweets Co., Saginaw Woodenware Co., Kerns & Blodgett, Blackney Cigar Co. and J. F. Lucas.

### Manufacturing Matters.

Detroit—The Comer Oil Co. has increased its capital stock from \$10,000 to \$100,000.

Detroit—The Cartercar Co. has decreased its capital stock from \$650,000 to \$600,000.

Detroit—The Detroit Starter Co. has increased its capital stock from \$20,000 to \$150,000.

Port Huron—The McMorran Milling Co. has decreased its capital stock from \$100,000 to \$12,000.

Detroit—The Reilly & Brooks Company has changed its name to the Reilly, Brooks & Stone Co.

Detroit—The General Aluminum & Brass Manufacturing Co. has increased its capital stock from \$150,000 to \$400,000.

Kalamazoo—The Schrau Airless Tire Co. has filed papers of incorporation. The capital stock of the company is \$6,000 and it will manufacture an airless inner tube invented by Phillip Schau.

Detroit—The Made Food Co. has been organized to manufacture and sell food products, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Laurium—Steven Stiglich is establishing a knitting mill here, with a capacity of 600 pairs of hose per day. All grades of cotton and wool hose for men will be manufactured and later, women's cotton, wool and silk hose and sweaters will be added.

Detroit—The Michigan Tractor Co. has been organized to manufacture and deal in agricultural implements and tractors, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

Detroit—The Northup Co. has been organized to manufacture and deal in toilet articles and chemical products, with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed, \$300 paid in in cash and \$2,700 in property.

Detroit—The Detroit Veterinary Instrument & Supply Co. has been organized to manufacture, buy, sell and deal in surgical instruments and supplies, medicines, drugs and chemicals, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

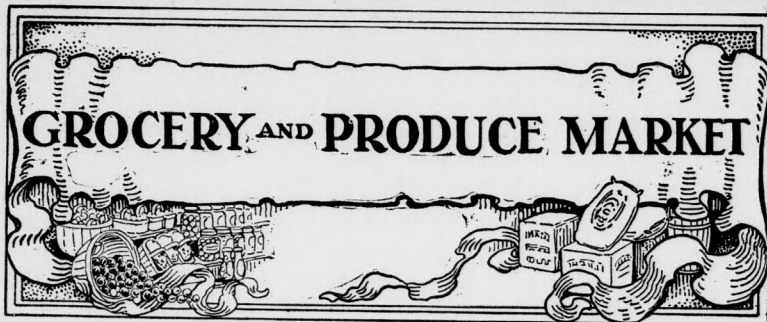
Detroit—The Detroit Commercial Car Co. has been organized to manufacture, buy, sell and deal in automobiles, engines, motors, motor parts, motor vehicles and all appliances and accessories, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Ludington—The Ludington Shirt Co. has been organized to manufacture shirts and kindred articles of wearing apparel, to lease and own factories for such manufacturing purposes, with an authorized capital stock of \$20,000, of which amount \$10,200 has been subscribed and \$2,000 paid in in cash.

Kalamazoo—The Davidson Baking Co. has merged its business into a stock company under the style of the Michigan Bread Co., with an authorized capital stock of \$16,000, all of which has been subscribed and paid in in property. Nathan N. Davison holds \$14,000 of the capital stock and Earl Shinvill and Samuel F. Voth each hold \$1,000.

Flint—The Chevrolet Motor Co. broke ground July 13 for a new factory which will turn out 1,000 motors a day after it is completed, September 15. The company has acquired the remainder of the stock of the Mason Motor Co., which has heretofore built all its motors, and with this addition will triple the capacity of the factory. The Chevrolet has also acquired about twenty acres of land near its plant for future expansion.





### 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—The market is unchanged, with a normal consumptive demand, and a slight increase in the production, due to the very favorable weather. The quality of the butter arriving now averages fancy and the market is firm and healthy. 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 commands 75c per bu. Southern fetch \$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—40c per doz. for hot house.

Currants—\$1 per 16 qt. crate.

Eggs—Receipts are liberal, but the quality is suffering on account of the warm weather. Local dealers pay 16½c, loss off.

Garlic—20c per lb.

Gooseberries—\$1 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, \$3.50@4 per box.

Limes—\$1.25 per 100.

Lettuce—Home grown head, 60c 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—Valencias are steady at \$4.25@4.50.

Peas—Home grown are in ample supply at 75c per bu.

Peppers—40c per basket for Southern.

Pieplant—75c per bu.

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

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

Potatoes—Virginia Cobblers are \$1.75 per bbl. Red Texas stock commands 60c per bu.

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

Raspberries—\$1.50 per 16 qt. crate for black and \$1.75 for red.

Tomatoes—Home grown hot house command 75c per 8 lb. basket; Texas fetch 85c per 4 basket crate.

Turnips—20c per doz.

Wax Beans—\$2 per bu.

Watermelons—\$2.50 per bbl., containing 8 to 10.

Whortleberries—\$2.50 per 16 qt. crate.

### The Grocery Market.

Sugar—The expected advance still holds off, due, in part, to the light crop of strawberries. The large crop of cherries all over the country and the starting of the fruit canning season may start the upward movement. While it is possible, although not highly probable, that considerable demoralization will attend the marketing of new crop American beet granulated, which will come on the market about the middle of October, it must not be overlooked that this feature has prevailed for many years past, but to a less degree last year than in previous years, as the beet manufacturers were better able financially to stand the strain of carrying their sugars. In view of the prospective elimination of the tariff on May 1, 1916, we anticipate that the beet industry of the United States will endeavor to market their product continuously into the widest possible territory throughout the United States. This they have also done in previous years up until, say, the middle of December, from that time forward withdrawing from territory east of Ohio and south of the Ohio River. They may continue their wide distribution until practically May 1 next, rather than demoralize their prices by forcing an unusual quantity of sugar into the more Western territory; but anticipating a very large and continuous export demand for granulated sugar from this time forward for an indeterminate period we fully believe that any aggression on the part of the beet interests will be much more than offset by the combined domestic and foreign demand for cane granulated, the latter of which cannot be produced except from full duty paid or Cuban raw sugars.

Tea—The market is quiet. Some circles state that were there ample supplies of desired grades a good business might be done. Generally speaking, the country is going slow on the theory that with the present high prices nothing will be lost by pursuing a hand-to-mouth policy. There is no pressure of stock,

however, for the available supplies are moderate. The cables of late have been generally stimulating, particularly from London and Colombo, where full prices are being secured. The strength of India-Ceylons is noted, as the competition from Russia and the United Kingdom has stiffened sellers' ideas. So long as the war continues it is feared that there will be no recession of consequence. The settlements of Formosas have been large as compared with former years, but prices are not materially affected, the holders apparently having faith in the situation. Higher freights from the East tend to further accentuate the strength. China reports smaller shipments of greens to this country.

Coffee—Rio and Santos grades are practically higher. The situation in Brazil appears to be fairly steady. Mild coffees are unchanged for the week but firm. Europe is buying considerable quantities. Mocha can be bought to come forward for around 23c green, and in a large way, but there is no definite information as to when they will arrive. Mocha coffee on spot is about 3c higher than that.

Canned Fruits—Buyers of future California canned fruits are finding a very unsettled market. Concessions in the form of special discounts are being offered, it is said, from 5 to 10 per cent. off the prices which have been announced as the basis of trading. Those in the market for stocks are playing one factor against another in an effort to secure the greatest discounts, and only small sales are being made in anticipation that more extensive concessions may be found. Buyers are only acquiring stocks as a general rule to satisfy immediate needs and are forcing the packer to carry the burden of holding the fruit until it is needed for consumption. Prices are the lowest in the history of the trade, it is said, and still no one appears anxious to increase the stocks they have.

Canned Vegetables—Tomatoes are quiet and without change in price. The packing season is likely to be late. The market in new peas is already very much demoralized. Corn is unchanged and quiet.

Canned Fish—Salmon is still in buyer's favor, with comparatively light demand. Prices on new Columbia River salmon have been named on about the same basis as last year. Domestic sardines show no change. A very quiet market has prevailed here for some weeks, and with only a small catch being made and consequently a very limited pack, trading has not been active. The demand, however, is said to be steady and regular, but the buying is being done only in small jobbing lots. The summer run of fish is expected to begin about August 1, and at that time conditions will pick up in the opinion of prominent factors in the trade.

Dried Fruits—Scarcity of supplies makes the spot prune market very strong. Stocks are rapidly dwindling and the demand shows no signs of diminishing. With this condition of affairs existing and with no prospect of securing any additional stocks in any great quantity until the arrival of the first shipments of the 1915 pack brokers believe that prices will be firmly main-

tained and may advance again if the buying continues as it has done during the past week. Currants are said to have been advanced in the primary market during last week. English advices show that the quantity of stocks which that country has taken from Greece for the past six months has been considerably larger than usual and the result is that the carry-over supplies of old crop has been smaller than was anticipated. Australia reports that the currant crop has been a failure and that currants are being imported from Greece. Spot prices in the New York market remain unchanged and several operators who have been booking future contracts have withdrawn their prices. Indications here, according to brokers, point to a very firm market this fall. There is some hope in the market that supplies of figs will come from Smyrna this fall. An important importing house in the trade reports that it has received advices from its agents in Turkey saying that the Allies are making considerable progress in the Dardanelles and if their success continues some figs will surely be exported from Turkey during the fall months. A fair demand is being made on seeded raisins for August and September shipment upon the basis of the prices which have been announced by the Associated Company. Supplies in the spot market are becoming scarce and the demand seems to be increasing, giving the market a very strong tone.

Rice—The prevailing dullness in the market continues, but prices are generally maintained. In the case of screenings, there is a marked scarcity and prices are firm. The disposition of the trade is to hold off for the new crop movement, but River rice will not arrive freely until August, and in the meantime old stocks will be needed to eke out. The new crop is making progress in the Southwest, but owing to the dry spell, irrigation is resorted to.

Cheese—The market is steady and unchanged with considerable percentage of the receipts going into cold storage. The weather has been very favorable for the making of fine cheese and the quality of the present production averages very fancy. As long as the weather continues as good as it has been the market will probably remain about stationary.

Syrups and Molasses—Glucose is unchanged. Compound syrup is dull and unchanged, and so is sugar syrup. The demand for consumption is quite late in both cases. Some grades of molasses are becoming scarce and firmer.

Salt Fish—Mackerel is firm but unchanged for the week. The supply of good Norway mackerel on spot is light and holders are asking full prices, and getting them. There is little mackerel on the other side available for this country, and what there are are said to be in strong hands. New Norway mackerel will not be available for a month or six weeks, and the supply is expected to be light owing to the war. Shore mackerel have not yet become a factor, but some new ones are being offered at from \$12@14 per barrel. Irish mackerel are no factor at all, as the supply is light. Cod, hake and had-dock are dull and unchanged.



## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, July 12.—The moving picture film companies are getting busy taking films of the Soo, which seem to be in great demand throughout the various parts of the country, as they have heard of the natural beauty spots here, the wonderful locks, the six million dollar cut through rock at Neebish, Indians shooting the rapids and the unusual agricultural scenes on the Chippewa county farms, and many other wonderful sights which go to make up interesting films.

The Soo is the only city on record which had a four-day celebration for the Fourth of July this year. Starting in on Saturday which was designated as Business Men's day, attracting large crowds on account of the special bargains that the merchants were offering on that day, and also the elaborate day fireworks which were put off July 3 for the first time in the history of the Soo. Sunday, of course, was a day of rest and sight seeing, and the Soo had the appearance of a bee hive on Sunday and all of the garages and liveries reaped a large benefit. Monday was the official day to let the eagle scream, but having made some misconnections with the weather man here, it was certainly not a dry town, but the umbrella men were more than pleased with the financial end of the heavy rain which lasted until late in the afternoon. The crowd was cheerful, however, being entertained by the Elks' Rubber Neck Band, dressed in various forms of bathing suits, making much merriment and entertainment for everyone. The parade and other sports were postponed until Tuesday, and with the rising of the sun early Tuesday morning, the chimes woke up the visitors and citizens and everything was put in readiness for the big event. To say that the crowd was not disappointed is putting it mildly, for it was conceded by all that such a parade as was put on by the merchants in the various floats would be a credit to Chicago or other large cities. The sports were pulled off in the afternoon as scheduled and the canoe races on the water between the numerous tribes of Indians were one of the features which were worth staying over for. The celebration this year will go into history as one of the most successful ever pulled off in the Upper Peninsula.

J. P. Connelly, proprietor of the J. P. Connelly Harness Co., accompanied by his wife and a few friends, returned last week from an auto trip to Detroit. They report the roads in fair condition part of the way and fierce in some sections. Mr. Connelly gave the description of the trip from day to day as the party toured the State, which was very interesting to his numerous Soo friends, but from what we can learn it will be some time before the touring will be popular between the Upper Peninsula and the lower part of the State. Much work is being done on the highways, but it will probably be a year before it will be a real pleasure.

R. Reinhart, well-known manager of the Soo Brewing Co., states that the Fourth of July Committee here was the best bunch of boosters that ever visited Cloverland. It required Dick's day and night forces to keep up with the orders during the celebration and the only worry that Dick is now having is on the war situation, as he is still trying to find out why the Germans are so anxious to invade Russia, as there isn't a brewery in the whole broad empire.

Dr. Fred Townsend, one of our well-known physicians, has returned after a year's absence in the West, where he went to recuperate. The doctor feels all made over and returns to the Soo in the best of health,

and his many friends are pleased to see him again as he is one of the cheerful kind that makes life worth living and can feel good himself while calling on the sick and afflicted.

"Anybody who understands human nature can make predictions that are bound to come true."

D. J. McLean, the well-known grocer of Donaldson, who met with an accident some time ago, mention of which was made in the Tradesman at the time, is still in the hospital, but on the road to recovery and expects to be back on the job in about two weeks, which will be good news to his many friends throughout Chippewa county.

Willard Martin, one of Allenville's leading citizens, who has been in the West for the past three years, returned to Allenville satisfied that Chippewa county is the only place for him, as he has no use for the West. This seems to be the sentiment of most of the residents leaving Cloverland to better themselves, as this is the land of plenty.

"How steadily modern life is losing its little excitements. Here is a New York chef introducing boned shad."

Brevort township is coming to the front at a marked degree, as the Brevort Agricultural Association last week purchased one of the best little farms in Brevort township, which will be converted into fair grounds. The township roads are being improved and will soon compare favorably with any in the State. The farms are worked on scientific principles, orchards are set out and thriving and it has some of the best bred stock in the country. It has four churches, five schools, a good town hall, eight stores, two postoffices, free rural delivery, two good sawmills, one lath mill, a turning factory, two shingle mills, a planing mill, machine shop and one of the best blacksmith shops in the country, a bank, two railroad offices, two public telephone offices, many autos, the best summer resort in the Peninsula and a large seed warehouse. It is surprising to note the development of the country around Cloverland.

"The reasons for seeing America first and staying there are growing greater and stronger with the native tourists."

Mackinaw City has postponed its Fourth of July celebration to Pioneer Day, some time in August.

A Pond opened a large bakery at Mackinac Island last week. Mr. Pond has the reputation of catering to the best trade on the Island, who are pleased to note that his bakery will be at their service again during the season.

"It takes two to make a quarrel, but if one is persistent in the search for a scrap he usually can find it."

The Chicago capitalists arrived at Mackinac Island last week, among them being Mrs. Louis Swift and family, of Chicago, Dr. C. H. McKenna and family, Chicago; Terrel Williams and family, and Martin Shaughnessy and wife of St. Louis; Robert Hastings and family, St. Louis; A. T. Hert and wife of Louisville. These are some of the most elaborate homes on the island, which will soon be in full sway and the height of its tourist season.

The new Cedar Inn, at Cedarville, opened for business on July 4 under the new management, the name being changed from the Mackin to the Cedar Inn. The opening was a great success, numerous autoists from the Soo participating. All appreciated the excellent service rendered under the new management.

"Any one who has the sense of humor can get along with a pessimist."

St. Ignace lost one of her pioneer residents and prominent business men when John A. Jamieson, age 79 years, died last Sunday. Mr. Jamieson was

engaged in the lumbering industry during the greater portion of his life and was one of the best known men in the Upper Peninsula.

E. S. Taylor one of Pickford's hustling merchants, has opened up his summer trade with Mackinac Island and will see that the tourists get their supply of Chippewa county dairy butter, as Mr. Taylor has furnished the Islanders for the past number of years.

Manistique is to entertain the firemen when the tournament is held in that city next month. A St. Louis firm has been engaged to decorate the principal streets, the city hall and a number of business blocks, so that Manistique will be arrayed in all its glory during the tournament.

B. M. Morris, pioneer merchant and capitalist here, has inaugurated a Quick Action sale, being the first to be pulled off during his many years in business. Barney always was a big hearted man and his generosity in helping to reduce the high cost situation will have a marked effect upon the residents here.

The Rosedale Creamery Co., which anticipated giving a big picnic to the farmers and residents of Chippewa county July 16, has postponed it until some time in August, so as to give the farmers time to gather in the hay before laying off for the big event. The Rosedale creamery is only twelve miles from the Soo, with good roads in all directions, and undoubtedly will be visited by a large portion of the auto population and residents from the surrounding country. James Thompson, the popular manager, has made elaborate arrangements to show the visitors through the plant, giving them an idea how the cream is weighed, tested and manufactured into Cloverland creamery butter.

A. Harper, formerly in the grocery business here, has moved to Detroit and accepted a position in the wholesale grocery house of Lafer Bros.

Mr. and Mrs. Thomas Chandler have arrived home from their wedding tour and taken up their residence on Chandler Heights.

The launch, Ora Endress, is now making her regular trips between the Soo and Grand Marais for the season.

The Chippewa Film Co. is the Soo's latest enterprise, organized for the purpose of producing industrial and commercial motion picture films. The officers are Fred D. Beardsley, President, George Cook, Treasurer, and Kenneth Eddy, Secretary. The trio are considered three of the Soo's most enterprising citizens and charter members of the Booster Club. They have the material here and, undoubtedly, the new enterprise will be heard of in the near future in the movies throughout the U. S.

John Hengels, who for a number of years was engaged in the retail tobacco and cigar business in this city, but spent the past winter in Florida, Georgia and other Southern states and the spring in Philadelphia, has returned to the Soo in the belief that there is no place like the Soo. Mr. Hengels is looking around to locate here again. It is hard to beat the good old Soo. William G. Tapert.

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

Buffalo, July 14.—Creamery butter, fresh, 25¢@28¢; dairy, 20¢@24¢; poor to common, all kinds, 19¢@20¢.

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

Eggs—Choice fresh, 19¢@21¢.

Poultry (live)—Broilers, per lb., 20¢@27¢; cox, 11¢@12¢; fowls, 16¢@17¢; ducks, 14¢@16¢.

Beans—Medium, new, \$3.30; pea, \$3.20; Red Kidney, \$3.75; White Kidney, \$3.90@4; Marrow, \$3.75@4.

Potatoes—New, \$1.25&1.50 per bbl. Rea & Witzig.

## Boomlets From Bay City.

Bay City, July 12.—The Bay City Retail Grocers and Butchers' Association will hold their annual outing at Wenona Beach July 28. The invitation tendered by the Executive Committee to the Saginaw Association to join in the outing was enthusiastically received and accepted. A splendid programme has been prepared and a general good time is anticipated.

Central Standard time is again in use in the city. After using Eastern time for several weeks, with which time the majority of the people, including a large percentage of the business men and manufacturers, were well pleased, the Council, by a vote of 10 to 8 Monday night, decided to return to Central Standard time. That the action was very unpopular, not only among the laboring men of the city, but also with the employers is seen in the action taken to-day when a petition was presented to Mayor Kelton, asking him to veto the Council's action. This petition was signed by the heads of practically all the leading manufacturing institutions in the city, by many retail merchants and by the presidents of the Civic League and of the trades council, both acting in their official capacities.

Willard Robinson, who for several years covered the territory north of Bay City for the Chatfield Milling Co. and later with Hammond, Standish & Co., has resigned his position and removed to Tawas City, his former home, where he will engage in the retail grocery business. Willard, while we are sorry to have you leave us, we wish you success in your new venture.

An insignificant little fire which one man put out without even using water was the first cause of a terrible tragedy Monday night in which two firemen lost their lives and three were fatally injured, while the big automobile fire engine, bought less than a year ago at a cost of \$9,000, was reduced to a mass of junk in a collision with the incoming Michigan Central passenger train from Jackson at Wenona avenue crossing.

An old-fashioned Fourth of July celebration was held on the west side of the river Monday, July 5, and was a grand success in every particular. Hundreds of people from nearby towns were in the city and all went home well pleased with the day's entertainment. Not one accident was reported.

F. F. Price, business agent of the Board of Education, submitted to that body Friday night a report on the school census for the present year, showing a total of 15,000 persons in Bay City between the ages of 5 and 20 years—a large increase over last year. W. T. Ballamy.

## Bay City to Hold Monster Outing.

Bay City, July 13.—The Bay City Grocers and Butchers' Association will hold a monster picnic at Wenona Beach on July 28. Committees have practically completed all arrangements for the outing, although a great amount of work is yet to be done.

Alpena and Saginaw have already been invited, while Caro and Midland have been sent invitation to join in the outing. A delegation from the city visited Saginaw grocers and butchers a few nights ago and after a brief visit the upriver merchants to a man stated they would join in on the celebration. Local merchants will visit Midland for the same purpose and a few days later will go to Caro. They are showing a vast amount of enthusiasm and from their efforts should be awarded by the greatest kind of success on the day of the outing. The local Board of Commerce has invited the Alpena Board of Commerce to take part, and co-operate with the Bay Cityans.

Some sentences of a grammatical judge are anything but proper.



### Twenty-Eight Wholesale Groceries Under One Management.

New York, July 12.—Austin, Nichols & Co. opened in Albany to-day the first of what is declared to be an ultimate chain of jobbing houses extending from one end of the country to the other, in which the "economy" idea of merchandising is to prevail; in other words, of going after business with low prices and leaving such expenses as delivery, credit and elaborate clerical systems out of the transaction in consideration of the low price. In a circular letter from the big Brooklyn house the spirit of its new policy is frankly stated to be an effort to put the small retailers in a position to compete with the chain stores and mail order house.

The expansion of Austin, Nichols & Co. is, apparently, in full progress. When the present management took hold, five or six years ago, the corporation had only one house, and all goods sold by its salesmen throughout the country—except in the case of such goods as could be handled on drop shipment—were delivered from the big house on Hudson street. Manufacturers in most cases refused to deliver goods at any point where the jobber did not have a warehouse; acting thereby for the protection of the local jobber, in whose territory the big house was operating, Manager Balfe recognized in this a serious handicap to his plans for expansion, and accordingly set out to establish branch houses in about twenty-five great jobbing centers.

Already the concern has three houses in this city, and regular establishments in New Haven, Waterbury, Bridgeport and Norwich, Conn., Los Angeles, Minneapolis, Charleston, S. C.; St. Louis, Louisville and Indianapolis; also foreign houses in London, Paris and Seville, Spain. The Albany house is only another in the chain, and Mr. Balfe states that he has plans for opening sixteen more houses and giving local jobbers a race for patronage in local districts on a basis which, he declares, will mean a new era for the retailer and a new condition for the chain store expansion to meet.

There are at present something like twenty wholesale grocery houses in Albany, but the new Austin, Nichols house is independent of them all—not a merger, as in the case of its Connecticut chain. The initial force of salesmen will comprise fourteen experienced salesmen, under the direction of Thomas W. McCarthy, Jr., son of the senior member of the firm, and they intend covering a radius of about fifty miles. Mr. Balfe declines to state where his other branch houses will be established. The new establishments will be wholly independent in management, except in supervision from the main office and in the fact that all buying is pooled to obtain the low prices due to buying power.

In his circular letter, General Manager Balfe outlines to the grocers of the new territory his intentions as follows:

"Austin, Nichols & Co. claim to be the largest importing, manufacturing wholesale grocery concern in America or the world. We have enjoyed the reputation for many years of being the largest operators in food supplies in this country. We are now opening a branch in Albany, N. Y., for the purpose of taking care of our friends and customers—the retail grocers.

"We have watched the work of chain stores, mail order houses and other innovations, and we feel it our duty and privilege to line up and get back of the individual retail grocers who have favored us with their business for many years. This innovation on our part, in opening a branch house in Albany, may upset the grocery market somewhat. It may affect the chain stores and mail order houses, but the advantages to our customers in this innovation are so great that we would have rendered them sorry service had we not brought about a condition by which the individual grocer can successfully compete with any chain store or mail order concern.

"Our methods will be new and unique, for we are opening our house in Albany for the purpose of protecting the retail grocer.

"Our terms will be net cash—no cash discount—the goods will be sold ex our store, 20 Tivoli street. You must buy with cash, and cart your own goods, or arrangements can be made at our office by which Frazer & Kelley will deliver goods to any point in Albany at 2 cents per hundred pounds, with a minimum charge of 25 cents. Our prices will be based on net cash terms, with no expense attached to the sale whatever. There will be no large clerical force, no credit department; in fact, every possible expense will be eliminated. Our goods are landed from the cars direct to our warehouse.

"Orders for our Albany branch will be on the above basis, and no other. No cases will be broken. We will place you in a position that no chain store or any other buyer can possibly own the goods at as low a cost as you can if you purchase from Austin, Nichols & Co. A chain store buys for a dozen branch houses, or a hundred, or a thousand branch houses, and his purchasing power, of course, is considerably more than the individual retail grocer's, purchasing for one store.

"We have seventy-five thousand merchants with who we are doing business. They are scattered all over America, and in other zones. Our immense purchasing power and our well-known financial standing is what we are putting back of the retail grocer and we are the only house in America that has the nerve to do it."

### Gabby Gleanings From Grand Rapids.

Grand Rapids, July 12.—O, counselors, our counselors, where are you? You may have been out buying fireworks for the kiddies or you may have been making arrangements for a Fourth of July call, but, nevertheless, you were conspicuous by your absence at our July meeting. However, we had a very pleasant little meeting and handled the ship with a short crew, but would much rather see a nice turnout, so that more might partake of and taste the sweet meats of harmony. Come to, boys, and let us all try and outdo ourselves in attendance hereafter and remember the two fundamental rules of arithmetic that is of interest to our Council, which will boost our membership and standing, namely, addition and multiplication. Let us try and attain that height where none can say naught, but "Well done, good and faithful counselor."

John D. Martin and Frederick E. Beardsley will make their report on the Supreme and Grand Council meetings at our September meeting. A good chance to get an ear full, as they say they have some good points to bring out.

Walter N. Burgess was elevated from Chaplain to Sentinel and duly installed in that office at our last meeting.

As competition is the life of business, there must have been some life or some business, as Walt Farley and Sam Westgate, the popular oil men, were doing the Pentwater branch the week following the Fourth. There should be some smooth roads behind them.

Ray Warren and his tin lizzie were seen kicking up the dust in the vicinity of Montague and Whitehall last Tuesday in the interest of the N. B. Co.

Looked like a convention of Council 131 up the branch last week, as no less than a dozen of the boys were doubling the towns. Must have all had the same hunch for the short week. Eh, boys?

Charles Schierstaedt, the genial little inn keeper at Montague, has improved the looks and sanitary condition of his hotel by screening in his dining room and covering the floor of same and that of the office with linoleum. Charley is a live wire and is always looking after the comforts of the boys. For a pleased stomach and satisfactory treatment you can't beat the Whitelake Inn.

Allen Way and his pill bag were very much in evidence the past week in trying to gain a lost day caused by celebrating the fifth.

L. V. Pilkington.

### Enough to Eat.

Inasmuch as we seem to have been drawn into the European war in about every respect except that of fighting, it is reassuring to be informed by

the Agricultural Department that there is no danger of a food shortage in this country. It would have been a great surprise had any doubt upon the matter been expressed. It will probably be a long time before the American people will have cause to worry upon that score. We had a bumper crop of wheat last summer, and there is much more reason to fear that the speculators will carry it up to prohibitive prices than that there will not be enough to supply our wants. But better than any other country we understand the food value of maize, and if we cannot afford hot rolls, corn pone makes very good eating. There is going to be a larger acreage in almost every variety of farm products this coming season than there has ever been before, and if nature smiles on our efforts we shall garner a record store of her bounties.

### Even to a Barber.

The starving Germans contrive to extract a certain amount of cheer from the commissary economies which the machinations of perfidious Albion have driven them to adopt. One must have a bread license just as one must have a dog license, and meal tickets, or rather flour tickets, are necessary in important dealings with the grocer. But that is not the worst, unless a German paper of very high standing is grossly deceiving its readers. In this paper it is related that a stout burger of Berlin, who had just had himself shaved, asked to have his face powdered. The barber shrugged his shoulders apologetically and shook his head.

"I'm sorry, sir," he said, "but powder is supplied only upon the presentation of flour tickets."

### Inspiration.

I have always believed that men in their innermost souls desire the highest, bravest, finest things they can hear or see or feel in the world. Tell a man that he can increase his income, and he will be grateful to you and soon forget you; but show him the highest, most mysterious things in his own soul, and give him the word which will convince him that the finest things are really attainable, and he will love and follow you always.

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Grand Rapids—Kalamazoo

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E. A. STOWE, Editor.

July 14, 1915.

### THE DODGING KAISER.

Saying that the reply of the German government is a disappointment is a statement which should be explained in the interests of accuracy. It is a disappointment in the sense that the Americans hoped it would be responsive and definite, hastening toward a conclusion. It is not a disappointment in another sense because it is about what was expected in view of the published forecast. It does not appear that as the result of it the controversy is anywhere nearer settlement than it was before this last communication was prepared. Doubtless that is the intention of those who wrote it. Their desire is to prolong the discussion to as great an extent as possible, realizing very thoroughly that time is a sure healer and that the greater the delay, the more opportunity there will be for anger to cool. That is equally noticeable in this country. The spirit of belligerency here is by no means as acute as it was immediately following the Lusitania murders. It would have been very easy to make a break then, but either the people have become accustomed to it or they look at it a little differently.

If the German note had been written for a sensational American newspaper, the city editor would have commended the reporter for the amount of "heart interest" put into it. There are very tender references to the civilians, to the mothers and the children of the German empire calculated to be very tender and appealing. Of course, there are mothers and children and civilians in all the countries and the sorrow of it is that the Kaiser did not take them into account more seriously before and find some way of settling their differences without resort to the slaughter of the fathers and brothers and the outlay of money that will be a tax upon the children of those yet unborn. Reference is made to the effort of the British government to starve the people of Germany by closing the sea and yet repeatedly the German government has publicly declared its possession of supplies of all sorts sufficient to last for years. The German note is written in a very persuasive, appealing way, but it utter-

ly avoids and evades the real issue. There is an appearance of fairness in the proposition to allow American ships properly marked to sail the seas untouched and yet one that had its name and nation marked on the sides in letters several feet long was sunk by cowardly Germans, and, as a matter of fact, it is only offering to give what is a right our ships have anyhow and always. The question of liability for the loss of Americans on the Lusitania is untouched. Of course, the United States Government must reply and it can do so in plain terms without declaring war, and having taken a stand it must with dignity maintain it, insisting upon the rights of itself and its citizens.

It is a matter of profound regret that in such an emergency, a man of backbone like Root or Hay or Cleveland is not at the head of the American Government.

### MR. BURTON BOOMED.

That is a cold an unusual season when Ohio does not have two or three candidates for the Republican Presidential nomination. It vies with Virginia for the reputation of being the home of Presidents. The John Hay Club had a big dinner in Cleveland the other evening and, apparently, the purpose of it was to launch the boom of ex-United States Senator Burton. Additional significance is said to have been given to it by the fact that the enterprise was engineered by Attorney General Turner, a member of the Willis administration at a time when the Governor himself is considered as a candidate. A little thing like that, however, did not prevent the Attorney General from predicting that Mr. Burton would have the solid delegation from Ohio against all comers and all other aspirants. Such statements are not unusual far in advance of a convention, but those on this occasion were accepted as being more than ordinarily reliable.

The event of the dinner was not permitted to pass without the kindly mention of another Presidential aspirant, but as long as it came from another state it did not matter much. Senator Kenyon brought the boom of Senator Cummins, of Iowa, with him and as a speaker at the dinner told the guests something about it and suggested that if they could not name Burton, it would be best to name his neighbor. There is no getting away from the proposition that, next to Root and Hughes, Burton is one of the best qualified of those mentioned. He has had long experience in public life and rendered very valuable service as a defender of the public treasury and the people's money. He has an intimate familiarity with and knowledge of the questions of statesmanship, which inevitably come before the executive. Moreover he is honestly upright, and courageous. Saying all this and giving him his exact dues is not necessarily affirming that he is the best man for the Republicans to nominate. Anyone who wants to be fair about it, however, must concede that they might go further and do worse.

### THE WHEAT CROP'S PROMISE.

The Government's estimate, on the basis of conditions July 1, for a wheat crop of 963,000,000 bushels—13,000,000 above the June indication and 33,000,000 above the estimate of a year ago—was no surprise to the grain trade. There is a reasonable body of opinion which looks for a billion bushels in the final harvest returns, as against last year's bumper yield of 891,000,000.

Such an increase would not come from the winter crop, which in June promised to exceed last year's, but which is now seen to be falling considerably below it. In the spring wheat belt, however, conditions now are as nearly perfect as this country ever sees. All things considered the trade believes that only adverse weather will prevent further enlargement of the present indicated yield.

It is, however, one thing to raise a wheat crop and another to harvest it in good condition. This is the real point in the present winter wheat situation. Another big crop has certainly been raised; it has been generally considered as large as last year's. But there has been too much rain at harvest time, in parts of Oklahoma, Kansas, and Missouri and Western Illinois, to secure the whole crop in good shape and to make high quality.

Still, it is the general belief of the West and Northwest that the wheat crop actually harvested this year will be as large, if not larger than last year. Based on the estimate of this week, 963,000,000 bushels, there could be a loss of 72,000,000 bushels, and still leave as large a crop as that of 1914. Good, dry weather in the next thirty days would greatly favor the size of the winter wheat crop, and the recent favorable conditions in the Northwest are expected to turn out as large a yield there as has ever been secured. A good crop is in one sense due there, because of the poor yield in the past two seasons.

Supposing the expected bumper wheat crop, the question of what we shall be able to export becomes peculiarly interesting. In the crop year ending with last month, exports of flour and wheat from the United States were by far the largest on record. They aggregated 332,000,000 bushels, compared with 145,590,000 bushels the previous year, and with the preceding high mark of 234,772,000 bushels the season ending with June, 1902, after a wheat crop which was never matched in our history until 1913.

To export more than 300,000,000 bushels of wheat and flour this year would require an average outgo of more than 1,000,000 bushels a day. Since less wheat has already been sold for Europe since July began than was sold a year ago, when the average daily shipment exceeded the million-bushel mark, it will require a heavy increase in the foreign demand from now on to match last year. The trouble with the export trade of late, however, has been the absence of large offerings by the farmers. Furthermore, the men who are now con-

ducting the export business are shrewd buyers, and do not mean to repeat last year's experience in a runaway movement of prices.

Plainly enough, however, their success is largely dependent on the crop which Europe raises at home. It is true that war conditions tell heavily against normal European crops; but on the other hand, last year's European wheat yield, although harvested mostly before the war began, was far below the average, because of unfavorable weather. How far the diversion of field hands to the armies will of itself affect this year's harvest, remains to be seen.

As to weather conditions, they have not by any means, been altogether favorable. Drought had prevailed in Western Europe, but the past week there has been some improvement; rains have fallen, and the European grain trade's expectations are now for a yield in the eight leading European countries of 1,625,000,000 bushels. This would be a reduction of 218,000,000 bushels from the average of recent years, but would compare with 1,590,000,000 in 1914. Estimates on Central Europe are difficult to make with confidence, however, and the increase over last year is expected to be largely in Italy.

The wheat situation, taking the whole world, is different this year from a year ago. Argentina and India are exporting much more freely, and Austria is expected to be shipping in about six months. Whether Russia will be able to export liberally is problematical. Exports from all leading surplus-producing countries, in the crop year ended July 1, 1915, were 598,000,000 bushels, or 65,000,000 bushels less than the previous year, and 64,000,000 bushels below those of 1912-13. The big increases over the previous year were from America and Argentina, and loss from Russia.

Into this situation will possibly come a surplus of 350,000,000 bushels from our own crop of 1914. That would be the largest ever known, and slightly in excess of last year's. What prices will do depends upon the foreign demand, the outcome of the harvest, and the attitude of the farmers towards the market.

Every now and then, indeed twice in a while, there is public speculation as to what Col. Roosevelt will do politically. That there is so much of it, simply emphasizes the impression that his possible activity is very much feared by those whom it might oppose. Not long ago after the successful conclusion of his libel suit in Syracuse he declared that he is out of politics permanently and for good. The wiser way for those who do not like him and who fear that he might get into the game again is to leave him alone and keep as quiet as possible lest they stir him up and induce him to busy himself with affairs in which even now he might be quite potential.

Wise is the chap who uses his stumbling blocks as his stepping stones to success.



### FOR THE PICKLING SEASON.

By the middle of July, the grocer should have laid his plans for the pickling season. While spices are in demand to some extent all the year round, it is in the latter part of summer that the merchant finds their sale the largest and his returns, if business is rightly handled, the most profitable. A good part of the right handling necessary to profit consists in looking ahead and laying careful plans for the handling of this class of business. Normally, the merchant's business in spices and pickling supplies should increase steadily from year to year. Nevertheless, there is need for careful buying and a cautious selection. The grocer should, before he orders, have his clientele sized up and know pretty well what quantities he can readily dispose of. This is true of all classes of goods; it is eminent-

upon the extent of the business and the facilities available.

Incidentally, with bulk goods, it is a wise precaution to provide a separate scoop for each spice. A trace of curry powder in the ground cloves is not calculated to favorably impress the particular customer.

In spice selling, the watchword should be "quality." The merchant's wisest course is, in his advertising and personally, to impress upon his customer that the best of spices are requisite to the preparation of successful pickles, catsups, sauces and condiments. The modern housewife, who takes pride in her culinary skill, will be willing to spend a few cents more to ensure high quality and satisfactory results.

An important point in the handling of spices is the care exercised in weighing. No merchant who is wor-

out every year a little recipe book to a selected list of customers. Another advertises the fact that he keeps on file in his store pickling recipes of all kinds. The woman who has mislaid her recipe for chow-chow knows that she can get a fresh copy from Grocer Jones. Jones, in fact, has his stenographer typewrite a copy, and fills in the time by selling Mrs. Smith the necessary ingredients. There are various ways of utilizing the recipe to get additional business; they will naturally suggest themselves to the ingenious merchant who takes the precaution to plan his selling campaign ahead.

Suggestion on the salesman's part will help to swell business. To the woman who asks for 5 cents worth of curry powder, it is an easy matter for a tactful clerk to suggest, "Why not have us put up a complete line of

sult of improper keeping, their quality has deteriorated.

It is worth while for the merchant who talks quality to use every effort to the end that his goods will give his customer thorough satisfaction. For the Quality Store, the satisfied customer is the best advertisement.

### Victor Hugo's Prediction.

A day will come when the only battlefield will be the market open to commerce and the mind opening to new ideas. A day will come when bullets and bombshells will be replaced by votes, by the universal suffrage of nations, by the venerable arbitration of a great sovereign senate, which will be to Europe what the parliament is to England, what the diet is to Germany, what the legislative assembly is to France. A day will come when a cannon will be exhibited in public museums, just as an instrument of torture is now, and people will be astonished how such a thing could have been. A day will come when these two immense groups, the United States of America and the United States of Europe, shall be seen placed in presence of each other, extending the hand of fellowship across the ocean. Victor Hugo.

### In Woodland.

Many years ago, when the late Chief Justice Beatty was a young lawyer in Sacramento, a client came in for advice. He said he had hired a horse to go to a neighboring town, for a dollar, but when he had returned the liveryman demanded a dollar more. "What for?" the client had asked. "For the ride back." The young lawyer gave some instructions, which the client followed. A little later he went to the liveryman and asked how much it would cost to hire a horse to go to Woodland. "Five dollars," was the reply. The client hired the team and went to Woodland. When he returned he rode home with a friend. He went to the stable and paid the keeper \$5. "Where is my horse and carriage?" asked the owner. "In Woodland," was the unconcerned reply.

### A Pertinent Query.

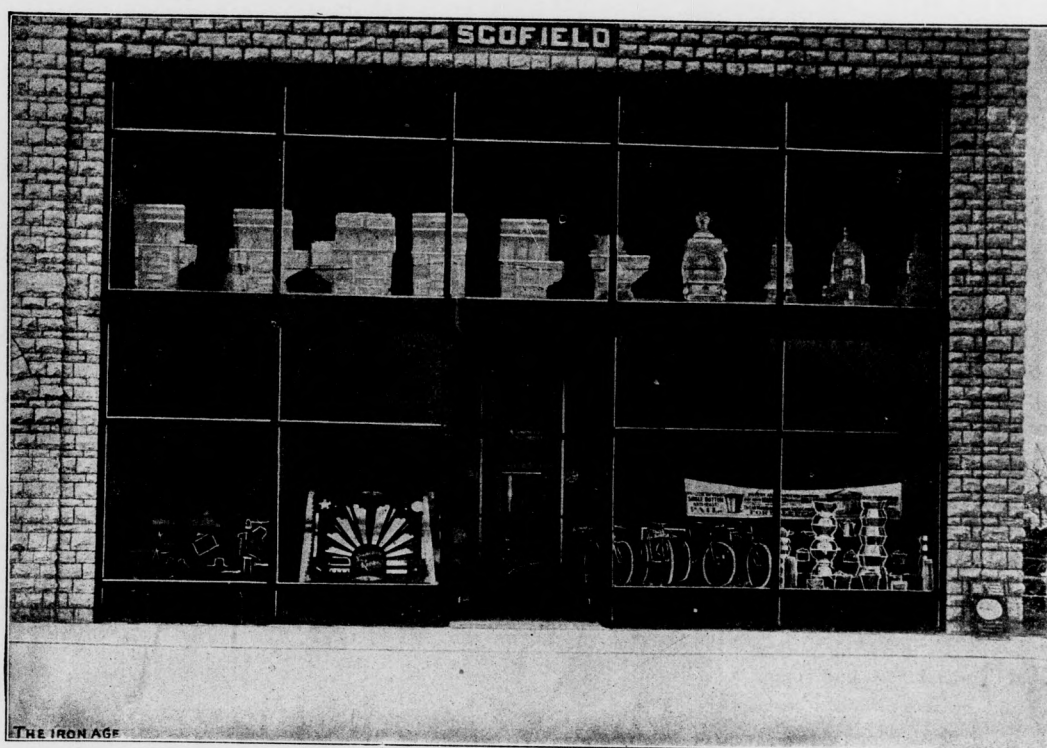
A San Francisco woman succeeded only after much persuasion, in getting two little Chinese boys to attend her Sunday school. As they left each Sunday she told them not to forget their pennies for the next Sunday. For several Sundays the young Celestials brought their pennies. Then one Sabbath, as the teacher passed the collection box, one of the little Chinese looked up and asked:

"What matter? God bloke all time?"

### Retail Death Dealer.

"When I was a boy," said the gray haired physician, who happened to be in a reminiscent mood, "I wanted to be a soldier, but my parents persuaded me to study medicine."

"Oh, well," rejoined the sympathetic druggist, "such is life. Many a man with wholesale aspiration has to content himself with a retail business."



Novel Two-Story Show Window Effect in Hardware Store of the Scofield Company, Sturgeon Bay, Wis.

ly true of lines which, like spices, are apt to depreciate in value as a result of being carried over or kept too long in stock.

In this connection, storage methods are important. It must not be forgotten that most spices contain a volatile oil, and that upon this oil depends to a large extent the strength and quality of the spice. Such oils easily evaporate on exposure to air. The remedy is to provide a receptacle or container which will prevent too rapid evaporation. The tin canister in which spices are sometimes sold forms a good container provided it is not allowed to become dented or cracked in any way. Some grocers use glass bottles with glass stoppers, which not merely preserve the strength and quality of the goods, but facilitate display. Where the amount of spice business done is quite large, air tight bins with glass or mirrored fronts are very attractive. The method of storage will depend, largely,

thy of his calling would for a moment think of giving short measure; neither, if he is to handle the business profitably, can he afford to give extra measure. Absolute accuracy is essential. If the grocer has not already seen to it, now is the time to take each individual clerk aside and explain to him the importance of giving absolutely accurate weight, particularly in the handling of spices where a very slight difference in weight may mean the difference between loss and profit.

Much can be done by the aggressive grocer to develop new business in spices. Much can be done, also, by a wideawake clerk who makes a specialty of this class of business. The suggestion of new pickling recipes, of novelties in the weigh of sauces, will have the effect of stimulating the housewife to wider experiment; and this, in turn, means the purchase of a greater variety of spices and of larger quantities. One merchant sends

spices for you right now, and avoid having to make a special trip down town for a few cents' worth of something?" The suggestion must, of course, be tactfully put; but many a woman can be successfully impressed with the advisability of keeping in her kitchen cabinet a complete line of spices, not merely for use in the pickling season but to have on hand all the year round.

Here is a worth while point for the merchant who is trying to develop a quality trade. Impress on the individual customer the importance of keeping the spices separate in airtight tins, or jars. In many households the practice is to dump the little spice packets, wrapped in paper as they come from the store, all into the one box or drawer. The result is that the quality rapidly deteriorates, and each spice comes ultimately to taste of all the others. The grocer, who is not to blame, is accused, tried and found guilty of handling inferior goods—just because, as the re-





### Some of the Common Causes of Bankruptcy.

Written for the Tradesman.

We are speaking here, not of fake bankruptcies, gone into purposely and for profit, but of real cases of owing more than one possibly can pay, and being compelled to settle with creditors at their loss. With the other sort alluded to, I take it that very few Tradesman readers ever have anything to do.

A bankruptcy doesn't just happen. It commonly is the natural result of causes easily discerned. While some of these causes, such as financial depression and the like, are not subject to individual control, there are many bankruptcies that might be prevented if only correction were applied in season to erroneous methods and tendencies.

It would be well for every young merchant—and many an older one as well—to keep a little slip somewhere about his desk where it frequently would catch his eye, bearing these words—Avoid the beginnings of bankruptcy. It would be well if such a warning could be sounded in the ears of young men who are about to indulge their ambition to go into business for themselves.

This is not intended to be sensational, nor to unnerve any one in respect to taking the risks which are a necessary part of all buying and selling. But when old, large, long-established and supposedly ably managed concerns sometimes go to the wall, it certainly stands every lesser merchant in hand to consider often that failure is not impossible in his own case.

A real bankruptcy always is pathetic—sometimes little short of heart-rending. To the young merchant it means not only the loss of the money, time and energy he has invested in his disastrous venture, but also a blight on his credit and reputation as a business man, that is apt to prove permanent. The honesty of his intentions may be unquestioned, but the fact that he has once been compelled to make an assignment will cause prudent wholesalers and bankers to be wary of trusting him again. To the middle-aged or elderly dealer, bankruptcy usually means a wrecking of hope as well as of fortune. The unhappy man feels himself to be down and out and lacks the courage to make a fresh start. With either young or old there often is poignant regret for having caused loss to friends and relatives who helped finance the ill-starred enterprise—friends and relatives who are less able than the busi-

ness creditors to part with their money, and less likely to look with a broad charitableness upon the lack of success.

What has been said regarding bankruptcy applies, although perhaps with somewhat lessened force, to all those cases where business that is seen to be running behind is sold or otherwise wound up before actual failure becomes inevitable. In every such instance there is money loss and bitter disappointment, even if public ignominy is avoided.

Among the cases of bankruptcy which ought to be preventable are the many that are directly due to lack of knowledge and experience. A young man with a little money, perhaps left him from his father's estate or furnished by his wife or her people, sets up for himself. Possibly two or three men, each with a small amount of capital but with very limited business experience, go in together. Hope runs high. They have inflated ideas regarding the success of young blood. They even aspire to teach their older competitors a lesson. "In the bright lexicon of youth there's no such word as fail." They run along a few months or maybe a few years, buoyed up by their own delusions. But things do not go right, and the poor boys do not know how to apply corrections or where to put on the brakes. In due time the disastrous end comes.

In nine out of ten of these cases, failure in some form was a foregone conclusion from the start. Failures of this kind are preventable—strictly so—but only by such tyros waiting until they have served a proper apprenticeship in stores managed by experienced men, before they start in for themselves.

Particularly is this true of the dry goods business, for of all the lines commonly handled, dry goods require the most thorough knowledge. It has been emphasized before in these columns but it will bear repeating, that the knowledge necessary for buying and selling dry goods and managing the business can not be picked up in a few months.

Poor location is responsible for some failures—the wrong town or the wrong place in the right town has been selected, and it is not found possible to work up a paying business. In a sense the successful man always compels circumstances, but the shrewd merchant does this by placing his store where it is easily accessible to the trade he wishes to cater to, rather than by trying to draw customers to an inconveniently located store.

Bad buying and overbuying—each causes its full quota of bankruptcies. Also attempting to do business on insufficient capital, especially when in competition with large and complete stocks.

Running expenses too heavy for the amount of business done are another cause. High rent, expensive help and too much help—these easily may take all the profits and more. In a time of depression it seldom is practicable to cut down expenses in proportion to the reduction in volume of business.

The running expenses present now perhaps the most difficult problem in retail merchandising. The public demands handsome, luxuriously appointed stores and high class service. At the same time competition never was so keen and the trend is constantly toward closer margins of profit. To reconcile these two antagonistic tendencies—to serve the public acceptably and at the same time offer goods at prices that will sell them—this is no light and easy matter under present conditions.

Giving credit too freely and to the wrong people, with the result of a lot of poor accounts when ready money is needed instead—this is another snare. Not so many lose out in this way now as in the days when the advantages of the cash system were not so generally understood.

Dissipation and fast living—that these may cause even an old and once wealthy firm to be obliged to close its doors is too well known to need more than passing mention.

Keeping a business all the time drained of funds that properly belong in it in order to make outside investments—to buy real estate, mining shares or to speculate on the stock exchange—this foolhardy policy is the causes of the financial downfall of many bright and seemingly sagacious merchants.

Closely akin to this class of failures is that other large class that may aptly be called the bankruptcies caused by extravagant living expenses. Too expensive living is the peculiar pitfall of the small merchant who is the sole proprietor and manager of his business.

A man working on a salary, even though a slender one, commonly lives within his income. When a business yields only a small net sum, say \$20 or \$30 a week, it is plain that the merchant and his family should not expend more than that to live. This is so simple that any child can grasp it.

But possibly the dealer doesn't do much book-keeping and doesn't know very accurately what he is making. Very likely his wife's ideas of his actual income are even more indefinite than his own. Anyway his circumstances are more elastic than if he were receiving wages in an envelope

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every Saturday night. By deferring the payment of two or three good-sized bills he can purchase an automobile. His wife wants good clothes and some things for the house. She feels she ought to have them, for is her husband not "in business?" It is very easy to run the living account up to two or three thousand a year, when it should be kept down to less than fifteen hundred. When the sorry end comes, the real cause of the failure is not hard to trace. Fabrix.

#### Sparks From the Electric City.

Muskegon, July 12.—Muskegon now has a motto and intends to live up to it to the letter. Our motto is, We Can and Will.

In the last issue of the Modern Grocer, a trade paper circulating among retail grocers, it was stated that a picnic is to be given to the retail merchants of Muskegon by the jobbers of Grand Rapids, where most of the local merchants do their purchasing. The Modern Grocer is misinformed, as the picnic is under the auspices of the wholesalers of Muskegon and most of our merchants patronize the local wholesale houses more than they do our brother wholesalers of Grand Rapids, which is only natural.

The business men's picnic will be held at Lake Michigan Park Wednesday, August 11, when all local merchants will declare a holiday. One hundred and fifty dollars has been provided for cups and medals for individual prizes for the events. The feature of the picnic will be a baseball game played on Lake Michigan. Lew Earle, of actor colony fame, has charge of the aquatic sports. The bases will be rafts, as will the pitcher's box. The batter will stand on a spring board and the outfielders will cover their positions in canoes. Handicap speed motor boat races will be given on the lake front. A motor boat parade and exhibition by the United States coast guards are also on the programme. The committee has informed the writer that all possible is being done to ensure the people a good time.

Two men tried to hold up the Peter Spaiolo fruit stand last week, but Pete was too swift for one of the boys and struggled with the bandit. The revolver accidentally shot the robber. The citizens appreciate Pete's bravery so much that a subscription paper is being circulated to buy Pete a medal.

Louis P. Heere's drug store, at Sixth and Mason streets, was destroyed by fire last week on account of a careless youngster dropping his lighted punk in a display of fireworks.

The next meeting of Muskegon Council will be held Saturday afternoon, July 17, and quite a few candidates are expected. All out-of-town prospects who would like to join the U. C. T. kindly report at Maccabee hall, over the Union National Bank, and we will be glad to act on your petition.

A large delegation of Muskegon autoists are planning to go to Grand Haven Monday afternoon to escort the West Michigan Pike tourists to Muskegon. It is expected that about 200 of the local autoists will be on the job.

Mrs. A. W. Stevenson, wife of our chaplain, and Miss Stella Kampenga, daughter of I. Kampenga, the local grocer, with a party of friends have taken a trip to the Pacific Coast and intend to take in both fairs.

Milton Steindler.

There seems to be more blockheads in the world than wooden legs.

It is awfully hard for some of us to find thoughts to fit our words.

#### After Dinner Mints by Noah Artie Choke.

Written for the Tradesman.

I was sitting in one of Roy Hinckley's easy chairs over at the Hartford House the other day, listening to the fellows telling about how quietly their automobiles would run, when in came Hopkins, of Kalamazoo, who had just driven up without our hearing him. "Pretty quiet old boat," says Charles Nason, from Grand Rapids. "Yes," says Hopkins, "the only way I can tell whether she is running or not is to get out and look at the fan. If I can see it, she is running."

"I have a quieter car than that," says Icenogle, the lumber peddler. "The other day I was running along when I thought I heard some slight noise. I got out and looked her all over and couldn't find anything. I drove on a few miles and heard it again. This time I looked the car over carefully and finally found the top of the oil can was not screwed on tight and rattled slightly in its socket." "That's nothing," said Harmon, "my car is so quiet that it does not even need any gasoline. I have taken off the gas tank and use it for a reservoir on my kitchen range. I run it by just putting water in the cylinders and I am afraid all the time that it will kill some one because it is so quiet no one can hear it coming."

Just then Fred Hubbard came in and got trusted for a cigar and Martin Smith drove up with new car and after listening to the line of talk a while ventured to say that he had some silent tub himself. He said he was driving along the day before when he thought he heard some slight rattle. He got down and looked over everything about the car, found nothing, and drove on. The rattle still continued, so he pulled up again in the shade of a maple tree and went over every nut and screw and saw that they were all tight. He was just about to drive on when he happened to put his hand in his pocket and discovered a dime and a quarter that were rubbing together, thus making the jingling noise that had so bothered him.

Several of the boys got up and started for bed and Will Boseman said he didn't want to doubt Smith's word, but he didn't believe any man who owned an auto ever had 35 cents in his pocket at one time.

Weekly Poem by Hal Cornwell, Lawrence.

The lightning bug is a beautiful bird, But it hasn't any mind.

It dashes through this world of ours With its headlight on behind.

Rippinger, the ham man, said he was in a drug store the other day when a woman came in and threw down some moth balls, saying they were no good. The clerk asked her why and she related how she had thrown ball after ball at the pesky moths and never hit a blamed one.

Dear Noah—Can you tell me where I can find the letters of Jane Welsh Carlyle? Merrifield, Bloomingdale.

Look up Jane's husband. He, no doubt, has them in his pocket.

Dear Noah—I own a ford car and

have seven in my family. My mother-in-law is coming to visit us. How can I manage to get them all into the louse? Wib. Warner. Paw Paw. Try a shoe horn.

To exchange—I have an old wheat cradle and a good ox-yoke, used but little, which I would like to trade for a second hand ford. Lew Welden, Battle Creek. Artie Choke.

#### When You Move Your Family.

Guard your family from contagious disease germs in the new house. It has been proved that thousands of tuberculosis and scarlet fever cases annually are the result of moving into houses which have not been disinfected.

Secure the "health history" of the

house you expect to buy or rent. It will be supplied by your board of health, your health officer or any physician who practices in your town. If it has housed a tuberculosis patient, don't take that house; find another.

No matter what the "health history" of the house, have the plumbing examined, the drains flushed and the entire house disinfected.

If the walls are to be repapered, have the old paper removed.

Do not move into any house where the cellar has been flooded and is moldy.

In towns where there is neither city water nor sewage system, make sure that the well and the cesspool are widely separated.

## SUMMER GOODS

We still have a good assortment of *White Goods* and colored thin *Wash Goods* which we are closing out at reduced prices.

Good assortment of summer *Underwear* and *Hosiery*.

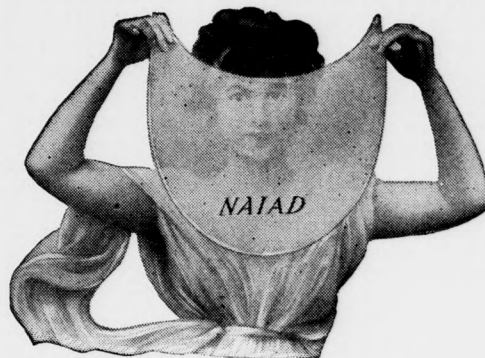
For prompt and efficient service write or telephone your orders to

**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



## THE MEAT MARKET

### Talks by the Butcher Philosopher.

Last Tuesday I happened to go into a meat market while the proprietor was trying to sell a woman customer a piece of loin pork. After a good deal of talk and close inspection on the part of the customer, she decided that the meat was not as good as she wanted it to be, and walked out without buying anything. I looked at the meat and decided that it was no wonder that she was not suited by what he had to show her, as it was stale and in a smeary condition.

While the proprietor was wiping away at it and trimming it, he told me that business had been very poor the Saturday before, and that, in consequence, he had gotten stuck on a box of pork, having bought one box more than he should have, because the wholesale price had been a little lower than ordinary when he went to market.

This butcher also had some fowl on hand from the previous week, and they were bothering him a good bit, since they had been none too fresh when in had purchased them. He said that he was going to try and close them out for whatever they would bring.

After inspecting his box and finding that the mutton and lamb was also hung over from the week before, and, as a rule, he was one of those butchers was so afraid of running short, I no longer wondered at his complaints that business was not as it should be; even though he gave me the same old story that these happened because of things that were beyond his control and that he couldn't be blamed for them.

In the first case, and especially now that the weather is warm, great care should be exercised by every butcher to see that he does not buy more than he can sell. If he does this, Saturday night will always find him with a tolerably clean box. As a rule, that can be accomplished and always will be by the smart butcher.

But at that a condition may arise on Saturday that will cause a slump in business, causing even the most careful butcher to get some kind of a sticker. This may be in the nature of a hot wave, or else a spell of stormy weather, which is bound to cut the volume of business. If such a condition should arise, the wise butcher immediately gets on the job Saturday night planning how he will get from under, for he knows that Monday or Tuesday must be devoted to action, and not to thinking about what action is going to take place.

Various ideas suggest themselves according to the kind of a shop it

is and class of trade which is catered to. If the shop happens to have a large order trade, such things as loins of pork, chickens or pieces of roast might be forced out by a Monday's special sale, as it is always better to sacrifice meat while it is in good condition, rather than to wait until it is in more or less unsalable condition.

If the store has a running trade a special sale for Monday only of odds and ends which were carried over from Saturday, but which are still in a good condition, will often do the trick, as frankness usually pays. One butcher goes even further than that when he gets a little sticker. He has a wooden box about 5 by 3½ feet and about three feet high. Inside of that is a metal box with a cover six or eight inches smaller than the wooden box all around. If he has a few loins of pork, or chickens, or anything like that left over after Saturday night, he places them in the tin box, covers them carefully, and puts ice and rock salt between the two boxes. This will make a sort of a freezer good enough for small amounts of stock for a few days. It is used only when he has stickers. As a result, the stuff is in first-class condition when he is ready to try and sell it, and very little finds its way into the scrap box in that market. It is a scheme that other butchers could use to their advantage.—Butchers' Advocate.

### Curing California Hams.

California 'hams or sweet pickled shoulders are generally handled in a somewhat cheaper pickle than ordinary hams. For instance, in a formula for ham pickle, using 400 pounds of sugar to 1,500 gallons, 300 pounds of sugar would be ample for California ham curing. It is a very difficult piece of meat to cure, especially if the hogs are not properly chilled. As the shoulder is one of the thickest parts, it is one of the last cuts to chill through. It is the general practise to pump California hams before curing, and in so doing they should be pumped very heavily in the veins and under the shoulder blade, these being the two places where the meat first shows symptoms of trouble. Otherwise the chilling and general handling is practically the same as with other hams.

A successful method of handling and formula for curing sweet pickle California hams is as follows:

When green, leach 48 hours, with a sprinkle of salt. Pump three times, once in the shank, once on top of the blade and once below the shank. Pump on second overhauling with two

stitches, one in the shank and one in the body; overhaul the same as other hams. For making the pickle for California hams use the following formula: To 1,500 gallons of pickle, 75 degree strength, add 300 pounds sugar, 88 pounds saltpeter. Mix in the usual fashion.

### Veal Loaf.

Take twenty-two pounds of veal and chop very fine. Add one and one-fourth pounds of finely chopped liver and a few shallots to taste. Then add one-half pound flour, nine ounces salt, one and one-half ounces white pepper, one-quarter ounce cloves and one-quarter ounce ground cardomen seeds. Grease a tin with lard and fill with the above mixture. Cover the top with small pieces of lard and bake for two hours. Pour off any fat and keep tightly pressed in tin with weights of some kind. Let remain until it is perfectly cool, when it is ready for use.

### Cleaning Musty Icebox.

Musty iceboxes are caused primarily by the existence of stale meat in the box. Take all the stock out of the box. Remove the racks. Scrub thoroughly with hot water to which a liberal amount of washing soda has been added. Pay particular attention to the corners and to all crevices, seeing that no animal matter is caught in them. Scrub the racks as well, and let them dry in the sun, if possible. Be sure the box is absolutely dry before putting meat into it again. This will probably remedy your trouble.

### G. B. READER

Successor to MAAS BROS.

Wholesale Fish Dealer



SEA FOODS AND LAKE FISH  
OF ALL KINDS

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

### Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.  
Send for Samples and Circular—Free.

Barlow Bros., Grand Rapids, Mich.

AS SURE AS THE  
SUN RISES

**Voigt's**  
**CRESCENT**  
**FLOUR**

Makes Best Bread  
and Pastry

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

**NAUMANN COMMISSION COMPANY**

Eastern Market, Detroit, Mich.

Reference:

Peoples State Bank

The Trade Generally

Members of

The Michigan Poultry, Butter and Egg  
Shippers Association.

Detroit Produce Exchange.

Mention Michigan Tradesman

## PEACOCK BRAND

On Ham, Bacon or Lard

is the guarantee of

**Cudahy Brothers Co., Cudahy, Wis.**

that the dairy fed pig was especially sorted out from the drove to bear this brand—particular attention was paid to it in all the departments through which it passed—the killing, cutting, curing, smoking, packing and shipping departments until delivered to the transportation company for shipment to our customers.

If you are not handling this brand mail us a trial order.

**CUDAHY BROTHERS CO, Cudahy, Wis.**

## DELIVERY WAGONS

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

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

**SHERWOOD HALL CO., LTD.**

30-32 Ionia Avenue

Grand Rapids, Mich.



### Fraudulent Traffic in Eggless Egg Noodles.

Washington, D. C., July 12.—Recent activity on the part of certain noodle and macaroni manufacturers in selling noodles artificially colored yellow as "egg noodles" when they contain little or no egg, has led the Federal and state food officials to seek means of stopping this fraudulent traffic. It is the custom in taking up matters of this kind to afford an opportunity for a hearing to all manufacturers and other interested parties in order to permit them to present reasons for or against trade practices. Accordingly, the Joint Committee on Definitions and Standards, representing the Association of American Dairy, Food and Drug Officials, the Association of Official Agricultural Chemists, and the U. S. Department of Agriculture, recently held a hearing in order to secure all possible information in regard to the manufacture of noodles, macaroni, and similar alimentary pastes.

To the average person it would seem an easy matter to answer such question as "What are noodles?" or "What are egg noodles?" or "What is macaroni?" The question, however, is not so easy to answer if put in this way: "How much egg must a manufacturer add to his noodles before he is legally entitled to label his product 'egg noodles'?" The question of amount might be stated this way: "If the manufacturer uses just a trifling amount of egg, can the product legally be labeled 'egg noodles'?"

It was brought out at the hearing that fraudulent practices have crept into the manufacture of noodles, macaroni, and spaghetti which make it difficult for reputable manufacturers of unadulterated goods to meet the competition of the cheapened product, whereby the consumer receives an article that contains foreign coloring matter but much less nutritive substance than the genuine noodles or macaroni he expects to receive. Good egg noodles should contain a substantial amount of egg, but articles labeled "egg noodles" which contain only a trace of egg and in some instances none at all have been put on the market. The eggless "egg noodles," for example, are artificially colored yellow by means of dye, so that to the uninitiated they look exactly like the noodles that contain real egg. Some manufacturers have been unable to see why they should add eggs at from 30 to 50 cents per dozen when the same characteristic yellow can be obtained by the addition of a dye at a cost that is comparatively negligible. Where the output of a factory is large, the illegitimate profits made by substituting yellow dye for eggs may be very great.

If noodles were sold merely for ornaments it might make little difference to the purchaser whether the yellow came from an egg or from a dye, but when considered as food, whether or not they contain any egg or enough egg to be of value as food, is important. For it is possible to make yellow noodles without any eggs at all and also to spread one egg over a great many noodles and add enough dye to give an attractive color. It is important, therefore, to find whether a mere suspicion of egg employed in an attempt to escape the law on a technicality would be considered in the trade justification for calling the product "egg noodles."

Dye has been used also for the purpose of deception in the manufacture of macaroni. The best grade of macaroni is made from the semolina of Durum wheat. This semolina is rich in gluten which consists of the nitrogenous substances of the grain, and is high in food value. This wheat has its own characteristic yellow color, which is rightly associated in the minds of purchasers with the higher grade products. The yellow color, however, can, like that of the egg, be accurately reproduced by use of certain dyes. It has become the practice for certain manufacturers to make macaroni from grades of flour which are much less expensive than those from which macaroni is customarily made. This cheap substitute is artificially colored, by the addition of a dye, to look so nearly like the high grade, genuine Durum semolina macaroni that the ordinary purchaser is completely deceived.

Artificial coloring matter in noodles and macaroni serves no useful purpose whatever. It is added solely for the purpose of deception. Even a harmless dye adds nothing in the way of taste or nourishment. An easy way to determine whether macaroni and noodles have been artificially colored is to examine the water in which they have been cooked; if they have been artificially colored with soluble dyes the water will be yellow. This, however, is not an infallible test, as some of the yellow dyes employed do not dissolve or color water.

There have been regulations about how much water should be in butter. It is possible to mix in more water than is natural, with the result that the buyer pays butter-fat prices for water-tap product. The same excessive dilution of macaroni and noodles is possible. For this reason, information also was sought at the hearing in regard to the legitimate moisture content of macaroni and noodles and the relation of the moisture content to the statement on the packages of weight. The amount of moisture that should be permitted has an important bearing on the application of the net weight amendment of the Food and Drugs Act to such products. A pound of macaroni that contains 1 per cent. moisture has more nutritive substance than a pound of macaroni otherwise equal in quality that contains 15 per cent. or more moisture. The investigations made by the Department of Agriculture have shown that there is a very great difference in the amount of moisture in macaroni, noodles, and similar alimentary pastes now on the market. Water added in excessive amount and sold at the price of macaroni is even more profitable than dyed dough at the price of egg noodles.

Those who appeared at the hearing before the Committee on Definitions and Standards agreed that in order to put competition within the industry on a fair basis, and to guard the interests of the consumers, definitions should be adopted that would absolutely prohibit the use of artificial coloring, fix a minimum egg requirement for articles sold as egg products, and also define the amount of moisture that may be permitted in the products. What these limitations and requirements shall be is now being considered by the Committee on Definitions and Standards.

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### Advertising Words, Phrases and Combinations.

Written for the Tradesman.

III

July Clean-up  
July Sale Now On  
July Mark-down Policy Prevails  
July Crowd Accumulators  
July Counter Crowding Specials  
July Bargains Ripe for the Picking  
July Chances You Can't Afford to Pass Up  
July Sweep Sale  
July Clean-up Sale  
July Mark-downs  
July Shopping Delights  
July Economies  
In July We Cut the Price to the Quick  
July Quick Action Specials  
July Stock Turning Stunts

July Quality Budget  
July Trade Magnets  
Peerless July Bargains  
Radical July Bargains  
Charming July Bargains  
Attractive July Values  
Stunning July Values  
Winning July Values  
Tempting July Specials.  
Alluring July Specials  
Drawing July Specials  
Nominal July Prices  
Small July Askings  
A Busy Whirl of July Bargains  
July Values That'll Soon be Snapped Up

### Mid-Summer

By substituting the word "Mid-summer" for "July" in the last section, all that is said specifically concerning the month may also be claimed for the Mid-summer period, and these in addition:

Mid-summer Doings at—  
Mid-summer Ammunition  
A Mid-summer Message  
Mid-summer Hot Shots  
Mid-summer Bargain Sparks  
Mid-summer Dump Sale  
Mid-summer Moneysavers  
A Plethora of Midsummer Values  
Carloads of Mid-summer Specials  
Our Selling of Mid-summer Merchandise  
Mid-summer Sale Interest High  
A Cool Store for Mid-summer Shopping  
Cooling Accessories for Mid-summer Comfort  
We Encourage Mid-summer Economy by Our Price-reduction System

### Money

Money-wise  
Little Money, Big Value  
Make Your Money Go Far and Buy Much  
Money-Saving  
Chances  
Prices  
Reductions  
Opportunities  
Occasions  
Convincing evidence of Your Money's Buying Power  
The Power of Your Money Never Commanded More  
The Maximum of Value for the Minimum of Money

Frank L. Fenwick.



Fire Chiefs generally are enthusiastic about Reynolds shingles. They say they reduce fire-hazard in a great degree.

There is nothing to be gained by using cheap roofing—the few cents you save will soon be put back into repairs and even then you will not have a "Reynolds Guaranteed Roof."

The safe way is to practice "Safety First" and use Reynolds shingles in the beginning. If the old roof leaks take it off and put on a Reynolds.

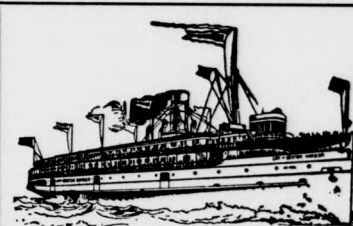
For sale by all Lumber and Building Supply Dealers.

Write for free booklet.

H. M. Reynolds Asphalt Shingle Co.

"Originator of the Asphalt Shingle"

Grand Rapids, Mich.



CHICAGO BOATS

Graham & Morton Line

Every Night

### A Safe Match

Means a Safe Home



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

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

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

Made Only by

The Diamond Match Company

## PURITAN INSTITUTE

SHELDON AND OAKS  
GRAND RAPIDS, MICHIGAN.

# ECZEMA

AND ALL  
SKIN AND SCALP DISEASES

SUCCESSFULLY TREATED

Puritan Plaster Method for External  
**CANCER REMOVAL**

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

A. T. HOXIE, M. D., Supervising Physician

ALYAN BROWN, President

JESSE J. FOX, Superintendent

MRS. MAE HAUCH, Supt. Ladies Dept.

S. V. MAC LEOD, Secretary

Send for Cancer and Eczema Booklet





The Rockford State Bank is now located in its new building.

The two banks of Charlotte have decided to close their doors every Thursday afternoon during July and August.

Judge Miner has dismissed the bill in chancery filed by James Conlon, B. H. Kingsbury and George Haffner, against Charles E. Sutton and the other directors of the Lennon Commercial Bank. The plaintiffs withdrew from the Lennon Bank about a year ago and were given a bond of \$10,000 protecting them from further liabilities of the Bank. Despite this, however, they were sued by a Flint bank, on the alleged ground that they were still liable for their share of a loan of \$10,000 made to the Lennon Bank. The court held that they were fully protected by the bond they held, and that they had sustained no injury through the continued use of their names on the Bank stationery.

The convention held in Chicago last week under the leadership of B. F. Harris, the Champaign banker, is an expression of one of the most important movements now going on in the United States, that of relating the business of the banker and the farmer more closely to each other, and the addresses show a strong appreciation of the central idea. A few years ago such a combination was not thought of, the function of the two classes of people being seemingly so widely apart, but fortunately it was made patent to all concerned that the interests of the two were closely allied and that each could help the other. That idea has been worked out better in Illinois than anywhere else, but it has not been confined to that State. Many others have adopted it, and the results are such as to convince the participants that they and the country are amply rewarded for all efforts that have been put forth.

Prophecy is hazardous, and never before has it been more difficult to forecast the effects of causes known to be in operation. The one great fact that stands out boldly before all mankind is that the war in Europe will work an enormous destruction of capital, and as capital is the great instrument in the achievement of enterprise the natural conclusion is that the progress of mankind will be arrested. There is no escape from the conclusion that this destruction of capital will grievously hamper the work of

the world or that its effects will be seen for many generations to come. As to the period of a few years immediately following the war, however, one must bear this principle in mind, that all the creations of man are sooner or later destroyed. Our food products are destroyed every year; our works of art and our monuments of religion live for centuries; our machinery wears out in weeks or months, or years—but all these things finally go to their grave. Along with these facts it should be remembered that the cause of business depression is usually superabundance of those things that humanity needs, consequent decline in value and loss of the motive for production. We have panics not because we have too few things but because we have too many. "Overproduction" is always on the lips of commentators at such times. It would seem then that, after the war is over and this tremendous hole has been cut in the possessions of man, everybody that can work will have work, capitalists will see abundant opportunities to invest profitably, and as a consequence there will be active times. One must not fail to note however, that in that very connection the financial means of conducting business will be in disordered condition, that many people and perhaps many governments will be bankrupt and that financial chaos will result. The financial leaders will find it necessary to put forth their best efforts to rehabilitate the world's affairs. In time they will succeed but meanwhile there will be much suffering.

This is the long view. What the ordinary man wants to know is the quality of events in the nearer future. It has been said by many people that but for the advent of the European war this country would have been in a panic or a profound business depression at this time. There is much evidence to support this view. Business had been running down and the people had been losing their courage up to the outbreak of the war, and there was nothing in sight to rescue us from an unpleasant fate. But the war came and out of it this country is not only winning a great amount of business, with probably considerable profit, but is enhancing its importance as a world of financial operations. So much prosperity as we are getting out of the war will continue to the war's end, for probably methods will be found to pay for all merchandise purchased in this country, even though the European nations approach bank-

## The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of  $3\frac{1}{2}\%$  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

## Fourth National Bank

**Savings  
Deposits**

**3**

**Per Cent  
Interest Paid  
on  
Savings  
Deposits**

**Compounded  
Semi-Annually**

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

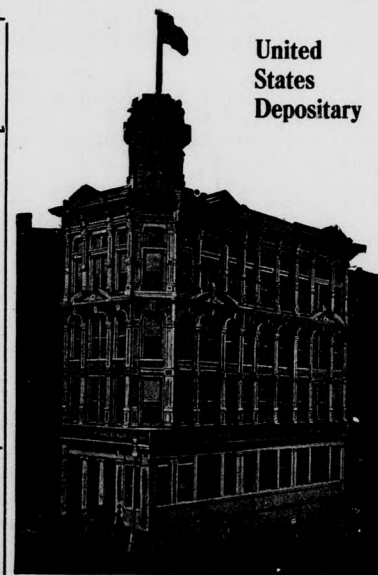
**United  
States  
Depository**

**Commercial  
Deposits**

**$3\frac{1}{2}$**

**Per Cent  
Interest Paid  
on  
Certificates of  
Deposit  
Left  
One Year**

**Capital Stock  
and Surplus  
\$580,000**





ruptcy. It is assumed that this source of income will continue for many months yet, and sanguine persons predict that meanwhile our domestic trade will recover to the normal, but signs of revival are not yet visible.

It is clear that to a great extent the depression in business in the United States is due to false Governmental policies. Big business has been so antagonized as not only to discourage that business but to throw a blight on all departments of economic effort. The attitude of the Government, however, appears to be changing. The interpretation by the supreme court of some of our laws has latterly been more favorable to business than formerly. Moreover there is high probability of a change in the executive and legislative departments. We shall have a little less than a year from this time a landmark from which possibly the country will take a departure to better things. At that time the National conventions will be held and the issue between present policies and the policies now operative will be placed before the people. If the Republican party makes good nominations and adopts a platform responsive to the evident wishes of business men, farmers and others, the country will have something to look forward to. It will be assumed that the electorate will order a change in the personnel of the Government which will result in the adoption of a protective tariff to take the place of the present apology for a tariff system that has done much harm. That expectation in itself will be a benefit to business, for it will inspire hope and furnish a motive for action. One may therefore expect some revival of business at that time.

But one cannot pay bills with hope, and the time between political nominations and the election in November is five months, after which there is four months before the new rulers of the country take hold, and then it is possibly many months before any constructive legislation will be enacted. Yet, while hope does not pay for food, it does stimulate values, and accordingly securities should be higher at that time, while financiers and other enterprising men will unquestionably have enough faith in the future to go forward with new undertakings. New enterprise constitutes the difference between dull times and active times, for the ordinary business of feeding and clothing people goes on in good times and bad. This whole period will furnish great opportunities to the speculator—sad to say, better opportunities for him than for the ordinary productive man.

Phenomena following the close of the war require more than human intelligence to forecast. When you ask what will be the effect of a declaration of peace, what country are you thinking of? The countries that win will derive the advantages of peace, and you do not know which combination is going to be victorious. Unquestionably this country, if it keeps out

of the conflict, will be in the most fortunate position, even more fortunate than that of the winners, for it will not have been exhausted by the conflict. Yet we should not anticipate too much. We must always bear in mind that this country has been built up primarily by European capital and migrants from the old world. Such capital will be scarce for a long time after the war, and, while the laboring man will have every motive for coming over to the better land, he will no doubt be detained by his government, if possible, in order to participate in the rebuilding. It is by no means certain that there will be a large immigration into this country after the war.

The one thing that we need to guard against is a flood of manufactures from Europe, competing with the products of our mills. A protective tariff sufficient to offset the cheapness of labor in Europe will be an absolute necessity. More vigorously than ever will the Europeans push their manufactures, for they have an enormous gap to fill in their wealth accumulation.

For the immediate future the producer in any line except that of war munitions should move at a cautious pace, for the consumer is not eager to get his goods; the investor need be in no hurry to buy securities, for many prices yet will decline; the speculator for a rise will still find his opportunity in the war stocks; and the banker, now begging borrowers to take money off his hands, will probably wait many months for satisfactory percentages on the capital he handles.—Economist.

#### Miscalculation.

"It was an accident, your wusship."  
"An accident, you bullying cur? Do you dare to stand there and tell me that you can strike your wife with such force as to break a chair over her by accident?"  
"Yus. I never meant to break the chair."

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

**GRAND RAPIDS SAVINGS BANK**

### Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

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

Resources Over  
8 Million Dollars

**3½ Per Cent.**

Paid on Certificates

Largest State and Savings Bank  
in Western Michigan

## Perpetuity of a Trust

*Will the individual Executor survive the trust?  
is a question which presents itself, and one  
which no one can answer. There is no such  
difficulty if this company is appointed executor.  
Being a corporation it never dies, is always in  
its office and is financially responsible.*

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

## 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.

### Real Estate Loan—Tax Exempt in Michigan

## First Mortgage 5½% Bonds

of

## Masonic Temple Association

GRAND RAPIDS, MICHIGAN

Denominations \$100, \$500 and \$1000  
Due Serially

Secured by closed first mortgage on land and building, the total cost  
of which is more than twice the bonds outstanding.

PRICE, PAR AND INTEREST

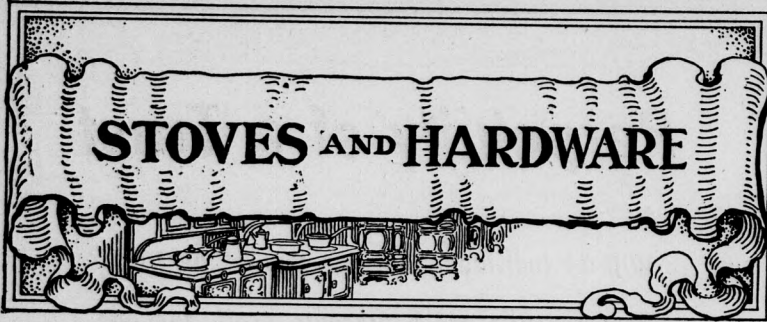
Descriptive Circular Forwarded Upon Request

## GRAND RAPIDS TRUST COMPANY

ROBERT D. GRAHAM  
President

HUGH E. WILSON  
Secretary





**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.

#### Selling Goods to Tourists and Campers.

Written for the Tradesman.

The first essential to tourist trade is—tourists.

A goodly proportion of hardware dealers are situated within business range of summer resorts, beaches, and the like. In the next two months considerable transient business will come within their reach.

Where the hardware dealer is not in a "tourist community," there are still possibilities of successful development work. No community or locality but has some striking attraction to offer to holiday parties; and this present year, when See America First is the tourist's watchword, is an excellent time to interest the traveling public in what your town has to offer.

The hardware dealer can advisedly take a leading part in boosting for tourists. It is a good advertisement for any merchant to see the opportunities along this line opening to every American community as a result of the European war, and to start the movement designed to draw the attention of the traveling public to the advantages of his own town or city or cross-roads hamlet as a place to spend a summer holiday.

A tourist association, a development league, a boosters' club—organizations along these lines can do good work right now. A first step is to canvass the possibilities. Has the town any attractions—good fishing or hunting, pretty scenery close at hand, historic interest of any sort, public monuments? Advertise these facts, get up an attractive booklet or two, and you'll soon commence to pull visitors.

Often it takes the appreciative eye of an outsider to see the possibilities of a place which its own people regard as humdrum. One of the finest summer resort towns I know of—a town with a lake front, fine beaches, pleasant walks, picturesque scenery and healthful climate—is fairly perspiring in its frantic and futile efforts to develop into a great industrial center, and lifting not a single finger, let alone a hand, to attract tourists, who would be glad to come. So, the fact that a town looks humdrum to its own residents need not deprive it of possibilities.

In catering to tourist trade, whether

it comes of its own accord or is brought, the merchant must study the trade—also the locality. The line of goods to push depends to a large extent upon the attractions offered. Where there is good fishing, that fact furnishes the merchant his cue to push the sale of anglers' supplies. So if there is hunting, in season push the sale of hunting goods.

It is a good advertisement to make your place of business a sort of informal information bureau for out of town people. Advertise the fact that you are in a position to furnish information as to the best localities to visit to get good sport. Then make window displays along the particular lines you are pushing; especially on public holidays or special excursion days, during fall fairs, and on like occasions.

There is always a good demand for souvenirs; these should be prominently featured in your window displays while the tourist season is on. One merchant who reserves his larger window for more important goods has in place of the pillar at the corner of his store, midway in the entrance, a glass show case which, in the season, is used entirely for the display of souvenir articles.

In the getting up of souvenirs, the merchant's inventive genius can be very effectively utilized. There are, of course, certain types of souvenirs common to all localities. For instance, pocket cutlery stamped with the name of the city or engraved with some local scene, is always readily salable; as are souvenir plates, cups and saucers. Pennants can be handled, particularly where the hardware store features automobile supplies as well. But if a souvenir can be devised that has some peculiar local significance, apart from its intrinsic value, it is apt to sell even

more readily than the more familiar lines. Where there is a remnant of some Indian tribe in the locality, native curios of one sort or another, wood or stone work, baskets, bows and arrows, should find a place in the stock.

What can be done in catering to this class of trade is indicated by the experience of a village merchant who has a summer cottage a few miles from his home town. He goes to and from business everyday in a launch. His evenings he spends among the campers, many of whom are from other parts of the country; and, mixing with them in their sports, gets a pretty good line on their requirements. Practically every evening during the camping season he takes up from the village a boatload of stuff—fishing tackle, hammocks, curtain rods, screen doors and similar lines suitable for summer cottages. Often the load has run as high as \$50 worth of goods. This service costs nothing extra; it is at the same time a great convenience to the cottagers, in that they are saved a trip to town. The result is that most of the business comes unsolicited, customers calling at the merchant's cottage and leaving their orders. Yet there is indirect solicitation in that the merchant is a sociable chap, mingling with his fellow resorters and always ready to be of service.

There are few camping parties which do not discover, after a few days in the open, that they have forgotten some important item in equipment. There are few which do not

develop additional wants as the season progresses. The nearest hardware dealer, even if he is twenty or thirty miles away, can pick up this business—provided he has means of communication. In many instances it is merely a matter of answering a long distance telephone message and loading the goods on a trolley car. Where these means of communication are unavailable, the hardware dealer who has a motor car at his disposal can take an evening spin out to the cottages one or two nights a week, and, by mixing with the people, and making known his business, can often pick up orders, to be delivered on his next trip out. Often it is a good piece of business to take out a few lanterns, hatchets, flash lights and similar handy articles. There are few campers who do not find the need of the addition of one or other of such items to their equipment. William Edward Park.

We all want to go to heaven—but there is no demand for rapid transit.

#### 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.



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

THE FIRST AND FOREMOST  
 BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE  
 326 W. MADISON ST. CHICAGO  
 ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



## Why You Should Not Forget That Holiday.

Written for the Tradesman.

Some years ago one of the lake steamship lines ran a dollar excursion from Detroit and Port Huron to a little Canadian town half way up the lake. At the destination an excursionist noticed a couple of his holiday trip acquaintances keenly studying a window arrangement.

"That's something you've never seen in Port Huron—eh?" commented one, jubilantly.

Yet Port Huron was three or four times a bigger place than the lake town which had at least one novelty in store arrangement to disclose to the keen eyed American business men whose outing was primarily for pleasure. Doubtless they took the idea home with them, put it to good use, and thereby reaped actual dividends from their dollar or so of investment.

The incident cited is a reminder that the holiday trip may, for the observant business man, have its practical, dollars-and-cents side. No place is so completely primitive or out of the way that it does not offer some ideas, even though, as in a good many instances, they may be suggested by contrast. The faults of a very bad window display, in fact, may often, by dint of exaggerated effect, make clear to the merchant typical faults in his own displays which he would otherwise never notice. And there are plenty of good ideas to be picked up by observant business men in the most out-of-the-way places.

Nevertheless, the holiday for which every merchant should right now be planning, if he has not made his arrangements already, should, primarily, take him right away from business. It is true that many a merchant, reluctant to break away entirely from his everyday routine, compromises with himself by taking a trip to the wholesale centers; but the holiday is most beneficial, even in the practical sense, when it yanks a man clear out of himself, out of his everyday muddles and worries, and lifts him into an entirely new and different sphere.

Every once in a while the average business man needs to be shaken up in this way. Few mental workers are so exceptional as to be able to keep themselves fresh while working steadily, day in and day out, at the same occupation. For the sake of efficiency itself, an occasional break in the routine is needed.

Every man needs to develop the capacity for sustained and continuous effort—the capacity for keeping at a task until it is done, and done right—but there is a certain point beyond which continued work results in decreased, rather than increased, efficiency. The old time belief that the longer hours a man worked, the more he must accomplish, is discounted by actual, every day experience. The modern tendency is to shorten the hours of daily labor, to rigidly observe the holidays and Sundays, to close store, in many instances, for a half day in mid-week during the summer months—and the results prove beyond question that, after a certain point, a man's efficiency is decreased by continued labor.

An experienced grocer, perhaps the most successful in his community, is moving for a general early closing on Saturdays. In his town, the practice is to keep the stores open practically until midnight on Saturdays; on week days the grocery stores close at 6 o'clock. "I went in for 6 o'clock closing on week days, not because I believed in it, but for the sake of uniformity. I gave the project a fair trial. With the same staff we handle more business now with short hours on week days than we did a few years ago when we kept open until 10 o'clock, and Saturday night until 12. Now, fifty hours a week accomplishes more than seventy-five hours a week used to accomplish. The salespeople come to their work refreshed, and put more energy into what they do." So speaks the voice of actual experience.

What is true of shorter hours and wider opportunities for daily recreation is true also of holidays; and it applies to the merchant himself. Whatever his physical condition, as a result of being continually under strain he is apt to become mentally run down. He loses that firm grip on his business which is essential to success. His mind is less rapid and certain in its decisions, his judgment hesitates, he feels quite often that the business is getting the better of him.

Instead of doctoring, he needs to break away from the routine for a week or two.

And breaking away means, simply, breaking away—completely. It means putting the responsibilities of the business, for the holiday period, up to subordinates, and putting aside all worry as to whether or not the subordinates are equal to the responsibilities. In

most instances, the "boys" are equal to the emergency. Even where they fall behind, the deficiency is speedily made up by the new energy with which the boss takes hold when he comes home.

The exact nature of the outing may be left to the individual to determine. It should involve a complete change. The small town merchant may profitably find his relaxation in the city; the city merchant as a rule is eager to hike to the backwoods. The main thing is to get away from the daily grind, throw off entirely the burden of everyday business routine, and take up an entirely new line of activities.

Far from the maddening crowd, business perplexities and puzzles which the merchant has found it impossible to untangle have a fashion of untangling

themselves. The merchant sees things in their correct perspective when he stands off at a little distance. The small worries sink into the background, and the big problems become simple.

Men and plants have this in common, that they need occasional transplanting and much stirring up and cultivation. The plant whose surrounding soil is allowed to harden, ceases to grow. The man who lived in a hard, monotonous routine ceases to develop.

That holiday will pay. And it is not impossible—for, once you have convinced yourself that it is worth while, you can find ways and means for the complete change which spells holiday.

William Edward Park.

Valuable experience is the kind you can exchange for real money.



**SUN-KIST**  
CANNED PINEAPPLE

When it comes to Canned Pineapple, why not give your customers the very best—SUN-KIST Hawaiian? There is nothing in the canned goods line which will make such quick and steady customers as SUN-KIST Hawaiian Pineapple. You can safely recommend SUN-KIST as the finest quality of the Cayenne variety grown on the famous Thomas Plantation in the very best district of the Hawaiian Islands—and every can you sell will bring folks back for more.

**NATIONAL GROCER CO.'S Houses**  
**ASK THEM**

## 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

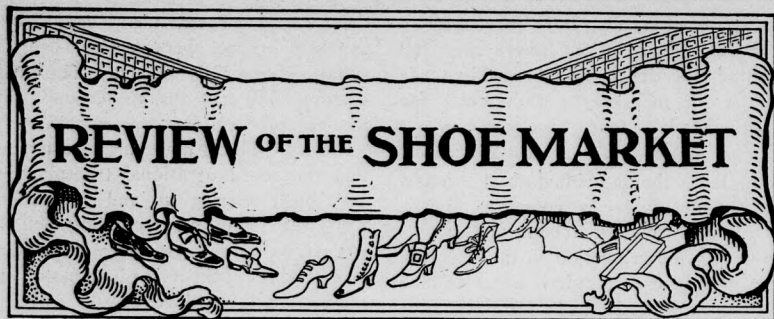
**KILLARNEY (brand) GINGER ALE**

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.





### New Possibilities in Rejuvenating Old Footwear.

Written for the Tradesman.

The repairing of shoes is not a new thing under the sun, but there are new and unrealized possibilities in it.

Repair work may be solicited and handled along traditional lines—or a strictly up-to-date repair service may be developed.

The up-to-date service, however, will be found ever so much more satisfactory than the old-fashioned repair department.

Imagination, originality, and novel methods of developing a shoe repair service will pay quite as handsome dividends as originality and resourcefulness in selling new shoes.

Times have changed. The old-time cobbler has gone the way of all the earth. New leathers, lasts and modes of footwear have modified and complicated the problems of repair work until the task of rejuvenating present-day footwear has taken on more turns and kinks than the old-timer ever dreamed of.

#### Big Business.

From a very diminutive business, with a very limited outlook and apparently small possibilities, the work of repairing shoes has grown and grown until now it is a big proposition.

It would be interesting to know just how many millions of dollars are spent yearly in this country for repair work.

In children's footwear alone the item is tremendous. Many children wear out a perfectly good pair of soles in from two to three weeks. If the uppers are as good as they ought to be in a pair of shoes retailing at say \$2 or \$2.50 a pair, they will be good for at least three half-solings at 50 cents per job. At this rate the repair bill would aggregate \$1.50 on a \$2 or a \$2.50 pair of children's shoes; or from 60 to 75 per cent. of the original cost. And I am inclined to think this isn't so far in excess of the general average. In other words, for every dollar spent in this country for juvenile footwear, perhaps not less than 50 or 60 cents is spent, first and last, in repair work upon the same. Think what that means!

So many people round off the heels of their shoes nowadays. With concrete walks everywhere, how could it be otherwise? Think of the millions and millions of heels that are built up each year? Now that the introduction of power-driven machinery has enabled the skillful repair man to turn out such neat work in half soling for adults, many grown-ups—

both men and women—have been won by the economizing possibilities of the repair service. If the work is done as neatly as the patron has right to expect, one must be a close observer indeed to discover that the shoes have been half-soled. And if the work has been properly done the shoes are quite as easy and comfortable as they were before the half-soling.

And think of the rubber heels that are being worn! The repair shop and the shoe repair service of the dealer get the benefit of a whole lot of general advertising wherein the consumer is being educated on the subject of rubber heels. "Walk on Rubber Heel Cushions!" urges the advertising man, in the newspaper and magazine announcements. "These heels make shoes wear longer \* \* \* \* \* Learn the real joy of walking on Spring-step Rubber Heels \* \* \* Any reliable dealer or repair shop will put a pair of Blank's Rubber Heels on your shoes for 50 cents."

There is a lot of money spent each year in this country by the manufacturers of rubber heels—and the shoe repair man and the dealer share the results of it.

#### New Possibilities.

But large as the profit-possibilities are in children's and men's repair work, they are entirely outclassed by the possibilities in women's footwear repair work. Here the field broadens perceptibly; and instead of being confined to simply repairing used shoes, may easily be extended so as to include cleaning, dyeing, remodeling and rejuvenating women's pumps, slippers and fine footwear.

Suppose we take these items up in the order in which I have stated them, and have a look at the possibilities of each phase of the service.

First, cleaning. Fabrics are used extensively in women's finer footwear creations; and in many light and delicate tones, which are subject to stains and discolorations. There are all kinds of stains; fruit stains, grass stains, earth stains, and stains due to perspiration. Practically all of these stains can be removed—provided one is equipped with the right sort of materials and goes about the work in the proper manner. In order to in-



## The "Lakeside" in White The "Tuxedo" in Drab

Are

## Tennis Shoes of Quality

Higher price but *higher quality*—all made with loose, carefully fitted linings, just as leather shoes are made. Heavy leather insoles, *special pressure cured bottoms*.

GIVE EXTRA WEAR AND  
EXTRA COMFORT

Men's Lakeside Bal .....	\$0.86	Men's Tuxedo Bal .....	\$0.80
Boys' Lakeside Bal .....	.83	Boys' Tuxedo Bal .....	.76
Youths' Lakeside Bal .....	.79	Youths' Tuxedo Bal .....	.72
Women's Lakeside Bal .....	.80	Women's Tuxedo Bal .....	.73
Men's Lakeside Oxford .....	.76	Men's Tuxedo Oxford .....	.70
Boys' Lakeside Oxford .....	.73	Boys' Tuxedo Oxford .....	.66
Youths' Lakeside Oxford .....	.69	Youths' Tuxedo Oxford .....	.62
Women's Lakeside Oxford .....	.70	Women's Tuxedo Oxford .....	.63
Misses' Lakeside Oxford .....	.65	Misses' Tuxedo Oxford .....	.58
Childs' Lakeside Oxford .....	.60	Childs' Tuxedo Oxford .....	.53

IN CARTONS

### Grand Rapids Shoe & Rubber Co.

Largest Tennis Dealers in Michigan

The Michigan People

Grand Rapids

## Outings Sell During Harvest Time



The next two months are leaders in the sale of outing shoes. Stock up and get your share of business on this light serviceable footwear.

WE CARRY THESE NUMBERS IN STOCK:

- No. 8014 Men's Black Outing, Chrome Sole
- No. 8013 Men's Black Outing, Hemlock Sole
- No. 8015 Men's Brown Outing, Chrome Sole
- No. 8023 Men's Brown Outing, Hemlock Sole

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich



stall an up-to-date cleaning department for women's footwear, one must know the various formulas that are employed by practical cleaners. Steam from boiling gasoline is used in cleaning clothes, and is quite generally successful in removing dirt soils even from the most delicate fabrics. And the same may be used in cleaning shoe fabrics. For fruit stains of various kinds there are numerous formulas, and sundry cleaning agents. These formulas can be had, and experience can be acquired in analyzing stains and removing them through harmless cleaning agents. The possibilities of a thoroughly up-to-date cleaning department for fine footwear—women's footwear creations in which fabrics are used—is a field with inviting possibilities. In all of the larger communities it can be worked profitably—and more and more so as fabrics are introduced in the manufacture of shoes of this kind.

Next, dyeing. Satin slippers will always be worn for occasional purposes. They are of many tones and colors: white, delicate pink, pale blue, light yellow, and other delicate tones too numerous to catalogue. The slipper is supposed to match the hosiery and dress in tone. But dress goods come in so many different colors and tones it is impossible for shoe manufacturers to duplicate them all; and even if he could, the dealer couldn't carry them in stock. Now it so happens that there are practical coloring fluids on the market by means of which a white slipper can readily be transformed into most any color desired. If it is desired to restore the original color, which may have faded somewhat, this also can be successfully done; while certain lighter colors can be given deeper tones. The customary charge for tinting a pair of slippers is \$1.00, and the materials cost but a few cents. The work can be done successfully by most any one in a few minutes. The repair girl in a smart city shop catering to women's footwear trade of the smart sort, told me she colored hundreds of pairs of slippers a year—and that it was pretty nearly all clear money for the house. Inviting possibilities, truly, for the wide awake merchant.

Remodeling. Converting pumps into baby dolls, colonials, etc. Much of this work can be done by the repair girl, and quickly accomplished. Remove the bow, sew on a buckle and tongue, and presto! the pump becomes a colonial. A new tongue and buckle replacing the old buckle from which the enamel has chipped off, transforms the whole appearance of the shoe. A single button strap affixed to a little girl's or misses' pump changes the mode completely. And these are but a few of the commoner examples of what may be done in remodeling. And most of the work is simple and inexpensive. Yet effective none the less. And people are willing to pay generously for it, inasmuch as such a slight change is almost equivalent to a brand new pair of shoes. It looks like economy—and it is economy. By equipping oneself with materials in the way of buckles-and-tongues and such other accessories as are called for in remodeling, it is a very simple task.

No trick at all to convert pumps into a totally different style of footwear.

Rejeweling. Strictly speaking this is a kind of subdivision of remodeling. But it is of such importance as to deserve additional emphasis. Chief among so-called footwear jewels is the buckle. The buckle has had an eventful history. Buckles have come, and buckles have gone; but now it looks as if buckles had come to stay. They are of many kinds. Leather, metal, rhinestone, etc., etc. And they are for many kinds of wear—chiefly street wear and dress purposes. But buckles are subject to the law of mutation and decay. They wax old and lose their sometime lustre. They require renewing. And so with all other accessories of a decorative nature that appear in modern footwear creations. Now the rejeweling service contemplates giving expert advice on how used shoes can be redecorated along practical lines. If the old buckles are inadequate, what kind of new ones can be applied? This is primarily a problem involving good taste in such matters. The girl who has charge of this department should be an expert in this line. And she should have the materials with which to work.

Now, in a somewhat broad and sketchy manner I have attempted to indicate the larger possibilities of the repair department.

I do not believe the average repair shop is thoroughly covering the field. And there are few shoe dealers whose repair service is 100 per cent. efficient. As a matter of fact this new service that I have in mind is just now in its formative period. But it is being developed along the lines indicated by the above analysis.

Manifestly the service is a highly specialized and practical one. And in all of the larger communities there is a latent demand for it. All that is needed is to develop the service, advertise it among your customers, and get busy reaping the rewards of your efforts. It will not militate against your regular business; but on the other hand it will serve to give your store additional prestige in the community. This new specialized repair service will impress the community with the dealer's aggressiveness and up-to-dateness—which in itself considered is no slight gain. Moreover the profits therefrom will make it eminently worth while.

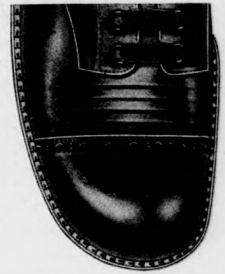
Cid McKay.

#### Costs of Horses.

It is estimated that it costs on an average of \$104.06 to raise a horse to the age of three years on the farms of Indiana and those of other states. This price has been carefully figured by experts of the Department of Agriculture, who based their figures on those furnished by 10,000 correspondents scattered throughout the country. New Mexico can raise horses cheaper than the other states, or at an average price of \$69.50. In Massachusetts the raising of colts is more expensive than in any other state, the average horse at three years representing an investment of \$141.80.

Once in a while a man has so much money that he feels he can afford to be honest.

## 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.

## 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

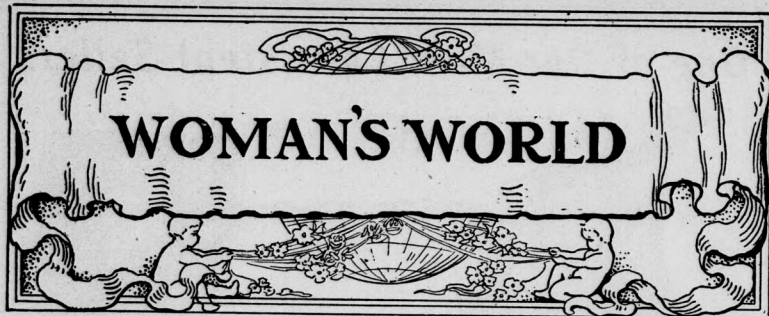
We also have a full stock of the Champion Brand Tennis Shoes and Oxfords.

HIRTH-KRAUSE COMPANY

Hide to Shoe  
Tanners and Shoe Manufacturers

Grand Rapids, Mich.





### Little Sermon on Living Up to Agreements.

Written for the Tradesman.

"Oh, Mr. Vanderley, what perfectly beautiful strawberries!" exclaimed Mrs. Rosgen in her charmingly enthusiastic manner. "I'll take two crates of them for canning."

"I'm very sorry, Mrs. Rosgen," replied her grocer, "but really I can't spare two crates to-day. The fact is all but a few boxes have been spoken for. All my customers were calling for strawberries this morning. But I'll tell you, Mrs. Rosgen, if you want berries to put up, I will get two crates especially for you. What day would you like them?"

"Oh, if you only will, Mr. Vanderley! I should be so delighted! And any day this week will be all right. Now I'll depend on you, so please don't disappoint me."

This was on Monday. On Tuesday and Wednesday the strawberries offered had been damaged by rain. However, on Thursday Mr. Vanderley was able to secure fine ones and sent two crates to Mrs. Rosgen.

A look of dismay came over her comely face as she saw the delivery boy at the back door with the berries. "I'm awfully sorry, Duncan," she began in her most conciliatory tone, "but I just can't take the time to care for that fruit to-day. You see I have some friends coming to-morrow for a three days' visit, and I must go over the whole house and do up some cooking before they arrive. You will just have to take those berries back to the store, Duncan."

As it happened the town was full of berries that day, and Mr. Vanderley, whose little grocery is located pretty well out and whose patronage necessarily is limited to his immediate neighborhood, found it difficult to dispose of the stock he had purchased for his regular trade, to say nothing of the two extra crates. That evening Mrs. Vanderley, although she is a far busier woman than Mrs. Rosgen, in order to keep them from spoiling, hulled and cooked and canned the berries Mrs. Rosgen should have taken.

Mrs. Kingman, who is a widow with a grown son and daughter, lately moved into her new bungalow. The window shades for it she ordered of Merriam and Miller, who submitted samples, took the measurements and gave her a price on the whole job.

Now it happens that the Mitchells, close friends of Mrs. Kingman, have also built a new house, almost exactly like Mrs. Kingman's in style and size. The Mitchells bought their

shades at Robertson's, and the bill was three or four dollars less than the bill Merriam and Miller have just brought in to Mrs. Kingman. Mrs. Kingman can't see but Mrs. Mitchell's shades are every bit as good as hers, and is protesting violently at what she considers the exorbitant price she is being asked to pay. She doesn't hesitate to tell all her friends that Merriam and Miller are trying to rob her.

In their own defense the members of the firm say that they are asking only the price stipulated in their offer, and that all was fully agreed to by Mrs. Kingman. They maintain that they made her a close price—that their profit is very moderate indeed. Further they say—and this is obviously true—that Mrs. Kingman was at perfect liberty to get figures from any number of shade dealers, compare prices, qualities, etc., and buy where she felt she could do the best. But when she placed a fair and square order with them and they have fulfilled their part to the letter, they see no reason to allow a rebate merely because the Mitchells have gotten shades (which Merriam and Miller say are a different article) for a little less money.

In the privacy of their own office Mr. Merriam and Mr. Miller have talked over the unfortunate circumstance. They agree that Mrs. Kingman's dissatisfaction will be a damage to their business, probably much greater than the few dollars reduction which she asks, but they feel that they can not start so unbusiness-like a precedent as reducing the amount of a bill where there is no valid reason for so doing.

Mrs. Caswell lately went to a furniture store and selected a handsome dining table for which she was to pay \$35. She made a deposit of \$10 on it and ordered it stained a darker shade, so that it would better match her chairs.

Two or three days afterward she telephoned to the store saying that she had decided she didn't want the table. "But it has been stained especially for you, and is all ready to be sent out to your home," remonstrated the dealer. She hung up the receiver and an hour later appeared at the store, flatly refusing to take the table and asking that her deposit be refunded. By a little shrewd questioning the furniture merchant drew out of her the fact that her only cause for dissatisfaction was that she had seen in another store a table for \$29.50 (of a line that was being closed), that she considered equal to the one she

had ordered. The last I knew about it Mrs. Caswell would not accept the table and the furniture dealer as firmly refused to refund the \$10 she had paid.

These are only three cases. Almost any dealer in almost any line could fill many times the space of this article with similar experiences of his own. Goods laid away by request and held until the ready sale was past and never called for; articles gotten for a customer on special order and then refused on some trumped-up pretext; dissatisfaction and complaint about a price, for no other cause than because the same thing, or apparently the same thing, was later seen at some other place offered for a little less money—merchants, were they disposed to air their troubles, could tell a sorry tale of annoyances and losses caused by such inexcusable conduct on the part of their customers.

The strange part of it is that such lapses are not confined to persons who are popularly regarded as slippery and dishonest, but are observable with those who, at least in their own estimation, are strictly upright in all their dealings.

Mrs. Rosgen, Mrs. Kingman and Mrs. Caswell are all three Christian women, and believe themselves honest to a penny. Each would sharply resent any slightest insinuation that she is not as good as her word. Each is oblivious to the fact that she has been dishonorable or in any way at fault in the transaction cited.

The trouble with these three excellent women is that they belong to that great class of persons (which includes many men as well as women) who do not understand the binding force of an agreement or contract, and who can not agree that when the other party performs his part, they are under obligation to live up to theirs also.

In their zeal to do their full duty in their great work of household financing, women are apt to forget that dealers have any rights. Also they lose sight of the fact that the retailing of merchandise normally must yield a profit, otherwise the merchant could not remain in business.

Sometimes, under special circumstances, one is able to purchase a perfectly good article at cost or even below. That is simply good luck, and something to be taken advantage of whenever one is free to do so. But because there is an opportunity to secure a great bargain never justifies repudiating a fair and square agreement previously made.

This is not counseling one mother's daughter to be the free and easy spender that merchants, being human, naturally prefer as a customer. Far from it. The frugal housewife, to be faithful in her duty to her family, must compare prices and values and spend her money where she can do the best. But make all your comparisons before you place your order; and when you say you will take a thing, be ready to stand by your agreement.

"He that sweareth to his own hurt

and changeth not," is the ideal of an honest person laid down by the Psalmist. The housewife who scrupulously observes all her contracts commonly suffers no "hurt" or damage by so doing. If occasionally she may lose a few cents or even a few dollars by being game, this is more than compensated for by the reputation for reliability which she holds with those who deal with her.

Quillo.

THEY ARE GOOD  
OLD STAND-BYS

Baker's Cocoa  
and Chocolate



Registered  
U. S. Pat. Off.

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

Trade-mark on every  
genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780

Dorchester, Mass.

## Safety First in Buying

SAFETY in Buying means getting the goods and the quantities of goods YOU can sell at a profit. It means knowing what to buy and getting it at the right price.

You can be safe in buying when you buy from "Our Drummer." If you haven't the current issue handy, write for it.

Butler Brothers

Exclusive Wholesalers of  
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas





## CLOTHING

### How to Speed Up Turnovers.

"How can we speed up our turnovers" was a most pertinent question asked by a clothier at the last convention of the Illinois Retail Clothiers' Association. The question arouses a chain of thought which includes the entire subject of clothes selling.

Speed implies force, and force, to be a servant instead of a master, must be directed to some serviceable end; if allowed to run uncontrolled, a wreck is the result. The opposite to speed is inertia, in the sense in which we use these terms, and, when practiced, negatively the same result follows.

A fear of applied force, the lack of training in the use and management of it as directed to business efforts, all induce the timid clothier to pursue a course of "watchful waiting" until his inertia becomes a fixed habit, and the speed so necessary to successful business is not applied—hence dry rot and overstock, with all their constant train of disastrous results, follow.

Speed as a business element of success implies a perfect machine. On a very small wheel, on one little piece of metal in some shape or other, depends the perfect operation of a machine; and the ability to direct the workings of this combination of steel and iron demands a perfect knowledge of the construction and requirements of each and every part, coupled with a constant, unceasing watching of these small and intricate parts of the palpitating, throbbing combination of arms, springs and levers.

Have we made it plain, through this simile, that a clothier must be a capable mercantile engineer; that he must know his machine from the top to the bottom, and that he must be everlastingly on his job? Any one of the common mistakes of poor buying, neglecting to give his customers the service they expect, indifferent salespeople, neglected records of his business, untruthful advertising, any of these factors will overstock him, because the outgo is not constant, and the machine becomes clogged; some of the wheels do not run true or some of the many parts do not work perfectly.

A grain of sand in the journal will cause a wheel to run out of plumb and upset the movements of a very big machine, and like features in the store will, when once neglected, reduce the speed of the turnover, if they do not result in a smash-up. The turnover is but the cumulative effect of all effort used to build and hold trade.

The customers must be attracted

to the store through their habits, their curiosity, their self-interest, and this is the keynote for obtaining greater speed in the turnover. Are your friends in the habit of coming to your store for the purpose of buying, or merely to loaf? Do you attract the strangers through well-stimulated curiosity? Do you give style values of unusual merit? Do you hold the old customers, and appeal to the people with the logical story of what you are doing for them, using their self-interest as the inducement for them to come and trade with you?

If you have these thoughts well grounded in your store policy, and, as the engineer, apply the force, the turnover will begin to speed up satisfactorily.

There are many clothiers with stocks running into the thousands of dollars who could learn much from their humble neighbors who by circumstances are made past masters in this art. Would you learn a lesson in correct merchandising from one who is making his living through the practice of "speeding up his turnover?"

Do you see Guiseppo Fopiano, the fruit vender, with his basket on his shoulder, walking down the street, a watchful eye turned on all faces to catch the slightest expression of a desire for a ba-ano?

His stock was bought this morning in person, if you please; he could not and would not use order blanks or a wire to do his buying. He was out before daylight, wending his way to the fruit market, where he became one of the clamoring buyers, who look like shadows of another world in the early morning mist. He knows what he wants this day for his trade, and he selects with care only such fruit as will sell to-day.

No carried-overs for him! It would spell bankruptcy in a single day. Tomorrow the luscious fruit of to-day will be stale and unattractive, and although it may be "just as good as it ever was," he cannot sell it at a profit to his customers, who are attracted chiefly by the bloom of freshness.

"This writer does not know what he is talking about," I hear some of my readers say. "Can a clothier turn his stock in a day?" No, brother clothier, you cannot turn your stock as frequently as our fruit-vender friend, but a season, or less, is your day, and you can and must turn your stock in this time to be a success.

Fopiano takes his losses at the end of his day, and sells the remaining contents of his basket for what the

buyers of some other than his regular route will give him. He finds other customers to whom he closes out his stock.

Did he make a profit to-day? you ask him. He looks smilingly into your face, and, with a shrug of his strong shoulders, says, "No much." All days do not bring a profit, but he is now in a position to make another effort to-morrow; he has the money to buy more goods.

The one-man business we have described is not encumbered with the many intricacies of your business; he is the sole director and executive; his "overhead" is but his bread and butter. When he has money he eats; when he has none he fasts.

The clothier with two or more salesmen on the floor has multiplied the machinery of his business in the exact proportion to their number. The more smoothly the machine runs the less friction, the less wasted energy. A cardinal precept is, "Do not overload the engine." It may work all right for a time, but the wear and tear will injure it beyond repair. Do not try to impose on the good-will and credulity of the men to whom you sell. They may condone mistakes for a time, but when the effects of the reaction come the clothier who has been unwise enough to employ over-enthusiastic means and measures will pay in loss of prestige and trade.

The salesmen who meet the customers must have the interest of the firm at heart, or their customers will not come back. The advertisements will not "speed up the turnover" if they do not ring true in spirit as well as the letter. Does one little wheel fail to turn in unison with the balance of the machine—your store—one part of the stock move slower than it should? Then speed it up by applying force to this one place—turn the advertising, the attention of the salespeople and your own efforts to speeding up the slow mover.

Go to men for counsel who know how to give advice. Ask credit men

for frank criticisms; ask traveling men for the result of their observations; your trade paper will give you as much good advice as anybody, and in this magazine will be found suggestions which, when used, will bring about a greater number of turnovers. Turnovers are but an incident, a result of the forces used in your business, and the speed is determined by your policy and methods.

A close acquaintance with the physical features of the merchandise is a wonderful help in speeding up the turnover. Any lagging article in the store tends to act as a brake on the whole stock, while the opposite will also apply. Good leaders will cause the entire stock to turn satisfactorily. —Otto Buehrmann in *Apparel Gazette*.

### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

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

### "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

## CHEER UP!

"After Clouds, Sunshine"  
That's Our Motto

Each act on this week's program  
offers cheer—rain or shine

...Visit Ramona...





#### Michigan Poultry, Butter and Egg Association.

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

#### New Function of the Federal Government.

The Department of Markets of U. S. Department of Agriculture is employing a large force of men to acquire and disseminate information in respect to the marketing of certain kinds of fruit and vegetables. Agents are employed at shipping centers and at the larger consuming markets, and the information collated by telegrams to Washington and thence wired to various points of news distribution, includes the number of carloads shipped from the principal shipping points, their destination, the reported market value at shipping points, the receipts and the reported market value at the larger consuming and distributing markets. Thus far the Department has concerned itself only with supplying such information in respect to strawberries, cantaloupes, peaches and tomatoes, but as there is no logical reason why these articles should be the subject of such investigations and report more than butter, eggs and other kinds of produce, it is to be assumed that the Department intends to extend the service gradually to include all similar productions.

There is no question that the information, if reasonably reliable, is of essential value; there is, however, a question as to the propriety of the Government concerning itself with the collection and dissemination of information as to which there is no absolute standard of accuracy, and the utility of which depends largely if not wholly upon the judgment of the investigator.

The purpose of the Department in acquiring and giving out this information is, no doubt, to aid in securing a normal direct distribution—to avoid a condition of glut in one section while shortage exists in another; also to encourage a greater stability of values at the larger distributing markets through much more equal distribution, or to provide such proper influence upon current values as would be exerted by a knowledge of supplies in transit.

The produce trade has spent large sums of money to acquire and disseminate this class of information. It is not to be supposed that the business of distributing farm products has been conducted in complete ignorance of the facts to which the De-

partment has now turned its attention; but the information as to supplies in transit and their distribution has always been incomplete, and information as to market values of the more perishable products has always been, and always will be, so involved with questions of quality and condition and fluctuation and readjustment, as to lack a very certain basis.

If the Department of Markets can furnish the trade complete information as to the volume of supplies of the more staple articles of farm produce in transit from time to time, it will perform a valuable service; it will perform a still more valuable service if it can acquire and disseminate accurate information as to the accumulations and output of all such articles as are accumulated in storage for later use. All such information can be obtained in exact quantities and may properly bear the stamp of Governmental statistics. But the changing values of the more perishable articles of farm produce in the larger distributing markets can scarcely be represented upon a basis of absolute accuracy. Equal qualities are often sold at different prices on the same day; goods sold at one price are often actually settled for at another in order to preserve equal treatment in times of quick fluctuation; very exceptional qualities may command prices that if generally quoted without some special designation of their character would be misleading. Furthermore, there are conflicting interests, and the source of information must be considered in relation to its reliability. Under such circumstances different investigators, acting independently, are sure to arrive at different conclusions as to the prevailing values. The Government could not employ two men who could go through these fruit and vegetable markets and, acting without consultation, furnish the same information as to market values from day to day. That being the case, it is questionable whether the reporting of prevailing market values is a proper function of a Governmental department. Heretofore such reporting, so far as public dissemination is concerned, has been a matter of private enterprise. Its usefulness depends upon the skill, the intelligence and the judgment of the reporter. The editors of this paper, being engaged in the business of produce market reporting may be regarded as prejudiced in the matter; but we desire to state the case thus simply for the information and consideration of our readers.

The quotations issued by the Department of Markets bear no state-

ment as to their basis. Their publication under the official stamp of a Governmental department may give to them a weight of authority that may not be deserved, and if they are intended to express prevailing values it is our belief that some of them have been misleading. It is to be expected that the quotations issued by the Department of Markets will frequently differ from those made by professional market reporters for reasons above stated: they could be made alike only by consultation and arrangement which we believe would create an appearance of uniformity that cannot really exist so long as quotations must be the result of a sifting of information and the exercise of individual judgment as to fairly representative figures. In the long run it is to be supposed that the reports found by tradesmen and shippers to be the more reliable will prevail.—New York Produce Review.

#### A Thrifty Lover.

When she returned from her summer vacation, she received him with an icy demeanor.

"I'm going to give you back our engagement ring," she said. "I love another."

"Will you give me his name and address?" he enquired, as he took the ring.

"His address!" she exclaimed, in surprise. "What are you going to do? Kill him?"

"No, indeed," was the reply. "I want to sell him this ring."

#### Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

#### HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

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.

#### 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.



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.

## The Vinkemulder Company

Jobbers and Shippers of  
Everything in

## Fruits and Produce

Grand Rapids, Mich.



### Exact Information Regarding Albumenized Baking Powder.

Grand Rapids, July 12.—I find that a great deal of confusion exists among the trade at the present time respecting the attitude of food law officials regarding albumen in baking powder and also concerning the resulting water glass test. Doubtless some of this confusion has been caused by users of albumen, but some of it can be explained as the natural effect of a shifting situation caused by changes and modifications of state rulings, court decisions, etc.

In order that the trade may have exact information regarding the present status of albumenized baking powder and the use of the water glass test, I suggest that you print the following information, which is correct and may be depended upon:

**United States Government.** The National food authorities have declared that the use of albumen is no aid in the baking; that it is not a substitute for eggs in cooking and that the small quantity used must be declared upon the label of the baking powder.

**North Dakota.**—The Food Commissioner of North Dakota has, under authority of the new food law enacted by the Legislature of that State in March, 1915, promulgated standards for baking powder. In these standards baking powder containing albumen is classed as adulterated and can not be sold in the State. The same authority has also declared that the water glass test is a fraud and in violation of the false advertising law of the State.

**Utah.**—The Pure Food Board of Utah has issued a new ruling on albumenized baking powder. The ruling was issued in May, 1915, and declares that albumen is not a necessary constituent of baking powder; that it is not a substitute for eggs in cooking and that it does not increase the strength of the baking powder. The Board declares that the water glass test is a fraud and a deception, which has led to unfair and deceptive methods of advertising, which has deceived the innocent consumer. The water glass test for relative strength of baking powder is prohibited in Utah, although baking powder containing albumen may be sold in the State.

**Idaho.**—In Idaho the U. S. Federal Court has enjoined manufacturers from using the water glass test to compare albumenized and non-albumenized baking powders on the ground that such test is fraudulent and deceptive. The sale of albumenized baking powder is permitted.

**Indiana.**—In Indiana the improper use of the water glass test for comparing the two classes of powders has been denounced by the Food Commissioner of that State, although the sale of albumenized baking powder has not been interfered with.

**Texas.**—In this State the order of the Food Commissioner prohibiting the sale of albumenized baking powder, and declaring the water glass test to be a fraud has never been revoked, although the order is not being actively enforced by the new Food Commissioner.

**Wyoming.**—The Food Commissioner of this State has declared the water glass test to be a fraud.

**Oregon.**—The Food Commissioner of this State has declared the water glass test to be a fraud, but the sale of albumenized baking powder is permitted under an injunctive order.

**Rhode Island.**—This State prohibits the sale of albumenized baking powder and declares the water glass test to be a fraud.

**Food Officials.**—The National Association of Food Officials at its last annual meeting in Portland, Maine, in August, 1914, adopted a resolution directed expressly against albumenized baking powder and the fraudulent comparative water glass test. This resolution is still in force and effect.

It was passed by the unanimous vote of the Association and accurately reflects the opinion of the members who are the highest United States and state food officials.

The above information gives a fair and impartial idea of the standing of albumen and the water glass test with the officials of the country. It shows that the officials regard albumen in baking powder as no less a fraud than the notorious water glass test.

Algernon E. White.

### Origin and Development of Pop Corn Industry.

Written for the Tradesman.

Due to the increased demand for, and the satisfactory profit obtained by the sale of pop corn, it behooves the dealer and his clerks to post themselves as to the many advantages possessed by this kind of food confection. Pop corn is a silent salesman in the retail store. The customer who buys a package of pop corn will sooner or later buy butter, honey, olive oil, chocolate, syrups, salt, lard, flavoring or some other item which goes into the popping or preparing of corn.

Pop corn is distinctively an American product. It has only of late years been introduced in European countries. There does not appear, according to the United States Department of Agriculture, to have been any record of the origin or early history of pop corn, but evidences seem to indicate that it was first grown by the American Indian. Perhaps it should be called Indian corn, rather than the cereal which we know as Indian corn in this country.

There does not seem to have been any material progress made by the Indians in developing it, as to species or usage. Little is heard of it until within the last fifty years other than to furnish a fireside diversion or form a part of the amusement for the social gatherings of our earlier settlers. During the past fifty years its usage has been broadened until now it forms the principal diet for many who have come to know its worth. It forms the principal ingredient in some of our most popular confections, is rapidly becoming an item of export and ever continues to be the standby for the country visitor to the county fair.

With the course of development of varieties and extended usage has come many improvements. From the earliest species known to the American Indian have been developed the two well defined types—the rice type, with sharp-beaked kernels, and the pearl type, with smooth or rounded kernels. During the course of development these two varieties have produced a number of sub-varieties, according to color, size of both ear and individual grain, as well as time to mature. It is estimated by the Department of Agriculture that at least twenty-five varieties have been developed from these two distinct types. Along with this development came the colored pop corn. Here the grain had a pink or purple color. These did not prove popular, however, even though there was a run among pop corn growers to indulge in colors about twenty years ago. The fad

soon passed and now the growers, as well as the packers, are content to stick to the white varieties.

Out of the mixture of colors and varieties came the dwarf variety, sometimes wrongly called Australian rice. As a matter of fact dwarf pop corn was the culmination of American botanical genius in developing the product as a whole. The dwarf variety is the product of much research and the final product of a long series of experimentation upon the part of some of the best brains in the botanical world. The dwarf variety of pop corn is of comparatively recent origin. It has not been known to growers many years and only recently have packers recognized its superiority and directed their attention to the more extensive growth of both the variety and the industry.

Clarence I. Reed.

### A Lover of Peace.

Sam Berger, a California heavyweight fighter, and his manager went to a small town to promote a fistic show.

"The town constable," said Berger to his manager, "says we can't have the fight."

"You didn't give in, did you?" asked the manager anxiously. "It's all advertised."

"No," said the pugilist, "but rather than have any trouble about it, I just tapped him a little on the chin and locked him in my room."

The glazier must have his glass before he can begin the day's work.

### His Investment.

"Here's a nickel," said a thrifty housewife to a tramp at the door. "Now, what are you going to do with it?"

"Well, mum," replied the hungry man, "if I buy a touring car I shan't have enough left to pay my chauffeur; if I purchase a steam yacht there won't be enough left to defray the cost of manning her; so I guess, mum, I'll just get a schooner and handle her myself."

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



### All the Time Growing in Public Favor

—which means that, sooner or later, ALL discreet grocers will have it "on tap," and will regard it as a real necessity in keeping shop. Of course YOU have it in conspicuous evidence.

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





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 Grand Past Counselor—Mark S. Brown,  
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 Second Vice-President—H. C. Corneliuss.  
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 Board of Directors—Chas. E. York, J. W. Putnam, A. E. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

#### Short Course in the Art of Selling Goods.

[Continued from last week.]

Take the case of life insurance salesman for instance. In no variety of selling are there such extremes of good and bad work as in the work of the life insurance agent. Some life insurance men are merely deadly bores who follow like bloodhounds upon a man's trail, ceaselessly baying: "Take some insurance! Take some insurance! You need some insurance! I want you to take some insurance! Take some insurance!" This agent's mind is filled with a complete conception of the advantages of insurance, a splendid picture, but he forgets that the prospect's mind is a blank on that subject. He might just as well go out at night and bay at the moon as attempt to land a prospect by mere insistence.

A good life insurance salesman goes to work as skilfully as any artist to paint the right conception of insurance upon the prospect's mind. Skilfully he sketches in the outlines by making the prospect realize his responsibility to his family, the needs that will press upon the wife and children when his protection is removed, the security that will be theirs if he provides properly for them. Stroke after stroke the agent paints in the picture, meanwhile holding the prospect's attention and interest while he gets in his work. He uses a brush full of color to paint in the different shades and phases of the value of a life insurance policy. He draws in vivid red lines one by one the advantages that the policies of his own company offer; he fills in all the outlines of his sketch, builds up the picture part by part, blends it into a

single forceful unit of harmony, of conviction, until the prospect's mind is filled with the same images that his own contains; until the prospect has the same view of insurance that the agent himself takes, and when the picture is completed, when the agent has transferred his own conception to the mind of the prospect, the order comes as naturally as light follows the rising of the sun. This is what is meant by reaching a man's convictions.

The lawyer convinces a jury when he makes them see the crime as he sees it. Daniel Webster convinced the jury in the famous White case, when he took the bits of evidence that had been brought forth by the trial and with them built up the picture of the murderer creeping upon his victims. Stroke by stroke he sketched in the outlines of the crime. He picked up the bits of evidence on the points of his brush, painted them in one by one, until the jury saw the crime complete; exactly as it occurred. Conviction was instantaneous and unanimous.

Now suppose Webster had gone to that jury day after day with a mere insistent request that they bring a verdict of guilty; had pleaded and persuaded and urged and demanded that they should do the thing that he wanted them to do. They would have given him the same answer that we give the persistent life insurance man who is no artist. Wearied to death, their minds a blank so far as the picture of the murder that Webster had in his mind was concerned, lacking his conception of the crime built up by countless shreds of evidence; seeing nothing that he saw, and hearing nothing but his mere demand for the verdict he wanted, they would have steeled their hearts against him and harbored the same desire to do him bodily injury that we harbor toward the inartistic life insurance man who bores us.

Suppose a salesman is selling advertising space. He goes to the prospect and says: "I want you to take a page in this magazine." The prospect says, "No." His mind is a blank so far as the advantages of advertising space in that magazine are concerned. Would the salesman land his order by attempting to rush him, to force a demand upon him, by attempting persuasion and urging? Never. The more insistent grow his demands the wrathier the prospect will become. Yet many advertising solicitors are of exactly this type.

"Take a page this month," they say. "Oh, come on and take a page; you

had better take a page; I want you to take a page; you ought to take a page."

There is one advertising solicitor I know who used to paint so alluring a picture of the advantages of advertising in a certain magazine on general business topics published in Chicago (not Salesmanship) that he was absolutely irresistible. He never went to a man in his life with a bare request or demand that that man should take advertising in his publication. He would walk into a man's office and get his mind in play upon some question connected with the prospect's business; skilfully gain his attention and lead it round gradually to the general question of profitable advertising methods. He never failed to have three or four pointers at hand that would be valuable in different departments of the prospect's business; things that he had picked up during his visits to other factories and offices. He would comment on the copy that the advertiser was running in various periodicals, and he used to make sure by a careful and profound study beforehand that his comments were valuable. Having made his presence helpful, having secured attention, interest and favorable consideration by the valuable personal comments he had made, he would skilfully introduce some vital fact concerning the quality of his own magazine. "Which would you rather do," he would say, "stand in front of a factory gate at noon when the mob was pouring forth, and shout the advantages of your typewriter to the miscellaneous mob of hurrying individuals, only one in a hundred of whom could use a typewriter, or be invited into the manager's private office, into the quiet and calm of the manager's presence—sit there in the sanctum so difficult to penetrate, and there have an opportunity to state the advantages of your typewriter to the manager himself? Now our magazine goes into 36,000 just such private offices as this, offices of business men, managers in business, men at the head of affairs, men with buying power—36,000 such men, every one successful, every one in a position of authority, every one with the power to sign checks, every one with a vital need for the very kind of product you are selling."

When that Chicago solicitor walked in upon an office man he took it for granted that the prospect's mind was a blank so far as the advantages of his proposition were concerned. Did he assault the business man hammer and tongs, the minute he had his attention with a demand for an order? No. He went to work with the skill of an artist to paint upon that man's mind the same conception of the advantages of his product that he, the salesman himself, had in his own mind. Stroke by stroke he sketched in the outline, skilfully holding the prospect's attention and interest in play by comments on the prospect's own business. Insidiously he inserted the wedge of his arguments—the points of his brushes with which he painted in the detail of his picture. With quiet but rapid motions

he dashed in the color, and when the prospect had the same vivid realization as the salesman of the thing that was in the salesman's mind—the same picture of the advantages of the magazine as an advertising medium—the prospect would almost rise up of himself and demand the privilege of signing a six months' contract.

It would pay all of us to follow this solicitor's methods. B. E. Noble.

#### Measure for Measure.

"Father, how do they measure limburger cheese, by weight or cubic contents?" asked Little Rollo playfully.

"By scentimeters," replied Rollo Senior.

## 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's) MICH.

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

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

## HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

## Hotel Breslin

Broadway at 29th St.

New York

"An Hotel Where Guests are Made to Feel at Home"

A High-Class Hotel with Moderate Rates.

Exceptionally Accessible

500 Rooms—Reasonable Restaurant Charges

#### RATES:

Single Rooms with Running Water \$1.00 to \$2.00  
 Single Rooms with Tub or Shower Bath \$1.50 to \$5.00  
 Double Rooms with Running Water \$2.00 to \$4.00  
 Double Rooms with Tub or Shower Bath \$3.00 to \$6.00

UNDER SAME MANAGEMENT AS  
 COPLEY-PLAZA HOTEL, BOSTON

EDWARD C. FOGG, Managing Director  
 ROY L. BROWN, Resident Manager



### BUCKLE OF ROT.

How long must doting theorists and their beclouded victims continue in their blindness as to the fundamentals that underlie modern merchandising?

It would seem as though the hundreds of "co-operative" plans which are launched like brilliant rockets and in almost every case come down like the sticks, after a few months, would teach their lesson; but they do not appear either to shorten the crop of "easy marks" for the professional promoter or teach the reformer and theorist the fundamental fallacy of his dream.

During the past few days there has appeared one glittering example of a great hope falling before the inexorable demands of creditors, and instead of its ordinary multiple of exploitation, millions, it fell before the demands of a creditor with a claim for a single thousand dollars.

Although these schemes may vary in details and in certain phases, they are all substantially one, in that they all rest on a belief that the old law of supply and demand has gone out of business and that success in business is merely a matter of artifice and system. Although the truth invariably dawns on the victims ultimately, it is unfortunate that it must exact its toll of lost money and of annoyance for those who are following the beaten path of established principles.

Marketing is essentially a creature of evolution and experience; it is not made to order in accordance with some fanciful dream. It runs in unquestioned conformity to the law of supply and demand and cannot be deflected. Buyers and sellers have their antagonisms and always will, but the last squeeze of a penny is not nowadays all there is in competition. Convenience and service are great factors and unless goods are sold at more than the cost of merchandise, plus cost of transacting business, collapse is inevitable and inexorable.

When a rosy prospectus came forth, a few months ago, of a great scheme for establishing 200 grocery stores in New York City, it carried with it, with thoughtful men, its own doom. If ordinary grocers could hardly make a living with modest store fixtures, sharp economies and laborious personal effort—and the statistics show that 92 per cent. of the attempts ultimately fail—how could a system support gilt-edged stores at high rent, give 10 per cent. discount, hand out theater tickets and free excursions, pay guaranteed dividends, pay its clerks fancy bonuses and allow the stockholders to run credit to the extent of 75 per cent. of their stock holdings? With shares fixed at \$1 each, how long would it take a concern to discover its capital gone in stockholders' credits?

And yet it does not appear to have dawned on the promoters. In about six months they are on the rocks, confessing inability to meet bills of \$1,000. The reason is plain; that the margins of profit in the grocery business are not as large as they are made

to appear in glowing prospectuses. Turning one's capital in the grocery business twelve times in a year is not regarded as probable and when stores valued at \$800 are estimated to pay profits of \$1,000 a month it meets with little credence among grocers. A concern may have the best of management, but it cannot perform miracles, nor can it be safely presumed that the men who have succeeded in the grocery business in the past were so deficient as to have fallen so far short of such Aladdin possibilities as are promised in alluring promotion circulars.

### Bagmen Outing Planned.

Grand Rapids, July 13.—Absal Guild Ancient Mystic Order Bagmen of Bagdad, has chartered the Crosby line steamer, May Graham, for their first annual outing on July 31. There will be a cruise down the Grand River to Lamont, where a goodly feast will be ready.

After dinner, Captain Bennett, of the Slims, and Captain Mann, of the Stouts, will give an exhibition of how baseball should be played.

Then all aboard again and down to Grand Haven, with games for the little ones and dancing and music for all. Refreshments and smokes all the time.

After enjoying the freedom of the city of Grand Haven, there will be a special train in readiness on the interurban for Grand Rapids.

Every effort is being made to make this a memorable event. Fine weather has been ordered by

C. C. Perkins,  
Ernest Scott  
H. W. Harwood,  
Committee.

### Supreme Counselor Ganiard Given a Reception.

Jackson, July 12.—Frank S. Ganiard, Supreme Counselor of the United Commercial Travelers, was honored with a delightful, although informal, reception Saturday evening, following the regular meeting of Jackson Council at Odd Fellows hall, the affair being arranged by the woman's auxiliary of the U. C. T.

The distinguished visitor, who is a former Jackson man, holds the highest office to be held in the organization. He paid a special visit to the Jackson organization, of which he is a member, Saturday evening, and the women arranged the reception that all might have an opportunity to greet Mr. Ganiard personally.

A delightful hour followed the meeting, with sociability and congeniality the keynote of the gathering. During the hours ice cream and cake were served.

John Dunton, of Scribner avenue, and James Hawkins, City Treasurer, have leased a flooring plant at Lake Odessa and will organize a stock company to manufacture special flooring, an invention on which Mr. Dunton has spent a number of years. The wood is cured with a filler which Mr. Dunton has perfected and which makes it impervious to water. The flooring is especially desirable because it does not swell or shrink under any circumstances. It will probably find its chief market in flooring for bath rooms.

William F. Blake, tea buyer for the Judson Grocer Company, underwent an exploratory operation at U. B. A. hospital Tuesday. He is doing as well as could be expected under the circumstances.

### Card From Mr. Mooney.

Bangor, July 13.—While waiting for a train here, I picked up a Michigan Tradesman. The one I happened to select was dated June 16. On reading over some notes from Kalamazoo over the signature of R. S. Hopkins, I was surprised to note an alleged quotation from myself. Yes, I am the man who was in a Grand Rapids uniform and not a member of Grand Rapids Council.

About two weeks before the convention I sent an advance assessment to the Council where I was a member at that time and asked for a transfer card. Thinking surely the transfer would be made all right and that I would be a member of the Grand Rapids Council I got out and practiced with the Grand Rapids team. When I arrived at Lansing at the convention, Manager Lipps, of the Grand Rapids team, informed me that my transfer had not been made and that I could not play. I did not play and no attempt was made to play me.

Someone must handle the truth carefully down in Kalamazoo or else Mr. Hopkins has been misinformed when he quotes me as stating that, "I did not know why Grand Rapids had brought me down in uniform, as I did not belong to Grand Rapids Council and had no right there with Grand Rapids in uniform."

The only statement I made was that I was sorry my transfer card had not arrived in time to let me in the game.

F. C. Mooney.

### Death of Leading Traverse City Traveler.

Traverse City, July 13.—Lewis Wilmot Codman died at his home, 803 South Union street, after an illness of ten weeks. He was born near Rochester, N. Y., July 30, 1860 and came to Michigan with his parents when a boy. He married Eva A. Stickney, of Hartford, about thirty years ago when engaged in the retail drug business. Shortly after they removed to Muskegon, where he engaged in the grocery business. They returned to Hartford in 1893. Owing to business reasons they removed to Traverse City in 1900, which has been their home since. For the past twenty years Mr. Codman has been a commercial traveler. His work has been throughout Northern Michigan, where he is widely known. He was a member of Florida lodge, F. & A. M., of Hartford, of the Elks, and is a Past Senior Counselor of the United Commercial Travelers. For many years Mr. Codman was a salesman for the Musselman Grocer Co. The past few years he has been traveling for the Hannah & Lay Milling Co. He leaves a widow and one son, Glen L. Codman, who has made his home in Chicago for the past two years. He also leaves a brother and sister, W. G. Codman of San Jose, California, and Mrs. E. M. Zuber of Hartford. The body was taken to Hartford for burial.

### Worthless Five Dollar Bill.

The Tradesman warns its readers to be on the lookout for a recent counterfeit \$5 bill of the "Indian Head" variety. Although of crude make, the bill is liable to deceive, and one of them has already passed through the postal savings department of the Kalamazoo postoffice.

A complete description of the bill follows, so scrutinize the five-spots.

Of the series of 1899, bearing the letter "D." It has face plate number of 1728, and back plate number 1048, bearing the signature of Carmi A. Thompson, treasurer, and the register signature is believed to be that of J. C. Napier. Serial number, M10361122.

The bill is believed to have been made by photographic process by unskilled crooks. The silk fibres have been placed by pen and ink, crudely.

Lee H. Bierce, Assistant Secretary of the Association of Commerce, is in active demand nowadays from the towns tributary to Grand Rapids. Friday evening he is booked to assist in the formation of a Business Men's Association at Lake Odessa. July 21 he will address the Men's Club of Plainwell. July 23 he will be the star attraction at a monster picnic to be given by the business men of Walkerville. Mr. Bierce is well qualified to convey messages of hope and courage to the friends and customers of the Grand Rapids wholesale market. He is in excellent speaking voice this summer.

The Wernicke-Hatcher Pump Co. of this city, has closed a contract with the Hoven-Owens-Rentschler Co., of Hamilton, Ohio, whereby the latter company is to manufacture the rotary air compressor which the local company has spent a number of years in perfecting, on a royalty basis. The Wernicke-Hatcher Pump Co. may at a later date become the Michigan agents for the pump.

Provisions—Smoked meats are steady and unchanged with a fair consumptive demand. Pure lard is steady at a decline of 1/4c and a moderate consumptive demand. Compound lard shows no change and fair demand. Compound lard appears to be in a fairly steady and settled condition. Dried beef, barreled pork and canned meats are all in improved demand and unchanged in price.

A. H. Wiggins, who recently sold his interest in the Battlement Drug Co., Benton Harbor, to his partner, Benjamin Putzbach, has engaged in the drug business on his own account at 100 Elm street, same city. The Hazeltine & Perkins Drug Co. furnished the stock.

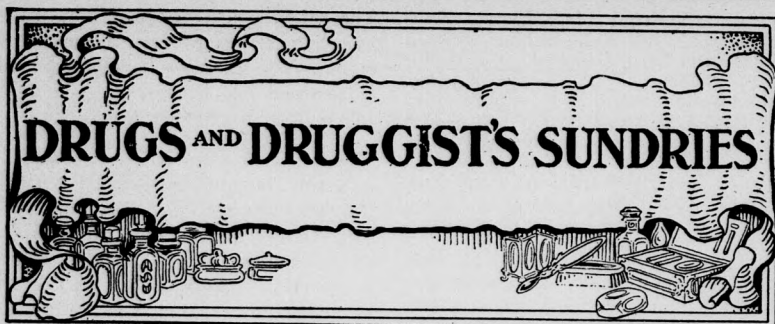
Charles F. Young, of the Tanners Supply Co., and J. H. Weiden, of H. Weiden & Sons, have recently been named as directors of the Eagle-Ottawa Leather Co., an old Chicago company which during the past few weeks has undergone a complete reorganization.

Guy W. Rouse, President of the Worden Grocer Company, who is convalescing at the cottage of Dr. Alexander Campbell, at Sylvan Beach, came to town in his automobile Monday, returning next day for another week or two.

Eugene H. Kerstetter, formerly in the garage business at Ionia, has started here as agent in Western Michigan for the Oldsmobile. He will maintain headquarters at 50 Division avenue, South.

L. E. Collins, who for the past several months has been connected with the Faude Co., with offices in the Murray building, has announced his resignation. His successor has not yet been named.





**Michigan Board of Pharmacy.**  
 President—E. T. Boden, Bay City.  
 Secretary—E. E. Faulkner, Delton.  
 Treasurer—Charles S. Koon, Muskegon.  
 Other Members—Will E. Collins, Owosso; Leonard A. Seltzer, Detroit.

**Michigan State Pharmaceutical Association.**

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

**Michigan Pharmaceutical Travelers' Association.**

President—W. H. Martin, Orion.  
 Secretary and Treasurer—W. S. Lawton, Grand Rapids.

**Grand Rapids Drug Club.**  
 President—Wm. C. Kirchgessner.  
 Vice-President—E. D. De La Mater.  
 Secretary and Treasurer—Wm. H. Tibbs.

Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

#### Should Enact More Uniform Anti-Narcotic Laws.

The Harrison anti-narcotic law will not serve to stop the illicit traffic in cocaine or opium, unless it is supported by effective state laws that are actually enforced. To the extent that the new law will help in locating the vicious drug sellers and will thus serve to detect the leak from the legitimate drug trade to the illicit dealer in narcotic drugs, it is proving according to the Federal officials a success. Many of the states, however, most of which have a reasonably efficient anti-narcotic law on their statute books, have not enforced their laws to the limit.

Many of the state laws are weak in effect that they do not specifically charge any one person or number of persons with their execution, and few, if any, of the statutes outline the methods to be employed in enforcing them. Few states ever have made a direct appropriation for the purpose of enforcing the existing anti-narcotic legislation.

In the interest of effective enforcement of such legislation, both state and National, Martin I. Wilbert, of the United States Public Health Service, suggests a careful comparative study of existing legislation to determine the reason for the evident inefficiency of present laws, and consistent and persistent efforts for uniform and practical legislation that will effectively preclude the misuse of habit forming drugs.

In connection with the above, we might point out that a proposed uniform State narcotic law has been drafted at the request of the National Association of Retail Druggists by a committee consisting of James H. Beal, Frank H. Freericks and Hugh Craig. It should be understood, however, that it is not the purpose of the committee that the measure shall be

taken as a model in its entirety, but that it shall serve as "a body of well considered provisions from which selections may be made for use in states where existing laws need to be revised."

Mr. Wilbert points out that at the present time forty-nine political divisions have some form of cocaine legislation on their statute books, but only twenty of the states make it unlawful for physicians to prescribe for habitual users, and only seventeen states make it unlawful for other than those specially authorized to have cocaine or other narcotic drugs in their possession. In addition, thirty-seven states have opium legislation, but the greater number of these laws are so burdened with provisos and exceptions as to make them almost valueless from a practical point of view. In twenty states it is unlawful to prescribe narcotic drugs to habitual users, but practically all these laws have been nullified by permitting a physician to prescribe the drugs in good faith for the treatment of habitual users. The laws of twenty-seven states prohibit or restrict the opening of "opium dens," fifteen restrict the sale of hydrated chloral. In eleven states the law specifically permits the sale of limited quantities of cocaine without a physician's prescription.

#### Surgical Magnets.

Powerful magnets are aiding physicians in the military hospitals of Europe because of the character of the ammunition that is causing most of the wounds in the land battles. Shrapnel shells have been used to a greater extent than ever before, so that a very large proportion of the wounds are from bits of shrapnel. In the hospitals of France magnets have been developed that will draw the fragments of shrapnel to the surface from a depth in the flesh of even six inches, and steel-jacketed bullets have been drawn out from a depth of more than two inches.

#### Benzol From Coal Gas.

Another step in the manufacture of benzol in this country has been taken. Thomas A. Edison has announced that he has opened a factory in Johnstown, Pa., for the manufacture of benzol from coal gas, a process never before developed in this country. Carbolic acid and aniline dyes are made from benzol, which heretofore has chiefly come from Germany. Since the war there has been a great shortage of this product and chemists and manufacturers have given much attention to producing it here.

#### Why Not Prescriptions in English?

Why do we attempt to write our prescriptions in Latin? We Latinize our drug directions because our professional ancestors did so (their Latin was far better), and they did so because the physicians of the middle ages used Latin, and the medieval doctors did so because they were obliged to know Latin thoroughly, because practically all medical and other lore of repute was buried in Latin and Greek literature, just then being brought to light after the anarchy that had intervened since the decline of the classical epoch. There was, at the time, no other language of learning.

Latin has long since ceased to be the official language of medicine or of any other science. Not one physician in ten thousand has a ready use of it, and apothecaries are not more learned in the matter. Even those who have "had" Latin in high school and college seem to find it little easier to master the sciences (so far as our teaching experience shows) than those who have struggled bravely with the nouns with an accusative in *im*, and the irregular verbs. As Heine said, "The Romans would never have found time to conquer the world if they had been obliged to learn Latin." The language of the ancient Romans is, for actual use, as dead as a doornail. It survives only as it is embodied in our modern everyday tongue. Latin is not the language of medicine, nor is it the language of pharmacy. So far as we of the United States are concerned, the language of pharmacy and medicine is English.

Aside from medieval custom, born of the Renaissance, the only reason we have heard offered for the continued use of Latin for prescription writing is that it impresses the patient and keeps him in ignorance of the contents of the prescription. Neither of these arguments should be offered by a physician of the twentieth century. The names of most materials of the pharmacopeia (with the exception of the invaluable aqua and a few others) look as formidable in plain English as in Latin or as Latinized. So far as the use of Latin in other parts of the prescription is concerned, if the patient is much of a scholar he will find the language far from that used either by Julius Caesar

or by the doctors of the middle ages, and is not likely to be impressed with the doctor's linguistic accomplishments.

If a medicinal substance has any effect except upon the imagination, it will have that effect as much when written in English as in perfect Latin. The treatment of disease by prescriptions working on the imagination only, has much to do with the hatching of the extensive brood of mental healers of all descriptions and of those who, under various names, attempt to give relief by the more or less violent laying on of hands. Even for diseases begotten of, or at least heightened by the fancy, there is much more that the physician can do than merely hand the sufferer a few Latinized words written on a slip of paper. This is not the sort of thing modern medicine stands for. We are not a set of esoteric humbugs.

The arguments for the use of Latin in prescription writing are not good, and more positively against such use is the fact of the time and trouble and money wasted in teaching or half teaching the use of Latin in prescription writing, the fact that Latinized prescriptions are seldom well written, and that few mistakes would be made if the English alone were employed. Some physicians are already writing their prescriptions in English, and we believe it will not be very long until the use of Latin for this purpose disappears.—New York Medical Journal.

#### Eyes That Follow You.

You probably have noticed that the eyes in some portraits follow you wherever you go. It is a bit uncanny to move about a room and have the eyes of a picture always upon you, and some superstitious people are afraid to go into a picture gallery where portraits of their ancestors are to be found. The effect is simply an optical illusion and is secured by having the eyes in the portrait looking directly toward the front. Under such circumstances the pupil is necessarily in the middle, with an equal amount of "white" on either side. This relation does not vary at all with the position of the observer. No matter where you stand, the pupil will be in the middle of the eye and the eye will seem to be looking at you.

## 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



### Honks From Auto City Council.

Lansing, July 12.—We are pleased to report an improvement in the condition of our esteemed Counselor, James F. Hammell.

C. S. Waters (Canton Art Metal Co.) reports the closing of several large contracts recently and that business in his line is a decided improvement over last month.

F. H. Hastings left Saturday evening for points in Iowa, where he will continue with his special line of soldiers. While home for a short visit he engaged two specialty salesmen who will represent him, one in the Eastern States and one in the Southwest.

A. O. Bosworth is the latest member of our Council to acquire a rough rider as a means of transportation in covering his territory. While he is not very enthusiastic about it, he says it comes in handy for bringing home fish.

Contractors are pushing the construction work on the Elliott Grocer Co.'s new building and expect to finish by August 1. The rapidly increasing business of the above company has made necessary the leasing of several buildings in various parts of the city for storage purposes.

Ray Courtright, salesman for F. A. Rothlesberger & Son, of this city, sustained a broken arm while cranking a customer's car last Tuesday. Ray won't admit that he is foolish enough to get hurt with one of the pesky things all by himself, but insists that while he was in the act of spinning the balky motor, a bystander advanced the spark to a point where pre-ignition occurs, hence the injury.

Over 22,000 of Lansing's best people attended the municipal picnic July 4 at Potter's Park. This beautiful park of fifty-seven acres is a gift to our city by J. W. Potter, a wealthy manufacturer and pioneer resident of Lansing.

Fred Mott (Elliott Gorcer Co.) has returned from a very enjoyable vacation with his family at Patterson Lake. By fishing ten hours a day he was about able to supply the table with fish, and the real enjoyment came on the last day when a former business friend invited him to angle in a small private lake near by. Whew! You just ought to hear Fred tell about it!

Mr. and Mrs. O. B. Holley, of Sault Ste. Marie, are visiting their parents in this city. Mr. Holley is a graduate of the electrical department of M. A. C. and for several years has been prominently identified with the Northern Electric Co.

A story is told of how consternation reigned in a Kalamazoo ticket office recently when a lady of decidedly foreign appearance approached the ticket seller just before train time and almost shrieked, "Two feet and back," several times in rapid succession. The timid dispenser of paste boards was sure that the State Hospital over on the hill had missed one of its patients, and was about to phone that institution, when the mystery was solved by a keen eyed newsboy who said, "Aw, she wants a return ticket to Paw Paw."

H. D. Bullen."

## Modern Farming.

"How many head of live stock you got on the place?"

"Live stock?" echoed the somewhat puzzled farmer. "What d'ye mean by live stock? I got four steam tractors and seven automobiles."

## 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.

200 Louis St.

**Grand Rapids, Michigan**

**Walrus Soda Fountains**  
**Electric Carbonators**  
**Cyclone Mixers**

Glasses      Cups      Holders  
Spoons      Dishers      Paper Soda Cups  
Squeezers      Shakers, Etc.

Coca Cola, Cherry Smash  
Root Beer, Grapefruitola  
Syrups and Flavors

## Chairs, Stools and Tables

**Hazeltine & Perkins Drug Co.**

**Grand Rapids, Mich.**

## WHOLESALE DRUG PRICE CURRENT

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

[illegible]



## GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

R. R. Jumbo

Flour

Rolled Oats

H. P. Beans

Index to Markets

1

2

By Columns

Col.

AMMONIA

12 oz. ovals, 2 doz. box 75

AXLE GREASE

Frazer's.

1lb. wood boxes, 4 doz. 3 00

3½lb. tin boxes, 2 doz. 2 35

10lb. pails, per doz. 6 00

15lb. pails, per doz. 7 20

25lb. pails, per doz. 12 00

BAKED BEANS

No. 1, per doz. 45 @ 90

No. 2, per doz. 75 @ 1 40

No. 3, per doz. 85 @ 1 75

BATH BRICK

English 95

BLUING

Jennings'.

Condensed Pearl Bluing

Small C P Bluing, doz. 45

Large C P Bluing, doz. 75

Folger's.

Summer Sky, 3 dz. cs. 1 20

Summer Sky, 10 dz bbl 4 00

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

Mapl-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 Cer'l 4 25

Post Toasties, T-2 2 50

Post Toasties, T-3 2 70

Post Tavern Porridge 2 80

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

BRUSHES

Scrub

Solid Back, 8 in. 75

Solid Back, 11 in. 95

Pointed Ends 85

Stove

No. 3 90

No. 2 1 25

No. 1 1 75

Shoe

No. 3 1 00

No. 7 1 30

No. 4 1 70

No. 3 1 90

BUTTER COLOR

Dandelion, 25c size 2 00

CANDLES

Paraffine, 6s 7

Paraffine, 12s 7½

Wicking 20

CANNED GOODS

Apples

3 lb. Standards @ 85

No. 10 @ 2 50

Blackberries

2 lb. 1 50 @ 1 90

Standard No. 10 @ 5 25

Beans

Baked 85 @ 1 30

Red Kidney 75 @ 95

String 1 00 @ 1 75

Wax 75 @ 1 25

Blueberries

Standard 1 80

No. 10 7 25

Clams

Little Neck, 1lb. @ 1 25

Clam Bouillon

Burnham's ½ pt. 2 25

Burnham's pts. 3 75

Burnham's qts. 7 50

Corn

Fair 65 @ 70

Good 90 @ 1 00

Fancy @ 1 30

French Peas

Monbadon (Natural)

per doz. 1 75

Gooseberries

No. 2, Fair 1 35

No. 2, Fancy 2 50

Hominy

Standard 85

Lobster

¼ lb. 1 85

½ lb. 3 15

Mackerel

Mustard, 1lb. 1 80

Mustard, 2lb. 2 80

Soused, 1½lb. 1 60

Soused, 2lb. 2 75

Tomato, 1b. 1 50

Tomato, 2lb. 2 80

Mushrooms

Buttons, ¼s @ 15

Buttons, 1s @ 32

Hotels, 1s @ 20

Oysters

Cove, 1 lb. @ 75

Cove, 2 lb. @ 1 40

Plums

Plums 90 @ 1 35

Pears in Syrup

No. 3 cans, per doz. 1 50

Peas

Marrowfat 90 @ 1 00

Early June 1 10 @ 1 25

Early June siftd 1 45 @ 1 55

Peaches

Pie 1 00 @ 1 25

No. 10 size can pie @ 25

Pineapple

Grated 1 75 @ 2 10

Sliced 95 @ 2 60

Pumpkin

Fair 80

Good 90

Fancy 1 00

No. 10 2 40

Raspberries

Standard @

Salmon

Warrens, 1 lb. Tall 2 30

Warrens, 1 lb. Flat 2 45

Red Alaska 1 70 @ 1 75

Med Red Alaska 1 40 @ 1 45

Pink Alaska @ 1 20

Sardines

Domestic, ¼s 3 90

Domestic, ½ Mustard 3 75

Domestic, ¾ Mustard 3 25

French, ¼s 7 @ 14

French, ½s 13 @ 23

Sauer Kraut

No. 3, cans 90

No. 10, cans 2 40

Shrimps

Dunbar, 1s doz. 1 45

Dunbar, 1½ doz. 2 70

Succotash

Fair 90

Good 1 20

Fancy 1 25 @ 1 40

Strawberries

Standard 95

Fancy 2 25

Tomatoes

Good 90

Fancy 1 20

No. 10 2 90

CATSUP

Snider's pints 2 35

Snider's ¼ pints 1 35

CHEESE

Acme @ 16½

Carson City @ 16

Brick @ 16

Lelden @ 15

Limbinger @ 18

Pineapple 40 @ 60

Edam @ 85

Sap Sago @ 18

Swiss, domestic @ 20

Colgan Mint Chips 65

Dentyne 62

Doublemint 64

Flag Spruce 69

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.

German's Sweet 22

Premium 32

Caracas 28

Walter M. Lowney Co.

Premium, ¼s 29

Premium, ½s 29

CLOTHES LINE

No. 40 Twisted Cotton 95

No. 50 Twisted Cotton 1 30

No. 60 Twisted Cotton 1 70

No. 80 Twisted Cotton 2 00

No. 50 Braided Cotton 1 00

No. 60 Braided Cotton 1 25

No. 80 Braided Cotton 1 85

No. 60 Sash Cord 1 75

No. 60 Sash Cord 2 00

No. 60 Jute 90

No. 72 Jute 1 10

No. 60 Sisal 1 00

Galvanized Wire

No. 20, each 100ft. long 1 90

No. 19, each 100ft. long 2 10

No. 20, each 100ft. long 1 00

No. 19, each 100ft. long 2 10

COCOA

Baker's 37

Cleveland 41

Colonial, ¼s 35

Colonial, ½s 33

Epps 42

Hershey's, ¼s 30

Hershey's, ½s 28

Huyler 36

Lowney, ¼s 34

Lowney, ½s 34

Lowney, 5lb. cans 33

Van Houten, ¼s 12

Van Houten, ½s 18

Van Houten, 1s 36

Wan-Eta 36

Webb 33

Wilber, ¼s 33

Wilber, ½s 32

COCOANUT

Dunham's per lb.

¼s, 5lb. case 30

¼s, 5lb. case 29

¼s 15 lb. case 29

¼s, 15 lb. case 28

1s, 15lb. case 27

¼s & ½s 15lb. case 28

Scalloped Gems 10

¼s & ½s 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

Rio

Common 19

Fair 19½

Choice 20

Fancy 21

Peaberry 23

Santos

Common 20

Fair 20½

Choice 21

Fancy 23

Peaberry 23

Maracalibo

Fair 24

Choice 25

Mexican

Choice 25

Fancy 26

Guatemala

Fair 25

Fancy 28

Java

Private Growth 26 @ 30

Mandling 31 @ 35

Aukola 30 @ 32

Mocha

Short Bean 25 @ 27

Long Bean 24 @ 25

H. L. O. G. 26 @ 28

Bogota

Fair 24

Fancy 26

Exchange Market, Steady

Spot Market, Strong

Package

New York Basis

Arbuckle 17 00

Extracts

Holland, ½ gro. bxs. 95

Felix, ½ gross 1 15

Hummel's foil, ½ gro. 85

Hummel's tin, ½ gro. 1 43

CONFECTIONERY

Stick Candy Pails

Horehound 9½

Standard 9½

Standard, small 10

Twist, small 10

Cases

Jumbo 9½

Jumbo, small 10

Big Stick 9½

Boston Sugar Stick 14

Mixed Candy Pails

Broker 8½

Cut Loaf 10

French Cream 10

Fancy 10

Grocers 7

Kindergarten 12

Leader 10

Majestic 10

Monarch 10

Novelty 11

Paris Creams 11

Premio Creams 14

Royal 8

Special 13

Valley Creams 10

X L O 7½

Specialties Pails

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-nut 14

Fudge, Cherry 14

Fudge, Cocoanut 14

Honeycomb Candy 16

Iced Maroons 15

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

Chocolates Pails

Assorted Choc. 16

Amazon Caramels 16

Crunches 12

Dinner Pail Mixed 10

Family Cookies 13

Fig Cakes Ass'd. 12

Fireside Peanut Jumb 10

Fluted Cocoanut Bar 12

Frosted Creams 10

Frosted Ginger Cook. 10

Frosted Raisin Sqs. 10

Full Moon 10

Ginger Drops 13

Ginger Gems Plain 10

Ginger Gems, Iced 11

Graham Crackers 9

Ginger Snaps Family 9½

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 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

Manlalay 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

Picnic Mixed 12

Raisin Cookies 12

Raisin Gems 11

Reveres Ass'd. 17

Rittenhouse Biscuit 14

Snapparoons 15

Spiced Cookie 12

Spiced Jumbles, Iced 12

Sugar Fingers 12

Sugar Crimp 10

Sultana Fruit Biscuit 18

Sweethearts 25

Vera Lemon Drops 18

Vanilla Wafers 20

CRACKERS

National Biscuit Company Brands

In-er-Seal Trade Mark Package Goods

Per doz.

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 Bct 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

Uneeda Biscuit 50

Uneeda 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, Asstd. 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 15

Cocoanut Macaroons 18

Cocoanut Molas. 18

Cocoanut Honey Fingers 12

Cocount Honey Jumbles 12

Crumble Cakes Iced 12

Dinner Pail Mixed 10

Family Cookies 13

Fig Cakes Ass'd. 12

Fireside Peanut Jumb 10

Fluted Cocoanut Bar 12

Frosted Creams 10

Frosted Ginger Cook. 10

Frosted Raisin Sqs. 10

Full Moon 10

Ginger Drops 13

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Sugar Crimp 10

Sultana Fruit Biscuit 18

Sweethearts 25

Vera Lemon Drops 18

Vanilla Wafers 20



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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
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## Citron

Corsican	16 1/2
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## Currants

Imported, 1 lb. pkg.	8 1/2
Imported, bulk	8 1/2

## Peaches

Muir-Choice, 25 lb.	6 1/2
Muir-Fancy, 25 lb.	7 1/2
Fancy, Peeled, 25 lb.	12

## Lemon, American

Orange, American	12 1/2
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## 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 3/4@9 1/4	

## California Prunes

30-100 25 lb. boxes	@ 7 1/4
30-90 25 lb. boxes	@ 8 1/4
70-80 25 lb. boxes	@ 9 1/2
30-70 25 lb. boxes	@ 10
50-60 25 lb. boxes	@ 10 1/2
40-50 25 lb. boxes	@ 11

## FARINACEOUS GOODS

Beans	
California Limas	6 1/2
Med. Hand Picked	3 30
Brown Holland	3 20

## Farina

25 1 lb. packages	1 60
Bulk, per 100 lb.	5 00

## Original Holland Rusk

Packed 12 rolls to container	
3 containers (40) rolls	3 20

## Hominy

Pearl, 100 lb. sack	2 50
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## Maccaroni and Vermicelli

Domestic, 10 lb. box	40
Imported, 25 lb. box	3 50

## Pearl Barley

Chester	3 75
Portage	5 00

## Peas

Green, Wisconsin, bu.	2 90
Split, lb.	6 1/2

## Sago

East India	5
German, sacks	5
German, broken pkg.	

## Tapioca

Flake, 100 lb. sacks	5 1/2
Pearl, 100 lb. sacks	5 1/2
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75

## FISHING TACKLE

1/2 to 1 in.	6
1 1/2 to 2 in.	7
1 1/2 to 2 in.	9
1 1/2 to 2 in.	11
2 in.	15
3 in.	20

## Cotton Lines

No. 1, 10 feet	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 7/8 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 &amp; 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 Loaf 6 25

Graham 3 00

Granena Health 3 10

Gran. Meal 2 00

Bolted Med. 1 90

## Voigt Milling Co.

Voigt's Crescent 6 85

Voigt's Royal 7 25

Voigt's Flour 6 85

Voigt's Hygienic Graham 5 80

## Watson-Higgins Milling Co.

Perfection 6 70

Tip Top Flour 6 20

Golden Sheaf Flour 5 80

Marshalls Best Flour 7 20

## Worden Grocer Co.

Quaker, paper 6 60

Quaker, cloth 6 70

## Kansas Hard Wheat

Voigt Milling Co.

Calla Lily 6 85

## Worden Grocer Co.

American Eagle, 1/8 7 50

American Eagle, 1/8 7 40

American Eagle, 1/8 7 30

## Spring Wheat

Roy Baker

Mazeppa 6 90

Golden Horn, bakers 6 80

Wisconsin Rye 6 30

Bohemian Rye 6 75

## Judson Grocer Co.

Ceresota, 1/8 7 80

Ceresota, 1/8 7 70

Ceresota, 1/8 7 60

## Voigt Milling Co.

Columbia 7 45

## Worden Grocer Co.

Wingold, 1/8 cloth 8 00

Wingold, 1/8 cloth 7 90

Wingold, 1/8 cloth 7 80

Wingold, 1/8 paper 7 85

Wingold, 1/8 paper 7 80

## Meal

Bolted 4 40

Golden Granulated 4 60

## Wheat

New Red 1 03

New White 1 00

## Oats

Michigan carlots 53

Less than carlots 55

## 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 &amp; 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, per 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., 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

Old Wool 60@25

Lambs 15@25

Shearlings 10@20

8

## Tallow

No. 1 4 5

No. 2 4 4

## Wool

Unwashed, med. 24

Unwashed, fine 20

## HORSE RADISH

Per doz. 90

## Jelly

5 lb. pails, per doz. 2 30

15 lb. pails, per pail 65

30 lb. pails, per pail 1 25

## JELLY GLASSES

1/2 pt. in bbls., per doz. 15

1/2 pt. in bbls., per doz. 16

8 oz. capped in bbls., per doz. 18

## MAPLEINE

2 oz. bottles, per doz. 4 00

1 oz. bottles, per doz. 2 25

1/2 oz. bottles, per doz. 1 10

## MINCE MEAT

Per case 2 85

## MOLASSES

## New Orleans

Fancy Open Kettle 42

Choice 35

Good 22

Fair 20

Half barrels 2c extra

Red Hen, No. 2 1 75

Red Hen, No. 5 1 75

Red Hen, No. 10 1 65

## MUSTARD

1/2 lb. 6 lb. box 16

## OLIVES

Bulk, 1 gal. kegs 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. per doz. 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 &amp; P Naphtha 9 4

Capitol Cylinder 29 9

Atlantic Red Engine 12 9

Summer Black 6 7

Polarine 28 9

## PICKLES

## Medium

Barrels, 1,200 count 7 50

Half bbls., 600 count 4 25

5 gallon kegs 1 90

## Small

Barrels 9 50

Half barrels 5 00

5 gallon kegs 2 25

## Gherkins

Barrels 13 00

Half barrels 6 25

5 gallon kegs 2 50

## Sweet Small

Barrels 16 00

Half barrels 8 50

5 gallon kegs 3 20

## PIPES

Clay, No. 216, per box 1 75

Clay, T. D. full count 60

Cob 90

## PLAYING CARDS

No. 90, Steamboat 75

No. 15, Rival assorted 1 25

No. 20, Rover, enam'd 1 50

No. 572, Special 1 75

No. 98 Golf, Satin fin. 2 00

No. 808, Bicycle 2 00

No. 632 Tourn't whist 2 25

## POTASH

Babbitt's, 2 doz. 1 75



## SPECIAL PRICE CURRENT

12

Smoking	
Big Chief, 16 oz. ....	30
Bull Durham, 5c ....	5 85
Bull Durham, 10c ....	11 52
Bull Durham, 15c ....	17 28
Bull Durham, 8 oz. ....	3 60
Bull Durham, 16 oz. ....	6 72
Buck Horn, 5c ....	5 76
Buck Horn, 10c ....	11 52
Briar Pipe, 5c ....	5 76
Briar Pipe, 10c ....	11 52
Black Swan, 5c ....	5 76
Black Swan, 10c ....	11 52
Black Swan, 14 oz. ....	3 50
Bob White, 5c ....	6 00
Brotherhood, 5c ....	6 00
Brotherhood, 10c ....	11 52
Brotherhood, 16 oz. ....	5 05
Carnival, 5c ....	5 70
Carnival, 10c ....	11 52
Cigar Clipper, Johnson ...	30
Cigar Clipper, Seymour ...	30
Identity, 3 and 16 oz. ....	30
Darby Cigar Cuttings 450 ...	4 50
Continental Cubes, 10c ...	90
Corn Cake, 14 oz. ....	2 55
Corn Cake, 7 oz. ....	1 45
Corn Cake, 5c ....	5 76
Cream, 50c pails ....	4 70
Cuban Star, 5c foil ...	5 76
Cuban Star, 16 oz. 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 53
Five cent cut Plug ....	29
F O B 10c ....	11 52
Four Roses, 10c ....	96
Full Dress, 1 1/2 oz. ....	72
Glad Hand, 5c ....	48
Gold Block, 10c ....	12 00
Gold Star, 50c pail ...	4 60
Gall & Ax. Navy, 5c ...	5 76
Growler, 5c ....	42
Growler, 10c ....	94
Growler, 20c ....	1 85
Giant, 5c ....	5 76
Giant, 40c ....	3 72
Hand Made, 2 1/2 oz. ....	50
Hazel Nut, 5c ....	5 76
Honey Dew, 10c ....	12 00
Hunting, 5c ....	38
I X L, 5c ....	6 10
I X L, in pails ....	3 90
Just Suits, 5c ....	6 00
Just Suits, 10c ....	12 00
Kiln Dried, 25c ....	2 45
King Bird, 7 oz. ....	2 16
King Bird, 10c ....	11 52
King Bird, 5c ....	5 76
La 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 50
Noon Hour, 5c ....	48
Old Colony, 1-12 gro. ....	11 52
Old Mill, 5c ....	5 76
Old English Curve 1 1/2 oz. ....	96
Old Crop, 5c ....	5 76
Old Crop, 25c ....	20
P. S., 8 oz. 30 lb. cs. ....	19
P. S., 3 oz., per gro. ....	5 70
Pat Hand, 1 oz. ....	63
Patterson Seal, 1 1/2 oz. ....	48
Patterson Seal, 3 oz. ....	96
Patterson Seal, 16 oz. ....	5 00
Peerless, 5c ....	5 76
Peerless, 10c cloth ....	11 52
Peerless, 10c paper ....	10 80
Peerless, 20c ....	2 04
Peerless, 40c ....	4 08
Plaza, 2 gro. case ....	5 76
Plow Boy, 5c ....	5 76
Plow Boy, 10c ....	11 40
Plow Boy, 14 oz. ....	4 70
Pedro, 10c ....	11 93
Pride of Virginia, 1 1/2 ...	77
Pilot, 5c ....	5 76
Pilot, 14 oz. doz. ....	2 10
Prince Albert, 5c ....	48
Prince Albert, 10c ....	96
Prince Albert, 8 oz. ....	3 84
Prince Albert, 16 oz. ....	7 44
Queen Quality, 5c ....	48
Rob Roy, 5c foil ....	5 76
Rob Roy, 10c gross ....	10 52
Rob Roy, 25c doz. ....	2 10
Rob Roy, 50c doz. ....	4 10
S. & M., 5c gross ....	5 76
S. & M., 14 oz. doz. ....	3 20
Soldier Boy, 5c gross ...	5 76
Soldier Boy, 10c ....	10 50

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Pilot, 7 oz. doz. ....	1 05
Soldier Boy, 1 lb. ....	4 75
Sweet Caporal, 1 oz. ....	60
Sweet Lotus, 5c ....	5 76
Sweet Lotus, 10c ....	11 52
Sweet Lotus, per dz. ....	4 60
Sweet Rose, 2 1/2 oz. ....	30
Sweet Tip Top, 5c ....	50
Sweet Tip Top, 10c ....	1 00
Sweet Tips, 1/4 gro. ....	10 08
Sun Cured, 10c ....	98
Summer Time, 5c ....	5 76
Summer Time, 7 oz. ....	1 65
Summer Time, 14 oz. ....	3 50
Standard, 5c foil ....	5 76
Standard, 10c paper ....	8 64
Seal N. C. 1 1/2 cut plug ...	70
Seal N. C. 1 1/2 Gran. ....	63
Three Feathers, 1 oz. ....	42
Three Feathers, 10c ....	11 52
Three Feathers, 10c ....	11 52
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 ....	96
Tuxedo, 20c ....	1 90
Tuxedo, 80c tins ....	7 45
Twin Oaks, 10c ....	96
Union Leader, 50c ....	5 10
Union Leader, 25c ....	2 60
Union Leader, 10c ....	11 52
Union 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 ....	48
Velvet, 10c tin ....	96
Velvet, 8 oz. tin ....	3 84
Velvet, 16 oz. can ....	7 68
Velvet, combination cs ...	5 75
War Path, 5c ....	6 00
War Path, 20c ....	1 60
Wave Line, 3 oz. ....	40
Wave Line, 16 oz. ....	40
Way up, 2 1/2 oz. ....	5 75
Way up, 16 oz. pails ...	31
Wild Fruit, 5c ....	5 76
Wild Fruit, 10c ....	11 52
Yum Yum, 5c ....	5 76
Yum Yum, 10c ....	11 52
Yum Yum, 1 lb., doz. ....	4 60

## TWINE

Cotton, 3 ply ....	20
Cotton, 4 ply ....	20
Jute, 2 ply ....	14
Hemp, 6 ply ....	13
Flax, medium ....	24
Wool, 1 lb. bales ....	10 1/2

## VINEGAR

White Wine, 40 grain 8 1/2	
White Wine, 80 grain 11 1/2	
White Wine, 100 grain 13	
Oakland Vinegar & Pickle	
Co.'s Brands	
Highland apple cider 18	
Oakland apple cider 13	
State Seal sugar 11 1/2	
Oakland white picklg 10	
Packages free.	

## WICKING

No. 0, per gross ....	30
No. 1, per gross ....	40
No. 2, per gross ....	50
No. 3, per gross ....	75

## WOODENWARE

Baskets	
Bushels ....	1 00
Bushels, wide band ...	1 15
Market ....	40
Splint, large ....	4 00
Splint, medium ....	3 50
Splint, small ....	3 00
Willow, Clothes, large ...	8 00
Willow, Clothes, small ...	6 25
Willow, Clothes, me'm ...	7 25

## Butter Plates

Ovals	
1/4 lb., 250 in crate ....	35
1/2 lb., 250 in crate ....	35
1 lb., 250 in crate ....	40
2 lb., 250 in crate ....	50
3 lb., 250 in crate ....	70
5 lb., 250 in crate ....	90
Wire End	
1 lb., 250 in crate ....	35
2 lb., 250 in crate ....	45
3 lb., 250 in crate ....	55
5 lb., 20 in crate ....	65

## Churns

Barrel, 5 gal., each ...	2 40
Barrel, 10 gal., each ...	2 55

## Clothes Pins

Round Head	
4 1/2 inch, 5 gross ....	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

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Faucets	
Cork lined, 3 in. ....	70
Cork lined, 9 in. ....	80
Cork lined, 10 in. ....	90
Mop Sticks	
Trojan spring ....	30
Eclipse patent spring ....	85
No. 1 common ....	80
No. 2 pat. brush holder ...	85
Ideal No. 7 ....	85
12lb. cotton mop heads ...	1 30
Pails	
10 qt. Galvanized ....	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
Brass, 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'nt ...	10
Wax Butter, full c'nt ...	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.

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## 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 09	
Dutch Masters, Inv. 70 00	
Dutch Masters, Pan. 70 00	
Dutch Master Grande 68 00	
Little Dutch Masters	
(300 lots) ....	10 00
Gee Jay (300 lots) ....	10 00
El Portana ....	33 00
S. C. W. ....	32 00

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)	
Tip Top (Caustic) ....	210 lbs. .... 3c per lb.
No 1 Laundry Dry ....	250 lbs. .... 4c per lb.
Palm Pure Soap Dry ....	225 lbs. .... 5 1/4 c per lb.
	300 lbs. .... 6 1/4 c per lb.

## FOOTE &amp; JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to  
FOOTE & JENKS, Jackson, Mich.

## PUTNAM'S

Double A

## Bitter Sweet Chocolates

The Highest in Quality Greatest in Demand

If you are not supplied a postal card will bring them  
Packed in five pound boxes

Vanilla, Pineapple, Orange, Lemon, Raspberry,  
Walnut or Assorted.

Made by

National Candy Co., Inc.

## Putnam Factory

GRAND RAPIDS

MICHIGAN

16

Roasted  
Dwinnell-Wright Brands



# 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—Grocery, hay and grain stock in city of 2,800 in Northern Michigan. This has been money maker for the past eight years and is a snap for some one. Owner died recently and widow does not want to continue the business. Lock Box 232, Onaway, Michigan. 279

For Sale or Exchange—Fully equipped furniture plant, employing twenty men, doing good business; has been running over time when other furniture plants were idle; no labor trouble; up-to-date equipment including power plant, good supply of hard-wood near by; good transportation point. Good reason for selling. Glenn Williams, Clio, Michigan. 280

For Sale—Moving picture theater, seating 225; equipments nearly new. Town of 5,000. Only one other in town. Investigate. Address 281, care Tradesman. 281

For Sale—\$20,000 stock of clean merchandise at liberal discount. J. D. Barnett, Bellefontaine, Ohio. 282

Wanted—A cash grocery store that will inventory around \$1,500; preferably in a German locality. Address 1,500, care Tradesman. 283

For Sale—In good mining town, good location near depot new stock shelf hardware, miners supplies and groceries; invoices \$1,800—\$2,000. No fixtures to buy. Long term of lease for building and fixtures. G. W. Leonard, General Delivery, Saginaw, W. S., Michigan. 284

Lace cabinet; new invention. Needed by all dry goods merchants. Manufacturer will sell part interest in business. Partner to manage selling end. Splendid opportunity for man with moderate capital and selling ability. J. E. Nace, Hanover, Pa. 285

¼ to ½ of your stock turned to cash in a ten day selling campaign—not the best but the worst will go by our system. Prominent merchants will back our assertion. Merchants National Service Co., National City Bank Building, Chicago. 134

For Sale—Double generator gasoline lighting plant (manufactured by the Dow Manufacturing Company, Salem, Ohio) in perfect order. Cost, \$175. Also two rolling shoe ladders, with 65 foot track for twelve foot selling. Will sell cheap. For particulars, enquire C. E. Lenardson, Blissfield, Michigan. 286

For Sale—Small stock of groceries and bazaar goods in good Southern Michigan town. A good payer. Address 287, care Michigan Tradesman. 287

For Sale—Stock of 5 and 10 cent goods; china, enamel ware, toys, dry goods, ladies' and children's ready-to-wear garments. Invoices \$3,500. Located in Southern Michigan. Address 288, care Tradesman. 288

For Sale or Rent—Double store building in the best town in the Northwest part of Lower Peninsula. Suitable for racket, department or general store. Business not over done, with a large growing farming country around. No other town within twelve miles. Steam heat. Former occupants did \$60,000 business. Dr. V. F. Huntley, Manton, Michigan. 289

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—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

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

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—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

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

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 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—Blacksmith and woodwork business in good locality. A1 business. Good reasons for selling. For particulars address James Wilson, Gifford, Michigan. 260

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

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.

We buy and sell second-hand store fixtures. Grand Rapids Store Fixture Co., 7 North Ionia Ave. 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

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

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

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

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—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. Buter, 358 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

## Creating Confidence

Michigan is one of the most responsive markets in the world for your goods. Prosperity has overtaken the people and they are buying.

Tell the people of Michigan about your goods—how they are made and sold and how to recognize them. Tell it to them through a medium in which they have confidence. When they know who you are, and what you offer them, they'll buy.

The medium which has the confidence of its readers in the Michigan field is the

**Michigan Tradesman**

## Economic Coupon Books

They save time and expense

They prevent disputes

They put credit transactions on cash basis

Free samples on application



**Tradesman Company**

Grand Rapids, Mich.



## BANKRUPTCY MATTERS.

## Proceedings in the Western District of Michigan.

Grand Rapids, July 6.—In the matter of Shelby Home Furnishers, the final meeting which was held on July 2, the final report and account of the trustee, showing, balance on hand, as per first report and account, \$418.96, additional receipts of \$11.40, total, \$430.36; disbursements of \$157.83 and a balance of \$292.53; also addition of \$5 for sale of book accounts and interest item of \$4.50, added at the final meeting, making total balance of \$302.03, was considered and the same appearing proper for allowance was approved and allowed. Certificate recommending the bankrupt's discharge was entered and final order made, final dividend of 12 per cent. paid to creditors. This estate has heretofore paid a dividend of 5 per cent., making total dividend of 17 per cent.

In the matter of James M. Hanigan, bankrupt, Ionia, the final meeting of creditors was held this date. The final report and account of the trustee, showing total receipts of \$578.24; disbursements as follows: preferred claims, \$27.51; bankrupt's exemptions, \$156.00; administration expenses, \$39.97, total, \$223.48 and a balance on hand of \$354.76, was considered and the same appearing proper for allowance was approved and allowed. Preferred claims were allowed and it appearing that there were not sufficient assets to pay the administration expenses and preferred claims in full it was determined that no dividend be paid to general creditors. The final order for distribution has been made.

July 7.—In the matter of Lee Howland, bankrupt, Charlevoix, the first meeting of creditors was held this date. Claims were allowed. Creditors failed to elect a trustee and the referee appointed Richard Lewis, of Charlevoix as trustee and fixed the amount of his bond at \$500. The bankrupt was formerly in the paving business at Charlevoix.

In the matter of P. G. Mayhew, bankrupt, Holland, the final meeting of creditors was held this date. The final report and account of the trustee, showing sale of all of the assets of this estate to Arthur Van Duren, of Holland, for \$500, subject to all liens and encumbrances except the lien for taxes, which is a preferred claim against this estate; also showing payment of the sum of \$384.53 by said Van Duren to the trustee and payment of taxes aggregating \$115.47 and that the trustee has on hand the balance of \$384.53, was considered and the same appearing proper for allowance and there being no objection thereto was approved and allowed. There were not sufficient assets to pay the preferred claims and administration expenses in full and a dividend of 35 per cent. was therefore declared on the preferred claims. No dividend for the general creditors of the bankrupt.

July 8.—In the matter of Harry Padnos, bankrupt, Holland, the adjourned first meeting was held this date. The bankrupt was sworn and examined relative to certain cash in bank that had not been accounted for. It is possible that a petition for accounting will be filed by the trustee in this matter.

July 10.—In the matter of George B. Farmer & Son, bankrupts, Lake City, the final meeting of creditors was held this date. The final report and account of the trustee was considered and allowed. The final order for distribution has not yet been entered, but the estate will pay a further dividend to general creditors. The estate has heretofore paid one dividend of 5 per cent.

July 12.—In the matter of Henry R. Pierce, bankrupt, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. George S. Norcross, custodian, filed a report for the receiver, showing operation of the business as a going business and of his receipts and disbursements. By vote of creditors, C. V. Holding, of Grand Rapids, was elected trustee and his bond fixed at \$1,800. An appraisal of the assets has been made revealing assets of approximately \$11,000, all heavily mortgaged. It has been decided to operate the business as a going business temporarily and it is possible that an offer of composition may be made by the bankrupt. The bankrupt was formerly in the ice cream manufacture at Grand Rapids.

In the matter of Irving Townsend, bankrupt, Grand Rapids, the first meeting of creditors was held this date. It appearing that there were no assets in this estate not claimed as exempt, no trustee was appointed. The estate will be closed in regular course.

In the matter of Andrew Kuklewski, bankrupt, Grand Rapids, the first meeting of creditors was held this date. It appeared that there was no assets in the estate not claimed as exempt and no trustee was appointed.

In the matter of the Welch-Atkinson Shoe Co., bankrupt, Grand Rapids, the receiver has received an offer from the G. R. Mayhew Co., Grand Rapids, of \$10,000 for the stock in trade, fixtures and book accounts of the bankrupt. The inventory and report of appraisers on file at the referee's office reveals assets inventoried at approximately \$19,000 and appraised at \$12,304. An order to show cause why the offer, or any other or further offer which shall or may be re-

ceived should not be approved and the sale authorized and confirmed has been made, returnable before the referee, at his office, on July 23. It is expected that further bids will be received for the assets, as the appraisal is a very low one and the assets are considered to be worth much more than the amount offered.

July 13.—Harvey P. Hilton, doing a bakery business at Grand Rapids, has this day filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Wicks, who has also been appointed receiver. The schedules on file show assets of the value of about \$1,200 and the liabilities are listed at \$1,236.66. A trust mortgage has previously been given for the benefit of creditors and has been in force long enough to be valid. The following are listed as creditors:

City of Grand Rapids	Preferred	\$ 7.31
Johnson Bros., Grand Rapids	Unsecured	\$ 43.00
Huyge, Backus & Reid, Grand Rapids		13.00
Plankinton Packing Co., Milwaukee		34.18
Wykes-Schrouder Co., Grand Rapids		15.40
National Biscuit Co., Grand Rapids		9.50
A. B. Allport, Grand Rapids		1.85
Washburn-Crosby Co., Grand Rapids		110.50
Red Star Yeast Co., Grand Rapids		2.00
Sulzberger Co., Grand Rapids		24.96
C. W. Mills Co., Grand Rapids		27.61
Wolverine Spice Co., Grand Rapids		138.73
Rademaker-Dooce Co., Grand Rapids		55.22
Adseidel & Sons, Chicago		58.13
New Century Co., Detroit		180.00
M. T. Vanden Bosch Co., Grand Rapids		4.58
Worden Grocer Co., Grand Rapids		134.19
G. R. National City Bank, Grand Rapids		313.10
Vanden Bosch Realty Co., Grand Rapids		18.75
G. R. Grain & Mill Co., Grand Rapids		29.60
Forstling Bros. Co., Detroit		24.75

The first meeting of creditors has not yet been called in this matter.

Hawaiian pineapple growers are planning to send twenty to fifty carloads of fresh pineapples to the United States each week after August 15. This would mean 2,000,000 to 5,000,000 pounds each month. Heretofore the Hawaiian pineapples have been sold in American markets almost wholly in preserved form, while the West Indies have supplied the fresh "pines." During the fiscal year 1914 Cuba sent us 2,976,536 pounds of pineapples, valued at \$1,203,121 while Porto Rico sent us \$1,294,378 worth of fresh pineapples. Hence, the total imports of this fresh fruit have been about 6,000,000 pounds. Hawaii has slightly developed the canned pineapple business, but is growing an excess for that purpose and now seeks another outlet.

A drug journal reports that Germany has cornered the cod liver oil supply and that dealers in this country are wondering where they are going to get a sufficient stock to carry them through the winter. It appears that the Germans are having a lot of trouble in getting sufficient petroleum for lubricating purposes for automobiles, guns, submarines and other machinery and have discovered that cod liver oil is a good substitute. Therefore, they have contracted with Norwegian dealers for their supply and the price of cod liver oil in New York jumped one day last week from \$45 a barrel to \$60 a barrel and will go higher.

## A Wise Idea.

An Italian fruit seller became greatly annoyed at people stopping at his stand and trying his fruit by feeling of it; so he placed the following sign in front: "If you must pincha da fruit, pincha da cocoanut."

Even tainted money is apt to have one or more strings to it.

## Manufacturing Matters.

Kalamazoo—A proposition of settlement of all outstanding claims against Messrs. Frank B. Lay, Sr., and M. Henry Lane, has been submitted to the creditors of the two founders of the Michigan Buggy Company, now a bankrupt. The two men are willing to turn over all their holdings as settlement in full. Attorneys for the creditors met in Kalamazoo recently to consider the offer. Before a decision can be reached it will be necessary to ascertain the entire amount of indebtedness. At the present time there is some question as to whether the guarantees furnished certain banks by the two men, which paper was later taken up by Secretary Victor L. Palmer, on a promise of renewal, should be included in the claims.

Kalamazoo—The plant of the Michigan Buggy Co. has been purchased by T. H. Walbridge, Toledo; W. S. Smith, Toledo; J. B. Schiffitt, Cleveland; James H. Johnson, South Haven; Ira Cadwalater, Fostoria, Ohio; C. E. Tracht, Hicksville, Ohio. The terms of the sale make it necessary for the new owners to have at least seventy-five men at work by October 15, but they guarantee that they will have 250 men employed in the plant by that time. The proposed company contemplates the construction of an automobile in the class of the Dodge and the Overland, which sell for about \$700. Two models will be turned out, one a roadster, and the other a five-passenger car. Already orders for 500 machines have been received and it is expected that the output of the plant will be tripled within a few months after operation has once been started. It is stated that the proposed company intends to spend a large sum of money at once to put the plant in shape.

## No Relief in Sight.

A family on the north side of Boston have several children, but only one—the eldest—is a boy. The little lad grew used to sisters and longed for a brother. The boy was 12 recently and the house was rather upset in anticipation of something or other. The father was busy and the son had to lift the ashes and take care of the furnace. At this juncture a nurse appeared on the scene and two days later she came to the little boy.

"What do you think you've got?" she asked him.

"A baby brother," fairly gasped the youngster.

"No, dearie—it's a baby sister," replied the nurse.

"Gosh!" groaned the youngster, "must I always sift these ashes?"

Time was when the ups and downs in the Government's sales of postage stamps were regarded as a pretty good index of the state of our National prosperity. But that was in the day of small things—although not so very long ago, either. Now we think in terms not of postage stamps, but of automobiles; and, unless we have got beyond the stage of regarding even the buying of automobiles as anything worth noticing, the figures just given out by Secretary Hugo ought to indicate that there is a great deal of prosperity floating about some-

where in the State of New York this year, even though it is not experienced by everybody. The registration of motor vehicles from February 1 to July 8 in 1915 has been 200,189, while in the corresponding period of 1914 the number was 149,663—a truly remarkable increase. It would be absurd, of course, to infer from this great augmentation a corresponding increase in the means of lavish expenditure, or even to infer that there has been any increase in those means; for we have to remember the steady growth of the automobile habit, the increasing vogue of cheap cars for personal use, and the substitution of motor for horse vehicles for business purposes. But it is evident that with 200,000 automobile licenses taken out this year as against 150,000 the year before, there must be a fairly widespread condition of very satisfactory prosperity in the State.

An Illinois merchant has discovered a new way to get rid of the pesky mosquito and instead of patenting it and making a fortune he is generous and publishes his discovery for the benefit of mankind. His remedy is simply to rub alum on your face and hands. When the mosquito sticks its biter into the skin the alum puckers the stinger and it refuses to work. The mosquito feels so bad it weeps, catches cold and dies of pneumonia.

An Ohio merchant has received a letter containing 25 cents and a confession. The writer stated that six years ago he stole a peck of apples from the Ohio merchant's orchard and that he had had a troubled conscience ever since. Either the man must have been very short financially through the six years, or he enjoyed the troubled conscience. A conscience that can be quieted on payment of 25 cents ought not to have been allowed to be disturbed so long.

A. Van Tuinen has succeeded B. Bommers in the grocery business at 1057 Sherman street. Mr. Van Tuinen was formerly employed in a local furniture factory.

Frederick L. Baxter, a director in the Baxter Laundry Co., of this city, is reported to have recently purchased a business block in Santa Barbara, Calif.

Every baldheaded man says that he does not care. He buys the hair restorer merely to keep the druggist happy.

## BUSINESS CHANCES.

For Sale—Clean stock of groceries in good town in wheat belt. Stock about \$3,000. Must be cash deal, others do not waste stamps. Address Box 13, Larned, Kansas. 290

Wanted—Location for a grocery store in a small town on interurban or steam road; within 75 miles of Detroit preferred. Address 292, care Tradesman. 292

Merchandise sales conducted—Stocks reduced or closed out entirely. 15 years in the business. Best of them all. Greene Sales Co., Jackson, Michigan. 293

## SITUATIONS WANTED.

Salesman 18 years' experience in general merchandise and department stores. A1 window trimmer, card writer and advertiser; married, temperate; best of references; moderate salary. Open for position with progressive firm after September 1. Address Salesman, care of Michigan Tradesman. 291



# We Guarantee

Every Can  
To You

And Ask You to Guarantee It  
To Your Customers

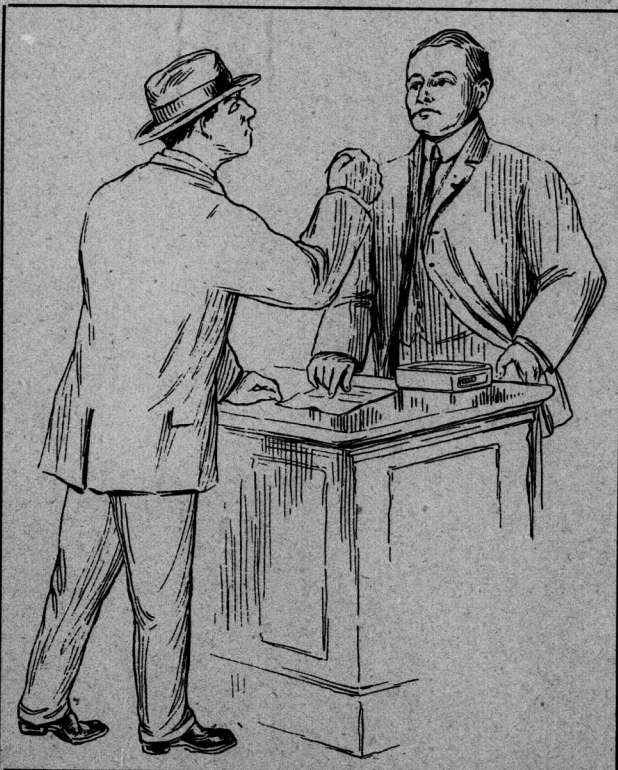
No Strings on This Guarantee

*We Mean in  
Every Particular*

JAQUES MANUFACTURING COMPANY, CHICAGO




## Look Out For Him, He'll Bear Watching

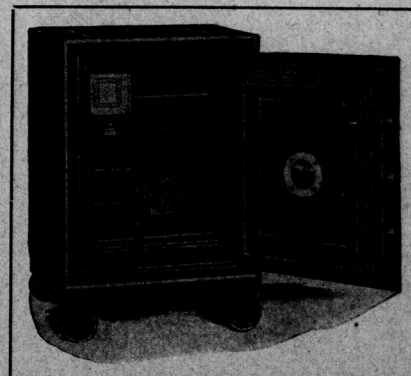


Whenever you run across a man who brands all business men as thieves and liars, you'd better play safe and make him pay cash.

You bet you had. We never knew a man who was suspicious of everything and everybody, who wasn't a good man not to do business with.

We have said it before and we say it again, there are other safes made just as good as ours but none any better. If therefore you need a safe—and if you haven't one you certainly do—we should like mighty well to tell you all about our safes, how they are made, what they are made of and the prices we can offer you.

Dropping us a card today asking for this information will place you under no obligation to us. Will you do it? 



**Grand Rapids Safe Co.**

Tradesman Building

Grand Rapids, Michigan



## The Nation's Leading Brands of Flour

Let Us Line You Up  
We Have Some Attractive Prices

Ceresota—Spring Wheat  
Aristos—(Red Turkey) Kansas  
Fanchon—Kansas Hard Wheat  
Fancy Patent  
Red Star—A Kansas Short Patent  
Puritan—A Leader from Nebraska  
Barlow's Best  
Made from Soft Michigan Winter Wheat  
Barlow's Old Tyme Graham

**JUDSON GROCER CO.**

The Pure Foods House  
GRAND RAPIDS, MICHIGAN

## H. LEONARD & SONS

Announce the Opening of Their

## Toy & Fancy Goods Department

(Wholesale Only)

Without boasting we can say that not a wholesale store this side of New York offers a larger or better assortment of

### Holiday Merchandise

for your inspection. In our newly refitted salesroom we are now showing thousands of the best sellers in

Toys, Dolls and Fancy Goods  
Chinaware, Cut Glass, Silverware, Clocks  
Gas and Electric Portables

Toilet Articles, Brass Goods, House Furnishings, Etc.  
all marked in plain figures to sell at popular prices.

**DON'T FAIL** to ask for catalogue or to visit our store in person.

**OUR IMPORTED LINES** are, with a few exceptions, all in stock now.

Last Fall we were one of the few importers who **DELIVERED EVERYTHING SOLD** and we are now ready to do the same. Don't make a mistake, but place your orders where they will be filled as expected, *i. e.* at the well known

**H. LEONARD & SONS**

Cor. Fulton and Commerce

GRAND RAPIDS



# Profit

The Dealer's profit on **LITTLE BUSTER** is 92 per cent figured on the cost price. Few articles in your store pay as much. The quality of the product is a sure guarantee of continued patronage.

**LITTLE BUSTER** is king among popping corns. The grains are uniform. Almost every grain pops. It has a distinct flavor all its own.

### Cash in on Our Advertising

Our big poster and window display campaign is just beginning, and there is certain to be a big demand for **LITTLE BUSTER BRAND CORN**.

Get in touch with your jobber and order a case to-day. The advertising we furnish will move them and the dealer's profit on **LITTLE BUSTER** makes it a desirable article to stock.

**LITTLE BUSTER** comes in full cases (48) and half cases (24.)

**THE DICKINSON SEED COMPANY**  
CHICAGO