

MICHIGAN TRADESMAN

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Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 4, 1915

Number 1663

My Daily Desire

To awaken each morning with a smile brightening my face; to greet the day with reverence for the opportunities it contains; to approach my work with a clear mind; to hold ever before me, even in the doing of little things, the Ultimate Purpose toward which I am working; to meet men and women with laughter on my lips and love in my heart; to be gentle and kind and courteous through all the hours; to approach the night with the weariness that ever woos sleep and the joy that comes from work well done—this is how I desire to waste wisely my days.

Thomas Dreier.

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Copper Metallic Long Distance
Circuits completely cover the State,
connecting with 200,000 Telephones
in Michigan alone.

14,000 Telephones in
Grand Rapids.

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The Nation's Leading Brands of Flour

Let Us Line You Up
We Have Some Attractive Prices

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Aristos—(Red Turkey) Kansas

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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

Good Yeast Good Bread Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST

H. LEONARD & SONS

Announce the Opening of Their

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(Wholesale Only)

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

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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.

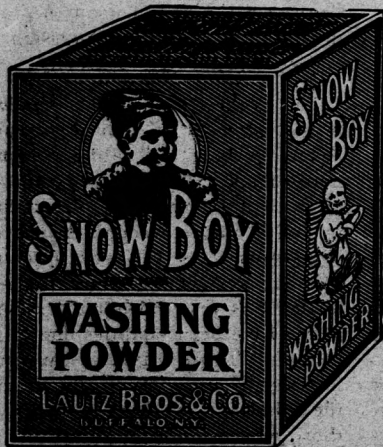
OUR IMPORTED LINES are, with a few exceptions, all in
stock now.

Last Fall we were one of the few importers who **DE-
LIVERED 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



SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer
SNOW BOY WASHING POWDER 24s FAMILY SIZE
through the jobber—to Retail Grocers

25 boxes @ \$3.80—5 boxes FREE

10 boxes @ 3.60—2 boxes FREE

5 boxes @ 3.65—1 box FREE

2½ boxes @ 3.75—½ box FREE

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots not less than 5 boxes.

All Orders at above prices must be for immediate delivery.

This inducement is for **NEW ORDERS ONLY**—subject to withdrawal without notice.

Order from your Jobber at once or send your order to us giving name of Jobber through
whom order is to be filled.

Yours very truly,

Lautz Bros. & Co.

BUFFALO, N. Y., January 1, 1915.
DEAL NO. 1500.

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 4, 1915

Number 1663

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WHO PAYS THE INCOME TAX?

The returns from the second year of the Federal income tax show that more than one-third of the total from corporation and individual incomes was collected in the State of New York, and more than one-fourth of the total from the residents of New York City. Of the individual income tax New York State paid \$17,000,000 out of a total of \$41,000,000, and the residents of the city of New York paid more than one-third of the total collected in the whole country on individual incomes. It was a tax of about one mill on the dollar of all wealth in city.

In the great State of Iowa the people paid \$95,000 as a tax on individual incomes, and Iowa is credited in the census report with \$7,500,000,000 taxable wealth, or about one-half the amount credited to New York City. The rate paid on taxable wealth in Iowa was about thirteen one-thousandths of a mill. The rate in New York City was therefore about eighty times the rate in agricultural Iowa, which has the largest per capita wealth of any state in the Union, except the little gold mining State of Nevada. New York has 70 per cent. of her population in cities of more than 25,000, and Iowa has 17 per cent. of her population living in such cities.

The Income Tax law makes all exemption for the upkeep of the home. The man in the city who has a salary or an income from professional or business effort of more than \$4,000 is taxed on his gross income, with no exemption except for the upkeep of his office or business establishment. The former combines his home and his business plant, and therefore reports only his net income for taxation under the Income Tax law. This may have been the intent of those who formed the Income Tax law, for some of the Western advocates of the income-tax amendment to the Constitution frankly said that its purpose was to make New York pay one-half the cost of the Federal Government, and New England, New Jersey, Pennsylvania, Ohio, and Illinois pay the other half. But it is a rather

peculiar tax that falls on the gross income of the man who lives in the city and on the net income of the farmer. The one may have a gross income which brings him under the tax, and yet have no net income whatever, while the other may have a net income of \$4,000 which he deposits in bank or invests in other farm land or in stock, and have no assessment or tax.

The importance of having a clear understanding of the intent of the Income Tax law is in the suggestion that the Federal Government can, under that law, find the way to replenish the revenues, not only those from the customs taxes, which are falling off, but also to take the place of about \$250,000,000 from the liquor taxes which would fail in the event of National prohibition. With a large deficit in the National Treasury at the close of the last fiscal year, and the prospect of a large deficit at the close of this fiscal year, with the agitation for larger appropriations for the army and navy, and that for National prohibition, on the theory that the income tax opens the way for meeting all these enormous expenditures and also meeting the deficit in internal revenues from liquors and tobacco—for some want to prohibit the sale of tobacco and cigars as well as liquors—is it not time to consider ways and means to run the Government and clearly understand what part of the people are to pay the bills and how?

COMMON SENSE RULES.

Labels ought to be honest, but there are limits when honesty may be made secondary to the fantastic. Officials too often forget that labels and food products have to do with millions of people of many opinions rather than to experts with prejudices. The latter are prone to have "notions" as to what should and should not be; notions of no great importance as compared with the fundamental purposes sought by the pure food laws—which may be summarized simply as wholesome food, harmless ingredients, true weight and honest labels. Common sense and popular experience are, or ought to be, as strong a factor in determining these elements as professional prejudice.

Take the matter of stating not only ingredients on products but the formulae—matters in which a very trivial portion of the consumers have any concern. No better illustration of the absurdity of these is furnished than the recent decree of Judge Whitcomb of the Supreme Court of Kansas in awarding the Corn Products Company a substantial and sweeping victory over the Kansas ruling requiring that its "Mary Jane" syrup contain not only the plain statement that the product is a mixture of sor-

ghum and corn syrups, but also the percentages of each.

It is characteristic of the fact that when most of such pure food cases reach a judicial tribunal, common sense rather than professional notionism prevails, a fact which ought to be recognized pretty soon by food officials of the radical school, if for no other reason than because of its frequent repetition from the bench.

If the issue at stake in Poland is not the holding of Warsaw, but the safe withdrawal of the Russian armies, the latest reports from all capitals, Berlin and Vienna as well as Petrograd, show clearly that the danger of encirclement is not yet immediate. If the southward swing of the Northern German armies and the Northward swing of the Southern Austro-German armies be compared to the closing of a pair of pincers, then the pincer ends on Monday of this week were still about 110 miles apart, which should be a sufficiently large hole for the retirement of an army. It is true that the Southern pincer end has broken the Lublin-Cholm railroad to Ivangorod, and that the Northern pincer end is close to the Warsaw-Wilna-Petrograd railway. Were the Russians on the offensive the cutting of the two main lines of supply would be fatal. But for the purposes of a retirement there lies midway between these two lines the railway running east from Warsaw through Siedlee to the line of the Bug and Brest-Litovsk. Against this line the Austro-Germans are developing an attack after crossing the Vistula between Ivangorod and Warsaw. If we dismiss the matter of railways, and imagine the Russians being compelled to make their retreat on foot, it is a problem of falling back perhaps eighty or ninety miles across country, while the wings of the enemy, as we have said, are still more than a hundred miles apart.

Scruples about espionage, when you have once gone in for it, seem almost like fastidiousness in burglary. The German spy-system has been elaborately organized for years past—it is called, as in all armies, the "information" department—and has naturally been especially employed since the war began. Several German spies have been caught in England, and some of them executed. The latter have gone to their death courageously, regarding themselves as good soldiers and patriots. They knew that they took their lives in their hands when they volunteered to do the work of a spy. And if in war all's fair it certainly might be held to be in spying. Yet our State Department is inclined to draw the line at the forg-

ing of American passports for German spies, and has addressed enquiries to Berlin on that subject. The point is that responsible German officials are accused of supplying such fraudulent passports as a regular thing. This makes the affair different from what it would be if it were all a matter of initiative on the part of the individual spy. Liable as he is to be hanged if detected, he is at liberty to resort to any disguise or artifice. But his government surely ought not to furnish him documents purporting to be officially issued by another country. That appears to be the basis of our protest in the matter of the forged passports.

The memory of 1812 was invoked by the Russian Minister of War in the opening session of the Duma at Petrograd Sunday. He was referring to the sacrifice of Moscow and the ultimate victory of Russia over Napoleon. But there is another parallel to 1812. In the face of invasion and disaster, Alexander I. made his appeal to the loyalty and self-sacrifice of the people. Tolstoy has described how Moscow rallied around its sovereign in 1812. To-day, the Russian government is compelled to turn once more to the representatives of the people, and to renew those pledges of good behavior which adversity usually forces from an autocracy. Thus the present session of the Duma may be more important to the future than the military operations of the moment. To the Polish people the promise made by Grand Duke Nicholas at the beginning of the war is now embodied in a specific and formal pledge by the Premier, speaking for the Czar, of national, social and economic autonomy for Poland. And for the other nationalities, without regard to difference of race, creed, or tongue, there is the promise of "impartiality and benevolence," as a reward for their "fidelity." The session of the Duma is only another illustration of how the truth is being forced upon the ruling minds of Russia that repression and efficiency cannot go together.

This is the season of the year when it is customary to publish warnings against picking and eating poisonous mushrooms. Those who make the mistake of eating toadstools are liable to find it out very soon, but too late. The toadstool has a way of getting into the system, and once there, its influence is very difficult to eradicate. There have been fatalities due to that blunder. Those gifted in mushroom lore say it is very easy to distinguish the edible from the poisonous, but those who are not very sure of their education along this line will be consulting safety first to leave them alone.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 2.—J. R. Merrifield, our popular cigar manufacturer and local capitalist, has returned from an extended visit to the exposition at San Francisco, where he also attended the National convention of Elks as a delegate from the Soo lodge. He was accompanied by Mrs. Merrifield and reports having had one of the best ever. Jack spent some time in Chinatown, where he put the O. K. on the smoke and, being an expert with the camera, brought home some very good pictures. He tells us that he has solved the problem of etiquette in sleeping cars and can now tell his friends what they should do if they happen to get lost in the middle of the night and come back from the smoking compartment in that dim, ghastly unreligious light characteristic of sleeping cars during the night. There is always a sure way of finding out if you are in the wrong berth. Stick your head between the curtains and exclaim, "Anybody home?" If you hear a shrill staccato shriek, or if you receive a fine, lusty wallop in the eye, the chances are it is not your berth. If a sharp sort of voice says, "Where have you been all this time?" duck quickly. This holds good whether you have your wife with you or are traveling alone, but more especially if the latter is true.

F. Flood, one of the well known traveling salesmen who has been employed with the Booth-Newton Co. here for a number of years, has tendered his resignation and accepted a similar position with the A. E. Brooks Candy Co., of Grand Rapids. Mr. Flood is now in Grand Rapids, familiarizing himself with his new line and will soon start out as a full-fledged candy kid.

The many friends of Randolph Bishop, one of the Soo's oldest residents and a retired butcher, will be pained to learn of his demise, which occurred at his home Wednesday last. Mr. Bishop had been working in the market of F. Shafer, where he was helping out on account of the regular meat cutter being indisposed. He quit working at 6 o'clock and went home as usual. After enjoying a good supper he sat down and read the Evening News and, without a word of warning, dropped the paper and, dropping his head, passed away before a doctor could be called.

The Soo is preparing for a grand home coming week in connection with the agricultural exhibition in September. Numerous enquiries are being received by L. C. Holden, of the Chipewau County Agricultural Society, and much interest is being manifested in the movement. All the churches and civic organizations are working to make it a success, and from the present interest and hustle it is expected that the event will be a grand success. The farmers are elated over the immense crops they are harvesting at the present time and some of the old settlers cannot remember a year equal to this year for crops. New barns are being put up all over the country and hay stacked up in the fields where it is impossible to get it under cover.

We are advised that a man named Hyde, who failed in the hide business last week, is still hiding and several of his creditors would be pleased to get an inkling of where he is.

W. H. O'Neil, one of our leading hardware merchants, accompanied by Mrs. O'Neil and Mr. and Mrs. C. H. Scott—Mr. Scott being our postmaster—left on an auto trip for Detroit last week. They expect to make a tour of the State and will probably have some interesting experiences to relate upon their return.

"There is always room at the top

of an argument—for more talk."

E. E. Orvis, for many years a resident of the Soo, but at present located in Portland, was a business visitor last week, meeting old friends and noting the changes which have taken place during the past few years. Mr. Orvis was surprised at the progress made here and the general activity that is noticeable in the various lines.

W. H. Moore, who left here a year ago to better himself in the Canadian Northwest, has returned to the Soo, more pleased than ever, and now contented to remain where life is worth living and fully convinced that the opportunities offered here far exceed those in the Northwest. It is necessary for many to go away from the Soo in order to appreciate the good old home town.

"Automobiles may have decreased the demand for horses, but military statistics show that the mule is as highly prized as ever."

Cedarville and Hessel are among the busy summer towns at the Snows this year. Most all of the summer cottages are occupied and conditions are about normal for this time of the year. While the season has opened up later this year than before, the merchants are feeling better now and looking for a satisfactory tourist business if weather conditions continue favorable.

"The serious trouble is that the man who knows it all isn't in a class by himself. There are too many of him." William G. Tapert.

Chirpings From the Crickets.

Battle Creek, Aug. 2.—The North-bound trains on the Ann Arbor do not seem to be carrying as many passengers as in former years. People touring in motors and people staying at home are reducing the traffic. I suppose the S. O. had just as soon derive its revenue from individual purchasers of gasoline as from the A. A. for its motors. The S. O. gets theirs anyway.

August Stephens, of Owosso Council, was a business getter on the A. A. north of Owosso, this past week. Mr. Stephens is the manufacturer of the favorite brands, "Stephans' Hand Made," "Stephans' Broad Leaf," and "Royal Crown." The factory was maintained at Owosso for a number of years. August is building up a large trade on his goods in and around his home city. Early this spring he transferred his factory to Detroit, the city James Goldstein and Henry Ford made famous. He is now located in a new modern factory and has his brands in stock by the live jobbing houses around the State. He has built his trade on quality, square dealing and faithful application to his work. We are pleased to see "the red box" in more cases each trip. Continued success to you, August.

To leave Grand Rapids at 11:40 a. m. and arrive at Battle Creek at 4:10 p. m., when it should have been 11:30 a. m. and 1:40 p. m., respectively, should not be hard competition for the old standbys, L. S., G. R. & I., and M. C. The new interurban between Grand Rapids and Battle Creek has everything—but service. It has an elegant road bed, modern equipment, experienced crews, taps productive sections of our State—but they can not or at least do not get their rolling stock over their right of way on time. To be late into Monteith Junction is excusable, but to abandon a trip and lay at Monteith Junction until time to make the start on a second trip is the limit. Monteith Junction is a pretty spot. It was that before the coming of the white man, but the average traveler can see all and enjoy all of the scenery while pulling in and changing cars. After that he counts all the trees, reads all the signs, picks out all the people he does not care to listen to, and waits—yes, waits. That is one of the pret-

tiest and most thorough things you do while waiting at Monteith Junction.

If a song entitled "Waiting" had a picture of a country scene around Monteith Junction on its cover, it would be recognized and turned down by some travelers. I know the M. R. Co. is long on everything but service. Let us hope they will give us some of that shortly and make a little competition for the "iron horse."

Right now the tried and true L. S., G. R. & I. and M. C. are the roads to take if you want to finish one week before you start another. I have occasion to use the M. R. a lot and I will be only too glad to proclaim the fact in these columns that they are running up to their standard, giving the public service, when they do. Let us hope they will do that soon.

George R. Alexander, formerly of 131, but up to his death a member of our 253, was buried at Penn, Mich., his old home, Thursday. George was a salesman for the Elkhart Carriage Co. Previous to joining their sales force he was a traveler for the Lull Carriage Co., of Kalamazoo. Our departed counselor leaves to mourn his loss a widow and two sons, L. B. and E. J. Alexander, both of this city. E. J. Alexander is a member of 253. George Alexander would have been 60 years of age this week. He was known all over the State and made a host of friends. He was of a genial, companionable nature. He was a natural mixer. He was a man who, after your first visit with him, you would feel you had known all your life. He was a home man and took a world of comfort with his family. He was proud of his sons—and well he should have been. He was proud to wear the U. C. T. button and attended its sessions and conventions regularly. He was well known to the boys out of Grand Rapids who will join the boys of the Council of his adoption in mourning his loss. May his spirit be with us for its continued wholesome co-operation.

Mc told me Friday night that the Bagmen had a picnic planned for Saturday. A bunch of boys such as make up the Bagmen will always carry out their plans. No doubt they made a prosperous looking bunch of Turks. Success to you, boys, and may your tribe increase. Maybe our John Quincy Adams will get over his cautiousness some day and he and others of 253 will cover your hot sands.

I met Lewis Stewart this past week. This little gentleman (physically only) belongs to Council, No. 1, lives at Saginaw and travels for the Postum Cereal Co., of this city. Lewis is a devout U. C. T. and proud of the order and No. 1 Council. His sales manager, Sam H. Small, is a member of our Council and Mr. Stewart is proud to take instructions from his brother U. C. T. Mr. Stewart reports the sales of Postum products unusually large, having a considerable increase on sales of the new Post Toasties, which has taken the country by storm. Mr. Stewart made the acquaintance of many of our boys

last winter when his business and extra duties kept him around the home office several weeks.

Our annual picnic at Willard's Park, Gogua Lake, Saturday, August 7. Take 10 o'clock cars at bank corners. Everybody come. A good time promised for all in attendance. We will look for you and your family. Don't fail us. Guy Pfander.

Twelve Thousand at the Bay City Picnic.

Bay City, Aug. 2.—Twelve thousand and people passed the turnstiles at Wenona beach last Wednesday to take part in the largest and most successful outing ever held by the grocers and butchers of the valley cities. It was the twenty-fifth annual outing of the Bay City Retail Grocers' Association and hundreds from Saginaw, Bay City, Midland, Caro, Alpena and other nearby cities were in attendance. It was said to be the largest crowd of eight years at the beach.

One of the funniest and most enjoyable events of the day was the baby contest held in the casino. Babies, blonde, brunette, thin and fat, and all kinds of babies were on the stage. After looking them over, the judges held a peace conference—that is, it would have been a peace conference had not wrangling broken out in their midst—but finally the jury brought in its verdict and the following were awarded prizes: Lenore Gereau, Charles Kimball, Dorothy Evans, Dorothy LaChance, B. Jackson P. Trombley, Robert Brown, G. Schmidt, Eva Gast, Vernon Shorke, D. Fyle, Allin May, Mary Manary, Sarah Fullert, Vera Booth, Frank Nichol and Isabel Bush.

The card guessing contest was the next on the programme, this event being held near the skating rink. Warren Ellis took first prize; J. L. Schmidt of Saginaw, second; John Baldwin third; Mrs. L. A. Montgomery, fourth and Eliza Arnold, fifth.

The ladies' race was "copped off" by Mrs. T. Agnel while Hazel Plant won second honors. The distance was 100 yards and every inch of the way was a closely contested race. The girls' race was another exciting 100 yards with Mary Boyd coming in first to Nora Miller's second place. The young man's race was won by W. F. O'Brien and W. Raymond second. The boys' race ended with Charles Graham ahead and Harold Jasper second. Carl Smith won the shoe race from Alfred Notter, who claimed second prize.

Boomlets From Bay City.

Bay City, Aug. 2.—For the second time this year death has entered Bay Council and taken one of its members. Past Counselor L. P. Sperry died Wednesday morning from the effects of injuries received by falling down the elevator shaft at the Bay City Grocery Co.'s store, where he was employed. Mr. Sperry was 67 years old and had been in the employ of the Bay City Grocery Co. and its predecessors since 1876, having been city salesman most of that

\$30,000
Grand Rapids Races
Monday, Aug. 9-12

time. About two years ago he was given the position of claim adjuster and purchasing agent, which position he held at the time of his death. He was a reserved, modest man, but possessed the faculty of ingratiating himself into the good graces of all with whom he came in contact. He is survived by a widow and four children. He had been a member of Bay Council since January, 1905. On account of Mr. Sperry's death, the annual outing of Bay Council, which was to have been held at Wenona Beach Saturday afternoon was postponed for a week.

D. H. Wagner, Trout Lake, representing the Hedman Manufacturing Co., maker of the F. & E. check protector and writer, has been working territory north of Bay City and reports a very satisfactory business.

The first annual outing of the Bay City-Saginaw Association of Credit Men was held at the Bay City Boat Club Saturday afternoon. The Saginaw members were met at the Wenonah Hotel by the Bay City members of the Association and taken to the Boat Club in automobiles. A banquet was served at 6 o'clock.

The W. C. Sterling & Sons Co., Monroe, has decided to make Bay City headquarters of its extensive cedar operations and has leased part of the Sage property on the west side of the river, for that purpose. Work has been started on the plant and yard. Large quantities of cedar are being brought from the Northern part of the State.

W. T. Ballamy.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 2.—C. W. Bosworth, proprietor of the Hotel King, at Reed City, is deserving of favorable mention among the traveling fraternity, as he has succeeded in the past few months in bringing his hotel up to the standard where he is constantly taking care of a capacity

house. Mr. Bosworth is an ex-salesman and knows how to take care of the boys, as they like to have it done. He is at present serving meals to the passengers on train No. 4 south-bound on the G. R. & I., which arrives in Reed City at 5:50 p. m., and has earned a reputation as to the excellency of the meals. We dare say as long as Mr. Bosworth maintains the standard which he has established the traveling public will give him their hearty support.

Otto Heinzleman has earned a niche in the hall of fame by suggesting an ideal place for the vacation of wives. Otto says the Thousand Islands are ideal and proposes an island each year for them. Thanks for the suggestion, Otto.

M. J. Kiley was seen hustling for business on the Pentwater branch this week.

L. V. Pilkington.

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

Buffalo, Aug. 4.—Creamery butter, fresh, 23@27c; dairy, 21@24c; poor to common, all kinds, 18@20c.

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

Eggs—Choice fresh, 21@22c; fancy, 23@25c.

Poultry (live)—Broilers, per lb, 16@20c; cox, 11c; fowls, 15@17c; ducks, 13@16c.

Beans—Medium, \$3.25@3.30; pea, \$3.15@3.20; Red Kidney, \$3.60@3.65; White Kidney, \$3.75@4; Marrow, \$3.75@4.

Potatoes—New, \$1.25@1.35 per bbl Rea & Witzig.

Some men are as proud of their ancestors as a self-made man is of himself.

It's easier for some men to get out of debt than it is for most others to get in.

Condition of the Hide and Leather Market.

We herewith give our readers a comparative statement of the price of both upper leather and sole leather hides running back to 1911.

Texas steers suitable for sole leather purposes were sold on the Chicago market at the following prices:

July, 1911, 15¼c per lb.

July, 1912, 16¾c per lb.

July, 1913, 18½c per lb.

July, 1914, 19¼c per lb.

July, 1915, 23¾c per lb.

Light hides suitable for upper leather for shoes sold on the Chicago market:

July, 1911, 15½c per lb.

July, 1912, 16¾c per lb.

July, 1913, 17½c per lb.

July, 1914, 19½c per lb.

July, 1915, 26c per lb.

It will be noted that there has been an increase in the price of sole leather hides since 1911 of something over 52 per cent. and in upper leather hides something over 67 per cent. Hides to-day are selling at higher prices per pound than calf-skins, therefore advancing the cost of a heavy shoe at a greater ratio than that of calfskin shoes.

During the panic of 1907 packer upper leather hides sold on the Chicago market for 12c per lb. A year thereafter, when raw materials in general had regained their normal values, they brought 13c per lb. To-day they are selling on the Chicago market, as above indicated, at 26c per lb. which is just double, or 100 per cent. increase, since 1908.

Exports of sole leather for eleven months preceding June 1, 1914, were \$6,815,000. Exports of sole leather for eleven months preceding June 1, 1915, were \$19,528,000.

Exports of upper leather for eleven months preceding June 1, 1914, were \$20,800,000. Exports of upper leather for eleven months preceding June 1, 1915, were \$31,800,000.

Total exports of shoes, harness and saddles for the eleven months preceding June 1, 1914, were \$19,000,000. Total exports of shoes, harness and saddles, preceding June 1, 1915, were \$48,000,000.

With the enormous exportations of leather, shoes, harness and saddles, and the terrific destruction of leather in European battle fields, it is not at prices in shoes than are prevailing at unreasonable to expect higher prices in shoes than are prevailing at the present time.

The strong advance in hides is due to their scarcity. Leather values must follow hide values, just as flour values must follow wheat values, for the cost of leather is dependent upon the cost of hides, just as the cost of flour is dependent upon the cost of wheat.

An Idea for Your Window.

A model kitchen in which a large doll standing on a chair, was working at a kitchen cabinet, with various time-saving kitchen utensils and equipment displayed, from each of which a ribbon led to a sign on the window, that summed up its advantages in a few words, was a window trim that paid one energetic dealer.

ROYAL BAKING POWDER

Absolutely Pure

A liberal stock of "ROYAL BAKING POWDER" on the grocer's shelves is as staple as gold. This value lies in the knowledge of consumers everywhere that "Royal Baking Powder is Absolutely Pure."

Fully Guaranteed

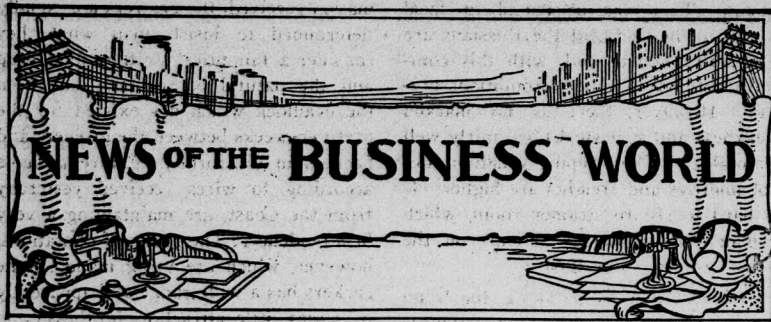


It is easy to sell an article which is in constant demand. Royal Baking Powder is known all over the world and will pay you more and surer profit than any other baking powder.

Contains No Alum

ROYAL BAKING POWDER CO.
NEW YORK





Movements of Merchants.

Elsie—Pearl Decker has purchased the John Grover drug stock and has taken possession.

Cadillac—Lundin & Olson succeed Samuel Curtis in the hay, grain and seed business.

Casnovia—S. A. McNitt has opened a meat market under the management of J. W. McCune.

Harbor Springs—Harrison & Ingalls succeed George Wheeler in the coal and wood business.

Lexington—A. K. Foley, grocer and meat dealer, is building an addition to his store building.

Jackson—Frank Ford succeeds A. C. Northrup in the restaurant business at 114 West Cortland street.

Hersey—Andrew A. Dahlgren, recently of Tustin, succeeds Mrs. S. A. Lewis in the undertaking business.

Hamilton—The Kolvoord Milling Co. is erecting an elevator to be used in storing wheat, rye and flour.

Flint—L. J. Deming, recently engaged in the confectionery business at Lapeer, has engaged in a similar business here.

St. Joseph—The LaKurba Cigar Co., of Chicago, is erecting a factory at the corner of East Main and Oden streets.

Elmdale—A. C. Hayes, who conducted a general store here until early last fall, has resumed business here for the summer season.

Dowagiac—E. E. Reed, of Buchanan, has purchased the Clark confectionery stock, on East Division street and has taken possession.

Houghton—Harry Alberts has engaged in the confectionery and cigar business in the store building formerly occupied by the W. H. Dee Cigar Co.

Boyer City—The Taha, Jabara & Abdalah Co. has removed its stock of general merchandise from Mancelona to this place and will continue the business here.

Muskegon—Mrs. Esther Merrill and son, have formed a copartnership and engaged in the garage and auto supply business under the style of E. Merrill & Son.

Plainwell—Teifenthal & Champion, bakers, have dissolved partnership and the business will be continued by Mr. Champion, who has taken over the interest of his partner.

Detroit—The Fenestra Construction Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Allegan—Benjamin Oppenheim, who conducts a chain of stores, carrying clothing, shoes and millinery goods, has opened a similar store here under the management of Harry Luce.

Bangor—The Bangor Fruit Growers

Exchange has been organized to market fruit, with an authorized capital stock of \$2,000 all of which has been subscribed and \$500 paid in in cash.

Ozark—The Ozark Stone Co. has been organized to own and operate a stone quarry, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Saginaw—E. DeLong, recently of Reese, has purchased the drug stock of Marwinske & Loeblich, at the corner of Sixth and Lapeer avenue, and will continue the business at the same location.

Detroit—A. Backus, Jr., & Sons have renewed their corporate existence to continue the lumber business, with an authorized capital stock of \$300,000, all of which has been subscribed and paid in in cash.

Howard City—Floyd M. Crooks has removed his jewelry stock from Maple Rapids here and consolidated it with the Claude Wolfe jewelry stock, which he recently purchased, and will continue the business.

Detroit—The Detroit United Fruit Auction Co. has been organized to deal in fruits, vegetables, grain, etc., with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Detroit—The H. P. Engineering Co. has been organized to deal in automobile accessories, with an authorized capital stock of \$1,000, of which amount \$600 has been subscribed and \$250 paid in in cash.

Minden City—W. Lloyd, who has conducted a shoe and harness store here for the past thirty-five years, is closing out his stock and will remove to Owosso, where he will conduct a shoe, men's furnishing goods and harness store.

Yale—The Yale Market Co. has been organized to handle cattle, hogs, poultry, meats and general produce, with an authorized capital stock of \$6,000, all of which has been subscribed, \$1,750 paid in in cash and \$4,250 in property.

Highland Park—The Liggett-Doll-Foster Co., retail hardware has been organized with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed, \$1,400 paid in in cash and \$2,400 in property.

Monroe—The Buck Brothers Co. has been organized to can, preserve and sell fruits, vegetables and other farm produce, with an authorized capital stock of \$4,000, of which amount \$2,000 has been subscribed and \$1,450 paid in in cash.

Kalamazoo—Mrs. Jennie Fletcher, who conducts a grocery store at 1207 Mill street, has sold her stock to Charles Hinton and Myron Waldorf, who will continue the business at the same loca-

tion under the style of Hinton & Waldorf.

Lapeer—Henry Kruth and sons, Albert and William, have formed a copartnership and purchased the A. J. Snover bakery and grocery stock and will continue the business at the same location under the style of Henry Kruth & Sons.

Lansing—The Consumers Coal & Supply Co. has been organized to manufacture and deal in builders' supplies and fuel with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$37.76 paid in in cash and \$2,462.24 in property.

Jackson—The Premium Cigar Sales Co. has been organized to buy and sell cigars, chewing gum, cigar novelties and merchandise, with an authorized capital stock of \$2,500, of which amount \$1,300 has been subscribed, \$250 paid in in cash and \$950 in property.

Detroit—Frank Brothers, wholesale liquors and grocers, have merged their business into a stock company under the style of the Frank & Davidson Wholesale Grocery Co., with an authorized capital stock of \$50,000, all of which has been subscribed, \$25,000 paid in in cash and \$25,000 in property.

Bad Axe—William H. Wallace, of Saginaw, has purchased the interest of W. J. Orr in Huron county. These include the Bay Port Fish Co., W. J. Orr Fish Co., Ballard Fish Co., Saginaw Bay Fish Co., Wallace & Orr Co., Bay Port Bank and Bad Axe Grain Co. Mr. Orr has purchased from Mr. Wallace the State banks at Remus, Blanchard, Vestaburg and Six Lakes.

Chassell—C. F. Hancock has put into operation a new stave mill at Arnheim, in the heart of the stave wood district. The plant will manufacture tamarack staves for nail kegs and it consists of a stave mill, drying kilns, boiler house and living accommodations for employes. After the staves are sawed they require six days in the kilns. Shipping will be done daily after the first batch comes out.

Manufacturing Matters.

Detroit—The Velvet Brand Ice Cream Co. has changed its name to the Quality Ice Cream Co., Inc.

Boyer City—The Musical Instruments Co. has decreased its capital stock from \$70,000 to \$30,000.

Detroit—The Charcoal Iron Co. of America has increased its capital stock from \$7,989,600 to \$8,056,600.

Detroit—The Bauer-Aldrich Co., manufacturer of auto trimmings, has changed its name to the Lay Manufacturing Co.

Lapeer—Fire destroyed the John Neeley factory, stock of flour bleachers and machinery, July 24, entailing a loss of about \$2,500, with no insurance.

Detroit—The Factory Products Co. has been organized to manufacture and sell steel, iron, copper and other metal products with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Flower-Stephens Manufacturing Co. has been organized to manufacture and sell valves, hydrants and metal products with an

authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Saginaw—The Brueck Sectional Book-Case Co. has been organized to manufacture sectional book-cases and other wood products, with an authorized capital stock of \$40,000, all of which has been subscribed, \$379.21 paid in in cash and \$29,620.79 in property.

Port Huron—The South Park Machine & Supply Co. has been organized to manufacture and sell machinery and tools with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed, \$8,000 paid in in cash and \$12,000 in property.

Detroit—The Detroit Lace Manufacturing Co. has been organized to manufacture laces, embroideries and veilings and selling same, with an authorized capital stock of \$70,000, of which amount \$36,200 has been subscribed, \$1,200 paid in in cash and \$6,000 in property.

Detroit—The E. L. Bromley Co. has been organized to manufacture and sell machinery of all kinds, motors and motor trucks and automobile parts and appliances, with an authorized capital stock of \$50,000, all of which has been subscribed, \$1,000 paid in in cash and \$49,000 in property.

Romeo—After having been closed for fifteen months, the Romeo foundry is to re-open August 1. Lyman A. Holmes, owner and manager of the plant, has secured large contracts for automobile castings and will operate the plant there as well as the one in Port Huron. About 100 men will be given employment.

Detroit—The stockholders of the Paige-Detroit Motor Car Co. have approved the recommendation of the board of directors that the capital stock be increased from \$250,000 to \$1,000,000, declaring a stock dividend of 100 per cent. and placing the remaining \$500,000 of the increase in the treasury. The new dividend rate will be 5 per cent. a month.

Saginaw—The United States Tie Plug & Heading Co., has been organized to manufacture tie plugs, heading, mine wedges, lumber and other forest products and buying and selling of same, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$1,000 paid in in cash and \$1,000 in property.

Detroit—The plant of the Briggs-Detroit Co. at Holbrook avenue and the Grand Trunk Railway has been sold to the Denby Motor Truck Co. for \$63,600 by the Detroit Trust Co., trustee in bankruptcy. The factory, which is two stories in height, contains five and one-half acres of floor space. It will be utilized as the new home of the truck company, whose business is expanding steadily.

Gerrit Vandenberg has succeeded G. Vandenberg & Co. in the grocery business at 109 Michigan street. Edward Heeren and William Oppenhuizen were formerly members of the old firm.

Guy W. Rouse, President of the Worden Grocer Company, is expected to return from Winchester, Wis., next Monday.



Review of the Grand Rapids Produce Market.

Apples—Harvest varieties such as Transparents, Duchess and Red Astrachans, command \$1 per bu.

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

Beets—15c per doz. for home grown.

Blackberries—\$1.50@1.75 per 16 qt. crate.

Butter—The market on creamery is a little lower. Receipts are about normal for the season and are showing more or less heat defects. At present the percentage of strictly fancy butter is very light and the market is fairly healthy on the present basis. There may be some small fluctuations, but no radical change is in sight. Fancy creamery is quoted at 24@25c in tubs, 25@26c in prints. Local dealers pay 21c for No. 1 dairy, 17 for packing stock.

Cabbage—50c per bu. or \$1.25 per bbl.

Cantaloupes—Arizona Rockyfords, command \$3 for standards and \$2.75 for ponies; Illinois flat, 85c per crate of 12; Indiana Gems, 60c per basket; Indiana Standards, \$2.50 per crate of 45.

Cauliflower—\$1 per doz.

Carrots—15c per doz.

Celery—20c per bunch for home grown.

Cherries—\$1.50 per 16 qt. crate for sweet and \$1 for sour. The crop is nearly marketed.

Cocanuts—\$4 per sack containing 100.

Cucumbers—60c per doz. for hot house.

Currants—\$1 per 16 qt. crate

Eggs—The market is unchanged and the situation in fancy eggs is firm. The bulk of the arrivals are showing defects from the hot weather and have to be sold at reduced prices. A few fancy eggs are arriving and are selling at a premium over standard quotations. A falling off in the production is likely in the near future, and if the market changes at all it will probably advance slightly. Local buyers pay 16½c for first-class stock, loss off.

Egg Plant—\$1.25 per doz.

Garlic—20c per lb.

Gooseberries—\$1 per 16 qt. crate.

Grape Fruit—\$5 per box.

Green Corn—30c per doz. for home grown.

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@3.25 per box.

Lettuce—Home grown head, 50c 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—Home grown command \$1 per bu.; Louisville, \$1.50 per 100 lb. sack.

Parsley—25c per doz.

Oranges—Valencias are steady at \$4.50@5.

Peaches—Georgia Elbertas are in large supply, selling readily at \$1.50 @1.75 per bu. or 6 basket crate.

Pears—California Bartletts, \$2.25 per box.

Peas—Home grown are in ample supply at \$1.25 per bu.

Peppers—40c per basket for Southern.

Pieplant—75c per bu.

Plums—California, \$1.25 per box.

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

Potatoes—Virginia Cobblers and home grown are both in ample supply on the basis of 60c per bu. or \$1.50 per bbl.

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

Raspberries—\$1.75 per 16 qt. crate for black and \$2 for red.

Squash—75c per hamper for Southern grown.

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

Turnips—20c per doz.

Wax Beans—90c per bu.

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

Whortleberries—\$3 per 16 qt. crate.

The Grocery Market.

Sugar—Every one connected with the sugar industry in any way was nonplussed last week over a reduction of 25@30 points in refined grades. All of the refiners except American—which held to 5¼—reduced their quotations to 5.70c. This was undoubtedly due to the large margin between raw and refined, but was somewhat unexpected, as the refiners had sold very large quantities of sugar at the higher price, considerable of which is still undelivered. The consumptive demand for sugar is fair.

Tea—The country of late has been pursuing a conservative policy of buying for needs and paying the price. Primary markets are high as a result of the war and the stock have been kept down by the light shipments. Black teas are still the feature, especially India-Ceylons, the arrivals from London being readily taken. The volume of imports is light of this tea. Cables from China reported that the Congou market was

easier. This was attributed in local circles to the fact that the Russians are less active buyers and, with this competition removed, quieter conditions prevail. However, there is no marked weakness and spot stocks are fairly well maintained. The shipping situation does not improve and freights are higher. It is hard to secure steamer room, which explains the moderate arrivals on the Coast from the Far East.

Coffee—Generally speaking, the trend is downward, although the reaction is not large, prices being apparently too low to warrant aggressive bear operations. Of course, the trade is disappointed that the valorization plan hangs fire for the active movement of the crop logically causes pressure to sell, and with Europe not so big a buyer, primary supplies accumulate. The consumption of coffee in the world nevertheless is a record breaker, and statistically, the situation appears to favor the bulls, provided the receipts are handled so as not to unduly depress the market. Roasters in the United States seem of the opinion that nothing will be lost by waiting, for the expected spot demand does not materialize. Actual coffee, therefore, is not so well maintained.

Canned Fruits—The market is very quiet, with small trading in any line. California fruits have picked up slightly during the past week, but heavy crops, which are reported from all sections of the country, and a large carry-over from last year, make the buyer very hesitant in securing any extensive supplies at this time.

Canned Vegetables—The market has been in an unsettled condition for some weeks, and the past week has chronicled no change. Stocks are heavy, and jobbers apparently are able to buy at will at low prices. Tomatoes are more active than any other line, but even there only small lots are being dealt in, and there does not appear to be a trace of any desire to secure large stocks. Futures are exceptionally quiet, although small sales are made occasionally, according to report. Peas are quiet and dull, with very little trading. Prices are low, and, according to report, have a weak tendency. Corn is a little firmer, although only light trading is being done in any grade.

Canned Fish—The sardine catch at Eastport continues to be very light, according to reports received here, and only a small pack is being made in consequence. The heavy run, which usually comes during the early part of August, is expected to be two weeks or more late this year, according to advices which come here from reliable packers. A few packers have named \$1.40 for future red Alaska salmon, but there has been no general naming of prices. Advices from the Coast predict a 50 per cent. pack, which, if true, will probably mean an opening price of at least \$1.50. The demand for salmon is fair.

Dried Fruits—Advices say that dealing in future prunes by the Coast packers is extremely light although a firm tone is very evident in the market. The packers after having advanced their figures two weeks ago, are assuming a definite stand and will not sell below the general quotation. According to infor-

mation received, the growers are equally determined to insist upon what they consider a fair price for their 1915 crop and the natural consequence has been the deadlock which has existed for the past two weeks between the growers and packers in California. Future apricots according to wires received yesterday from the Coast, are maintaining a very firm tendency. The range of quotations, however, which are being made by the packers has a wide range and apparently possesses little attraction for buyers as dealing for future delivery is said to be very small. The packers are being forced to purchase a part of the 1915 crop from the growers at fairly high prices in order to cover their short sales which were made earlier in the year. Raisins on spot here are holding a very firm tendency and supplies of all varieties of old crop are said to be growing scarce in the market. There is a particular dearth of good quality fruit according to advices which are given out by those desiring to purchase supplies. The demand for raisins for August and September shipment is reported to be of good volume by the Associated Company. European enquiry continues to come into the market and it is said that not only is England buying supplies of old crop in fair quantity but is contracting for a part of the coming yield, owing to the difficulty she has found in securing supplies from her accustomed source in Turkey. Quotations on new crop currants are a little easier. Peaches are unchanged and dull.

Cheese—The consumptive demand is very light and the export demand shows no improvement and probably will not show any for some time to come. The cheese now arriving is of good quality, but in the absence of the export demand the market is barely steady. No change seems likely.

Provisions—All cuts of smoked meats are steady and unchanged, with a moderate consumptive demand. Pure lard and compound are dull at from ¼@¼c below a week ago, and in very light demand. Barreled pork, dried beef and canned meats are all unchanged and in light request.

Salt Fish—Norways are a little harder to pick up at the old price, but without any quotable change. Some new Norway summer mackerel have come into the country, but holders are asking from \$2 @3 per barrel above the normal, and as the fish is inferior the trade are not taking them. Irish and domestic shore mackerel are not cutting any particular figure. Cod, hake and haddock are unchanged and quiet.

The Grand Rapids Detachable Broom Co. has been organized to manufacture brooms and supplies, with an authorized capital stock of \$2,000, all of which has been subscribed, \$1,100 paid in in cash and \$900 in property.

J. F. Curren, formerly a tinsmith, has succeeded George W. Lamoreaux in the bakery and restaurant business at 1530 Grandville avenue.

Spencer Covert has engaged in the grocery business at Covert. The Worden Grocer Company furnished the stock.

STOCKS, BONDS, GRAIN AND PROVISIONS

Features of the Stock and Grain Market.

Aug. 3—Wheat: Further heavy rains over a portion of the harvest belt and a few reports of rust from North Dakota gave considerable strength to wheat early. The demand appeared to be entirely from former sellers and was not long continued, the market thereafter ruling dull and draggy. Spot wheat is firm in all markets, due to slightly oversold condition on part of shippers for prompt shipment and inability to meet these and absence of favorable weather for movement. The reports of rust came from limited area and are generally disregarded. Immediate future of prices is entirely a matter of weather over the harvest belt and there is every indication that with favorable weather movement will be heavy and we think the market will not stand up under a more free movement.

Corn: A sharp overnight demand from the East, as well as heavy rains over the Central West, caused higher prices early, but as in wheat, the demand was neither urgent nor large and prices dragged later. Demand from the East is extended as far as October shipment with good premium over September. A rather tight situation exists in September at the moment and can only be relieved by a liberal movement from the country.

Oats: A sharp scramble on part of September shorts was the feature in this market. The delayed movement by present weather and reports of considerable damage being the inducement for covering. Demand from the East quite general, but sales restricted not only by light receipts but also by light offerings for nearby shipment. Sales are reported being around 125,000. Any appearance of favorable weather would probably precipitate more or less pressure on the market, but the discount under corn and the price itself of September oats makes buying side preferable.

Provisions: A slow market has been seen to-day, with support lacking. As a consequence, values have dragged slightly. Hogs continue running freely.

Lyle report on ticker from Fargo, N. D.: Black rust in this vicinity developing fast. Motored twelve miles and found every wheat field badly affected. Situation now very serious. Earliest cutting will be week from now. Large area appears to have it and it is probably spreading.

Broomhall Cables: Corn prices are maintained. Arrivals are moderate and expectations are for moderate arrivals as platt holders are firm and freights are against free shipments, consumption is moderate throughout the United Kingdom, but, on the other hand, stocks are light.

New York: Stock market to-day is active and strong and exhibits a favorable tendency to broaden out on the railroad and other standard issues. Lehigh Valley reports showing its 10 per cent. dividend slightly more than earned and Southern Railways preliminary statement for the past year showing surplus of nearly \$1,600,000 over fixed charges, calls favorable attention to the railroad side of the

market. We strongly recommend purchase of rails at this time.

Lehigh Valley surplus on stock equivalent to 10.46 per cent., against 11.66 per cent. a year ago.

Remington Arms plants at Iliion closed by strike.

Situation with other industrial concerns grows more serious.

United States files bill of particulars in suit against New Haven directors.

Russian minister of finance says that country will have spent \$3,621,000,000 as result of war by the end of 1915.

Southern Railway for year ended June 30 reports surplus, after charges of \$1,591,142, a decrease of \$3,248,564.

Ches. & Ohio total coal loading for July, 2,224,020 tons. New high record.

Twelve industrials 92.92 up .74.

Twenty railways 92.61 up .59

U. S. Steel Corporation, as well as Independents, are overwhelmed with orders for steel used in manufacturing shells and war munitions and steel for export. Buying by railroads continues small.

On July 1 last, Allis Chalmers had advanced orders amounting to more than \$7,000,000. January 1, 1915, business in hand was approximately \$2,500,000.

Anaconda Copper produced 22,100,000 pounds of copper in July against 22,100,000 in June and 20,500,000 in May.

Williams says: Think good advance probable in September oats, as I believe short interest large and all oats that can possibly be moved during the next four weeks will be required to fill sales already made.

Snow's August crop report: Corn condition 80.69, indicated crop now acreage, 2,890,000,000; indicated crop Government acreage, 2,972,000,000, winter wheat threshing yield, 17.1 bushels; indicated crop, 689,000,000 bushels spring wheat; condition, 92.4; indicated crop, 305,000,000 bushels oats; condition 91.5; indicated crop, 1,409,000,000.

Dome Mines Co. has declared an initial dividend of 50 cents quarterly. This places the stock on a 20 per cent. per annum basis.

Summary: New York Central Lines in June show net increase \$2,576,331; six month, \$11,421,618.

Missouri Pacific files suit to have Nebraska 2 cent fare statute declared void.

Commercial failures this week in U. S. 375, against 411 last week and 325 last year.

Wilson's proposed Mexican peace plan will recognize member of Madero cabinet approved by factions, but will not wait on Carranza.

NEW YORK STOCKS.

	High	Low	Close
Ach.	102	101½	101½
Amal. Cop.	—	—	—
Anaconda	71½	70¾	70¾
Am. Smelt.	80½	79¾	80¾
Alka. Gold	34½	33½	33¾
Am. Can.	61½	58¾	59¾
Am. Hide	—	—	—
Am. C. & Fdy.	59½	57½	59
Am. Loco.	56½	54½	55½
Am. Beet Sugar	57½	56½	57
Butte & Sup.	70¾	68	68
Bal. & Ohio	81¾	80¾	80¾
Bkln. R. Trans.	86½	86	86¾
Beth. Steel	275	259	268
Bal'n Loco.	81½	79¾	80

Ches. & O.	42½	41½	41¾
Can. Pac.	146½	145	145¾
Chino	46½	45¾	45¾
Colo. Fuel	41	39	39½
Cent. Lea.	42¾	41½	41½
Erie	27½	27½	27¼
Erie, 1st	42	42	42
Goodrich	53½	51½	52½
Great Nor.	118½	118½	118½
Gen. Motors	182	180¾	180¾
Int. Met.	21½	21	21
Inspiration	34¾	33½	33¾
Lehigh Val.	144¾	143¼	143¾
Mo. Pac.	3½	2½	2¾
Maxwell	37¾	36	36½
Nat. Lead.	65½	64¼	64½
N. Y. Cent.	90½	89¼	90
Nev. Cons.	15	14½	14½
Nor. Pacific	108¼	107¼	107½
New Haven	64	62½	63½
Psd. Steel Car	52½	51½	52
Penn'a	107½	107	107½
Rep. Steel	44¾	43¾	43¾
Rock Island	16¾	14¼	16¾
Ray Cons	23¾	23¼	23¾
Reading	150¾	148¾	149¾
St. Paul	82½	82	82½
So. Pac.	88¾	87½	87½
Studebaker	86¾	82½	83½
Sears	—	—	147
Tex. Oil	—	—	—
Tenn. Cop.	39¼	38½	38½
U. S. Steel	68¾	67¾	68
Union Pac.	130¾	129¾	129¾
Utah Cop.	68	66½	66¾
U. S. Rubber	47	46½	47
Westinghouse	113½	111½	111½

GRAIN AND PROVISIONS.

	High	Low	Close
Wheat.			
May	114¾	113	113¾
Sept.	108½	106½	106¾
Dec.	109½	107¾	107¾
Corn.			
May	67	66½	66½
Sept.	75	74½	74½
Dec.	64¾	63½	63½
Oats.			
May	43¾	43¾	43¾
Sept.	40¾	39¼	39¾
Dec.	40	40	40¼
Pork.			
Sept.	1387	1347	1355
Lard.			
Sept.	810	800	800
Ribs.			
Sept.	945	925	927

Quotations on Local Stocks and Bonds.

	Bid	Asked
Am. Lt. & Trac. Co. warrants	309	312
Am. Light & Trac. Co., Com.	307	312
Am. Light & Trac. Co., Pfd.	107	110
Am. Public Utilities, Com.	31	33
Am. Public Utilities, Pfd.	62	64
Com'wth Pr. Ry. & Lgt., Com.	77	80
Com'wth Pr. Ry. & Lgt., Pfd.	77	80
Pacific Gas & Elec., Com.	40	43
Tennessee Ry. Lt. & Pr., Com.	4	7
Tennessee Ry. Lt. & Pr., Pfd.	24	28
United Light & Rys., Com.	40	43
United Light & Rys., 1st Pfd.	66	69
Com'wth 6% 5 year bond	97½	99
Michigan Railway Notes	98½	100
Citizens Telephone	69	73
Michigan Sugar	62	64
Holland St. Louis Sugar	6½	7½
Holland St. Louis Sugar, Pfd.	8	9
United Light 1st and Ref. 5% bonds	82	85

Industrial and Bank Stocks.

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

*Ex dividend.
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offer competent counsel in the development of such a reserve and in the choice of bonds for it.

DETROIT DETONATIONS.**Cogent Criticisms From Michigan's Metropolis.**

Detroit, Aug. 2.—Learn one thing each week about Detroit: A Detroit factory which makes house dresses, kimonos, aprons, etc., makes over 600,000 garments each year, the product finding a market in every part of the United States.

If the railroads of Michigan desire the co-operation of the people of the State in their agitation for higher passenger fares, there will be at least one class of men who will meet the companies' appeals with a glassy stare and a renewed activity, such as was impressed on the roads when this same coterie of men set about to abolish the obnoxious mileage book foisted on the fraternity solely to annoy them and have the present 2 cent fare established by the Legislature. We refer to the traveling men. Every mean, insignificant obstacle that can in no way affect the revenues, unless to decrease them, is placed in the way of the traveling man who is obliged to carry baggage. Unquestionably, the traveling men are the chief source of the railroad companies' income and they should, at least, receive the common courtesy extended by any corporation to their customers. It is customary, or at least it was, for a traveling man to check his baggage on Friday to the point he intended making on the following Monday, usually going to his home for Sunday. According to the new rulings, unless the checking point happens to be on a direct line with the home destination, this is impossible, without an extra amount of red tape. Why the roads refuse the old-time courtesy of checking elsewhere than to the ticket destination on Fridays is beyond most of the boys' comprehension, bringing no actual benefit to the railroads except to incur the displeasure of the very people to whom they should cater for their friendship.

Arthur Brevitz, department manager, and Elmer Brevitz, city salesman, for Burnham, Stoepel & Co., and the former's family motored to Kent City last Saturday, where they will spend the week with Mr. Brevitz' parents.

H. G. House, general merchant of Deerfield, was a Detroit business visitor last week.

E. A. Scheu, former manager of the Invader Oil Co., has joined the sales force of the White Star Refining Co., manufacturer of lubricating oil and greases. Mr. Scheu is a pioneer in the automobile field. He organized the Euclid Motor Car Co. at the outset of the light car business.

"Residents of Mexico are eating their household pets," is the latest from war-ridden Mexico. That's our idea of making good use of friends.

John Jennings, elongated and well-liked representative of the Welsbach

Company, Chicago, has been flitting about the State during the past few weeks, gathering orders and spreading sunshine in his wake. All in all, John Jennings stands so well in our estimation that we offer the suggestion that he would make a welcome addition to the Wolverine citizenry. At any rate we are glad to have him pay us periodical visits. Call again Jonathan.

The Paige-Detroit Motor Co. has approved contracts for the erection of a four-story factory at McKinstry avenue and the Wabash Railroad, work to begin at once.

M. A. Rice, of New Boston, was in Detroit on a business trip last week.

The Detroit Organic Chemical Co. has been formed for the manufacture of aniline dyes and work will soon begin in the company's new plant in Wyandotte. The scarcity of dye stuffs caused by the war makes the company of National importance and already a Detroit firm has contracted for a year's output. The company has been storing up supplies for several months for manufacture and has contracted to take the entire supply of benzol from the Detroit City Gas Co. and from gas companies all over Michigan. John Livingstone has been elected Vice-President and will have charge of the manufacture. He has been associated with Parke, Davis & Co. for a number of years. Other officers are, Walter Hass, President; C. D. Livingstone, Secretary, and Paul A. Sorge, Treasurer.

H. D. Bullen, of Lansing, where the State law factory is located, and well known to readers of the Tradesman, was seen gazing at the sky scrapers of our progressive village last week. Unfortunately, the writer failed to locate the portly scribe, but hopes to "scoop" him on the long-sought-for story.

The Harry W. Watson Co. has sub-leased the upper four floors of the building recently leased by them, at the corner of Woodward and Jefferson avenues, to Charles Monroe, who will remodel them for a hotel. The building is located a block from the new interurban depot. Mr. Monroe, who was formerly proprietor of the St. Charles Hotel, will spend \$25,000 in the remodeling, every room to have hot and cold running water. It will be called the Interurban Hotel.

D. H. Jacobs, Coldwater merchant, was in Detroit last week on a business trip.

The motor cycle has its advantages. It is one of the few methods found to date that will make a woman take a back seat.

The Wallace Brown Edison Shop, 31 Grand River avenue, East, has leased the adjoining store and will make extensive alterations.

Detroit is getting Southern civilization. A race war was staged within its borders this week.

Mandell Bros., general dry goods, have moved into their fine new store at 1407 Mack avenue, next door to their former location.

A twelve-story hotel will be erected at the corner of Cass avenue and Peterboro street, by the Buckingham Hotel Co., operations to be started at once.

The Mazer Cigar Manufacturing Co. gave an excursion to Sugar Island last Saturday for its employees, numbering 430, as a testimonial to their co-operation in the success and growth of the business. All kinds of athletic events were indulged in and prizes for both boys and girls were given.

Thanking our regular news reporters for the dearth of items—

Guess we'll go for a swim.

James M. Goldstein.

Sparks From the Electric City.

Muskegon, Aug. 2.—Frank W. Wilson, of Traverse City, has been appointed Grand Chaplain, succeeding A. W. Stevenson, Muskegon, candidate for Grand Sentinel.

Harold Rosen, son of Isaac Rosen, of Rosen Bros., has accepted a position with his father's firm.

The Continental Motor Co. has bought some more property and will erect some new buildings. The Motor Co. has had a wonderful growth in the last year.

George Woodcock, formerly assistant manager of the Occidental Hotel, at Muskegon, recently manager of the Stearns Hotel, at Ludington, has taken the management of the Hotel Muskegon and assumed his duties on August 1.

The Vulcanizing Products Co. will start manufacturing a line of auto tires and inner tubes which will compare favorably with other high grade tires.

Harold Foote poisoned his foot by stepping on a rusty nail while working around the house. Harold is improving and last seen was hobbling on one crutch.

Poisoning seems to be the hoodoo with 404 boys. Charles Corey poisoned himself with poison ivy while working around his cottage at Macatawa Park. He was laid up for a week, but now is around on the job.

Artie Choke, one of the wonders of the world, had Editor Stowe print two poems, while the only paper that stands for Goldstein poetry is Burnham, Stoepel & Co.'s monthly publication.

L. Caplon, leading merchant of Baldwin, has entered the benedict class by taking a young lady from Milwaukee as his wife. The Tradesman unites with the writer in wishing Mr. and Mrs. Caplon health, wealth and happiness.

Traverse City is already making preparations for the Grand Council meeting which will be held next June. Nothing like an early start.

On Wednesday, August 11, all factories and store in Muskegon will close to celebrate Muskegon Day at Lake Michigan Park. Quite a number of merchants from the surrounding towns have promised to come and help make this a day that will be long remembered. All work and no play makes Jack a dull boy. Throw away your overalls and play to your heart's desire at Nature's Lake Michigan Park. Milton Steindler.

Ludington Merchants Entertain Milwaukee Visitors.

Ludington, July 30.—Popular songs between courses was an innovation at the banquet for members of the Merchants and Manufacturers' Association of Milwaukee at the Stearns Hotel last night. W. T. Culver, President of the Ludington Board of Trade, was toastmaster.

Following the banquet, Mayor A. A. Keiser gave an address of welcome. He told the guests that Milwaukee business men had been given the "keys of the city" on a previous visit and as the keys had not been returned none could be given them on this trip and none was needed, as the locks have not been changed.

The traffic manager of Milwaukee Association explained the work of his bureau. He said the rates on the present trip to Ludington via Pere Marquette steamer were very reasonable.

After other brief remarks the company adjourned to the basement of the hotel where an interesting initiation was conducted for the benefit of several candidates. They stood the ordeal well and afforded much enjoyment for the crowd. Although the sport indulged in is described by some as "brutal" it was not necessary for the Humane Society to call in the police. It took the form of a badger fight participated in by a very fierce badger and a small dog, the property of Lieut. Walling. Two of these fights were pulled off, one at Manistee and one at Ludington, and in both cases the dog "Worley," was the winner. M. P. Heidiman, of the M. & W. Bank, Milwaukee was referee.

Luck is blamed for a lot of misfortune of which it is innocent.

Cadillac For Sale

1912—Electric Starter, Electric Lights, Two Horns, Luggage Carrier, New Tires—it will be running when cheaper built machines are in the junk pile—Price \$650.

ADDRESS—Cadillac, care Tradesman.

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E. A. STOWE, Editor.

August 4, 1915.

FOOD LAW UNIFORMITY.

Everyone concerned in the manufacture, sale and distribution of food, drugs, and dairy products will turn attention toward Berkeley, Calif., during this week, for in that city, at the University of California, the leading officials of Nation, state and city will assemble for their annual discussion of food topics and the exchange of ideas as to how best to accomplish the purposes of food laws.

It will not be, however, a legislative gathering of men who make laws, but merely those who are set to enforce and administer them, although there is a prevalent impression in food circles—and, regrettably, many of the officials of the association are among its adherents—that it is a gathering to frame laws. Therein lies its chief basis of menace. Past meetings of these officials have blundered in that direction and unwittingly retarded, rather than enhanced, the effectiveness of food laws.

More friction has come from faulty administration of the laws, many times over, than was ever occasioned by the passage of the laws themselves and meetings like these—where concert of policy in enforcement has full opportunity to delude itself into a fancied belief that it has power to construct rather than administer legislation—produce a striking mixture of the wise and otherwise as to the real interest of pure food, harmless ingredients and honest labels—which was all that the law was ever intended to produce.

The Federal Pure Food and Drugs Act has now been in existence for nine years. That it has accomplished wonders—not so much in actual prosecution of offenders as in stimulating higher ideals and furnishing a basis for practice among observers—cannot be denied. That this is due not only to the power of public sentiment but to zeal for enforcement among those administrators set up by Federal and state laws, is commonly recognized among the well informed. Still there is an abiding fear every year when this convention rolls around that it will plant some new fanciful conception in the minds of food officials, and it is this which makes manufacturers watch the proceedings with suspicion, rather than

the sympathy which should permeate food circles.

The reasons for this are perhaps not surprising. Every reform as important and sweeping as was the pure food law and the state laws patterned (although deplorably imperfect) after it, is necessarily born of the agitation of extremists, and naturally men of extreme views are usually charged with its initial enforcement, which is probably just as well.

One who notes the administration of the Federal law in the hands of a fair minded official who possesses in remarkable degree the confidence of the men whose operations he is set to rule is bound to mentally contrast Dr. Alsberg with his predecessor and the present harmonious relations of mutual confidence with the stormy years when honest manufacturers and dealers in food were fighting for a fair chance at rational pure food, quite as honestly as the officials were seeking to impose unreasonable ideals and to brand them as "dopers," "adulterators" and "crooks." And the contrast is a source of mutual gratification.

Confidence and helpfulness have done more for pure food within the past three or four years than zeal and imperiousness did in the five or six years that preceded. There was never more uniformly pure food on the market than to-day or more desire among its producers and dealers to produce the best. Most of the radicals have been weeded out—rather, have weeded themselves out—and each year sees an advance along lines of common understanding. It is significant that at last officials have come to realize the mutuality of interests to the extent that they have set aside one day when the voice of the food "trade" shall be heard and the practical as well as the theoretical side of questions have its fling.

Food laws have reached the point of judicial determination instead of prosecution and persecution and the numerous "jolts" that radicalism has received at the hands of the stern rules of evidence and legal determination have taught their lesson. It is fast becoming settled that pure food does not necessarily mean exclusively "highest grade food," or "ideal food." Scarcely one of the great issues that made harmony impossible four or five years ago has been settled in accordance with the notions of the extremists, and even now the process of making the interpretations is still going on, hand in hand, with "the rule of reason" rather than the "behest of bigotry."

Mistakes of food law and of its interpretations are due in large measure to the public's adherence to "notions" which never had much, if any, stable foundation. Liberal officials and the rational manufacturers alike have found popular fallacies one of the chief obstacles in harmonizing their efforts for practical and safe laws. It is this very play of fancy which to-day makes so many state laws absurdly differ from the broad-gauge provisions of the Federal stat-

ute and encourage specific rather than general statutes.

One of the notable features of this convention at Berkeley will probably be the agreement of all interests as to the need of food law uniformity as a basis for economic and workable food safety and wholesomeness. The differences will be that each state has its own ideas as to what the basis of such unity should be and few are willing to yield. Experienced men are one in believing that to-day the cause of pure food suffers more from the necessity of saving the people from their own silly notions than from any pernicious cupidity of the food producer.

Such gatherings as this one at Berkeley can go far to correct this state of affairs. Unfortunately, however, such gatherings are the natural victims of "interests" who flock there in droves, usually with one or more champions in the official arena, seeking to commit a representative body to their selfish ends under the guise of food idealism. Resolutions of such conventions need more careful filtering than does the average city water supply or the milk and food that is inspected microscopically and with the most searching tests of science. Commonly they contain deadly bacteria of factionalism. If this convention turns itself to purging its midst of "log rollers" and "keeping in the middle of the road" on controversial issues, it will have distinguished itself.

WORST YEAR IN HISTORY.

The past year has been one of frustrated predictions and expectations gone wrong. In several of the warning notes which passed between the various diplomats last July, the expression was used that war, if it came, would have "incalculable consequences." It was a true word. Nobody foresaw what has come to pass. Military experts have been left looking like children. Even the German General Staff, with its wonderful organization of knowledge, has been overtaken by surprise after surprise. Financial prophecies have fallen to the earth. The forecasts of Bloch and others of his school have been beggared by the event. And not into the imagination of anybody did there enter a conception of the enormous losses which one year of fighting would bring. Boastfulness hides its head in the presence of fearful sacrifices made. Even recrimination falters. It is with a sense of aghast helplessness that the whole world contemplates the misery into which civilization, all unawares, was plunged last August when the Kaiser lifted the lid from hell by declaring war on Russia.

The strictly military aspects of the war it is not necessary to bring to mind again. But this is to be said: the frightful mien of war has been so exhibited that never again will it be possible to clothe it with glamour. If the world had to have this lesson, it has now got it in a way not to be forgotten. When men hereafter speak of the pomp and circumstance of war, we shall know that they are referring to scenes such as can be witnessed in a slaughter-house. This war has been of a sort to revive the

story of a writer in the Middle Ages, to the effect that when soldiers set up the claim of being the most useful citizens, the honor was contested by butchers with reeking knives. And he added that, whatever the motives, or whatever the services, of men going to battle, war was in its nature so cruel that it was impossible to "honest it with civil terms." It will certainly be difficult to the impartial historian to honest the war which broke out a year ago.

It has not, however, been nothing but a shambles. Even amid its horrors, the humane spirit has shone out, and moral principles have asserted themselves. Discussions about the responsibility for beginning the war have been dying out. They seem rather barren at present. What the world now craves is some way of ending the war—unless it involves disgraces and perils less endurable than war. There is however, one thing connected with the first days of the war which we can never too much insist upon, because it goes to the roots of national morality and of civilization itself. We mean the crushing moral handicap which Germany took upon herself by her conduct towards Belgium. This she has never been able to overcome. Germans themselves admit this. They now perceive that the immense moral revulsion which shook the whole world when Belgium was trampled by German armies had an effect very like that of making the Allies a present of a million armed men. Thus we have at least one great sentiment, having to do with law and right, which has persisted steadfast all through the war. It has been a manifestation of the soul of goodness in things evil. We need not despair of the future so long as the heart of man continues to thrill over Belgium's wrongs, and so long as the consensus of civilized nations, outside the belligerents, is that no ending of the war ought to be thought of which did not make the Belgians again independent and free.

That attainment is not yet in sight. It may have to be won by force of arms; or it is possible that it may come through mediation and diplomatic negotiations, backed up as these would be by the demand of the German Social-Democrats, that no annexations be made as a result of the war. All these things are still in the shadow. And what the next few months of the war may bring forth, the wisest cannot say. Facing such stupendous events, the mind feels itself reduced to imbecility. But some things are clear. The peoples are longing for peace. A point will come when flesh and blood can no longer support the agony of this desolating war. Rulers will be given to know that there are limits beyond which sacrifices cannot be asked in the name of patriotism, or of the struggle for national existence. And unless we are to believe that this world is the sport of chance, and that the long history of mankind has been nothing but a blind clash of atoms, we are bound to look forward to some great good coming out of this mighty evil. If we do finally get a peace which means the discrediting and disappearance of kaisers and militarism, with the exaltation of righteousness and justice between nations, it may come to seem worth the awful price that had to be paid.

THE GREATEST GAMBLERS.

There are laws, and stringent ones, against gambling. These statutes are everywhere supported and approved, although sometimes not enforced as thoroughly and as rigidly as they ought to be. The gambling which is illegal is that which seeks to get something for nothing, but in a sense there are many perfectly legitimate transactions in which the element of chance has a prominent place. A farmers' club in a New England community the other day discussed the question and reached the conclusion that by and large the farmer is the "biggest gambler in the world." It seems that it was sort of an experience meeting. One agriculturist present told how he had transplanted 700 tomato plants, and after they were all cared for carefully and gave promise of growth a frost came along and killed every one of them. Another told how he had a thousand tomato plants, and they progressed splendidly until the green fruit reached the size of hens' eggs. At this point there was a terrible hailstorm in his town, and it ruined his vines and everything, and put him out of the tomato business for that season.

On these and similar experiences related by members present at that New England farmers' meeting it was predicated that there is a great deal of the gambling element in agriculture. The toilers of the soil did everything in their power, fertilized the ground, cultivated it industriously and then lost heavily through no fault of theirs. Then there is the fluctuation in prices which no man can foretell, and the farmer like everybody else has to sell for what he can get. Certain crops are good one year and bad the next, and none can prophecy very far in advance, just what will happen. This year in this section is a very good sample of just this sort of thing. It has been an exceptionally rainy season. There have been precious few days within a month which could be called good hay weather, and there are acres upon acres and thousands upon thousands of tons of hay still requiring attention, whose owners stood ready and anxious to give it if conditions had been favorable. The promise for corn is not good in many sections, because of the excessive rains, and some other crops are not as good as they might be. Some say that the war in Europe is at fault for the weather in America, on the theory that the continuous bombardment precipitated the rain. That may or may not be true, but the fact remains that it has not been a favorable season for farmer in all localities, and those in the Middle West can join with their toiling brethren in New England and say that there is an element of gambling in their business which is absolutely unavoidable.

One of Colonel Roosevelt's characteristics is his unexpectedness. No live man can tell beforehand what he is liable to say or do next. His last public utterance favors the immediate independence of the Filipinos. This

is not the view he entertained when President, but since then he has seen a new light on several subjects. It has always been a matter of question and open to argument whether the United States was any better off for having taken over the Philippines but after Dewey went into Manila Bay and did such effective work, there was but one question and one duty and that is what would be best for the people of that archipelago. In the main, American control has been wise and always friendly. That eventual independence is desired and designed is generally understood, and all efforts are in the direction of hastening the day when such procedure will be both safe and sane. To give them independence before they can be trusted to manage their own affairs with wisdom would be doing them no favor at all, but the reverse. There are very grave and serious doubts whether that time has yet arrived, but the sooner it comes, the better it will be for all concerned.

The science of sanitation is continually finding new things to do and new safeguards to provide. The common drinking cup succumbed to the attack against it and now is comparatively little in evidence. Individual glasses are largely used in churches at communion, but somehow the soda water glass has hitherto escaped. Now it is coming in for its share and will have to meet the issue. Health departments are saying that the glasses in which this popular beverage is served are not properly cleansed and there is liable to be a crusade along this line. Once it starts it is pretty sure to be successful, since all demands can be so easily met. If instead of rinsing out the glass in cold water, as is the custom, they were simply rinsed in hot water, they would be practically sterilized and made as harmless as the drink which they contain. At the rate which science is erecting safeguards it ought in time to be decidedly difficult to be unhealthy.

With Republican Presidential candidates as thick as blackberries, we see no reason why Mayor Thompson of Chicago should not put himself forward. He announces his willingness to make the sacrifice, provided "the younger element of the Republican party wills it." We should say that it must be a very young element that would take Mayor Thompson at his own valuation. He is ready with a "tentative platform." It will contain planks against the income tax, unless the Government provides an income to be taxed, and another against "a war tax when our country is not at war." Then, too, the Mayor is to make everybody prosperous by a high tariff. But why does he speak of all this as especially appealing to the younger element? His body of doctrine is hoary with age. It is at least as old as Absalom, who was one of the earliest politicians to ask for votes on the ground that if only he were king, everybody would be fat and flourishing.

BLOT ON THE LANDSCAPE.

Anyone who has occasion or opportunity to drive through the country along the good roads or the poor ones and who has a memory ten or twenty years long cannot fail to be impressed with the fact that there are fewer ugly signs to be seen. The time was when much frequented highways were sadly disfigured by these announcements and it is a lamentable fact that there are some left, but it is gratifying to note that they are decreasing, the old ones are wearing out and new are not taking their places. There is now and then a barn whose roof or side is disfigured by some great and gaudy statement as to what will cure or what is good to eat for breakfast, but they are by no means as frequent as formerly. Fence posts are not nearly as much used as they were a few years ago for this purpose and there are very strong objections to painting advertisements on rocks or other bits of natural scenery. These have gone very considerably from the highways, although they are still very much in evidence along railroad tracks, especially in the neighborhood of large towns. They disfigure the landscape there, but they are not as bad thus located as on the highways.

Most of the signs now remaining on thoroughfares tell the tourist where he can find a garage or announce the situation of a hotel, the number of its rooms and baths, and the price. These have a certain value and give a bit of information and if they are neatly made and tastily displayed are very much less objectionable than those the patent medicine people used to put out so generously and generally. This commendable change is due in part to a vigorous agitation of the subject which directed the minds of many people to it, and when they stopped to think the conclusion was unfavorable to the continuance of these unsightly signs. No peripatetic painter can yield a brush on a farmer's barn or fence post without the owner's consent and the number of refusals is constantly growing greater. Announcements thus placed have always been of doubtful value, and such is the well founded prejudice against them that many decline to buy the goods thus placarded. There are plenty of proper places for advertising announcements where they are absolutely unobjectionable and where they are looked for and are welcome. The Rural Free Delivery has helped, likewise, and now every farmer gets every week more advertising matter than he can possibly read and the fence post is no longer needed for this purpose. The change is certainly an excellent one and everybody will be right glad when the last offensive, glaring, ugly sign of any sort is off the highway.

There are few men in the country who get more advertising and to whose business it is worth more than Henry Ford, of Detroit. They make jokes about his heap of junk and he buys them at good prices for general

distribution. He has original ideas in business methods, and when he puts them into operation he gets columns of space in the newspapers. But all the time the name Ford is intimately and inevitably associated with that particular make of automobile. He has been honored by being called to be one of the advisory committee to suggest how the navy can be made better and more efficient, and it is a good selection. Now either his publicity agent or some enthusiastic friends are suggesting that he be nominated for Vice-President. There is no halfway business about it on their part and they go the whole figure. They do not stop by suggesting that either the Republicans or Democrats name him, but urge that he be nominated on both tickets. It is argued that he is not only one of America's leading manufacturers, but a practical philanthropist, and he might be pre-eminent as both, but still lack that knowledge of parliamentary law and the practice which would make him a good presiding officer of the Senate. Anyhow the reference is complimentary and it is advertising.

To have the iron cross bestowed by the German Emperor is counted a very distinguished military honor. These souvenirs are handed down from sire to son and then to grandson to show the valor there has been in the family. Hitherto they have been distributed in such small quantities that the possessor was an exceptional and marked man. During the recent European war the business has been exceedingly brisk, and the Cologne Gazette is authority for the statement that 877,949 were conferred during the first nine months of the Kaiser's war. That is enough to make them pretty common and to that extent deprive them of special distinction. What very many have, the remainder as a rule do not want, or at least do not covet. There is no doubt but that there has been a deal of bravery displayed by German soldiers in the various fierce battles in which they have participated, but when the iron crosses distributed run up into the hundreds of thousands their value as prizes must be depreciated.

The Tradesman has no apologies to offer for devoting as much space as it does to one topic on pages 24, 25 and 26 of this week's issue. On the contrary, it feels that it is doing its readers of German birth and descent a service in defining their duties toward their adopted country in the present crisis. Wayne MacVeagh the author of the article, was born April 19, 1833, and is heretofore in his 83rd year. He graduated from Yale in 1853, was Minister to Turkey, 1870-71, Attorney General of the United States, 1881, and Ambassador to Italy, 1893-97. Mr. MacVeagh is one of the clearest and most profound thinkers this country has ever produced and he has a way of expressing himself which is in keeping with his other gifts.

AUTOMOBILES AND ACCESSORIES

New Methods in Selling Trucks.

In this age of progress and rapid development it is a common occurrence for manufacturers to change their entire selling arrangements to meet new conditions that arise. According to E. A. Williams, President of the Garford Motor Truck Company, of Lima, the present method of selling motor trucks is quite different from what it was a few years ago.

"The time has gone by," says Mr. Williams, "when truck salesmen sallied forth loaded down with statistics and data derogatory to the horse. In the pioneer days of the motor truck industry a salesman based his entire solicitation upon the advantages of the truck over those of the horse. If he succeeded in convincing a merchant that his truck was better than a horse, he stood a good chance of closing a sale.

"But to-day the system of selling trucks is somewhat involved. A salesman not only has to prove the superiority of the truck over that of the horse, but he must convince the prospective purchaser of the fact that the truck he is selling is the best suited for the requirements of his business. In other words, the competition of the horse has become of secondary importance to that of other motor trucks.

"The average business man is convinced of the fact that motor trucks furnish the most economical means of transportation. His greatest problem has been to select a truck that is the most adaptable to the nature of his business. A type that is suitable for one merchant may prove a losing proposition to his neighbor. Investigation will generally show the fault to be in the size and style that is used rather than in the actual performance of the truck itself.

"To counteract this difficulty we include in our production, trucks of sizes ranging from three-quarters of a ton to six tons in capacity, and including styles suited to practically any line of trade.

"A complete line of trucks simplifies matters for the consumer and broadens the scope of the manufacturer's business."

No Radical Change in Cadillac Construction.

The Cadillac Motor Car Company announces the second of its eight cylinder series, to be known as Type 53. The company has made no radical change in mechanical design or construction and the new "eight" is,

to all practical intents, a continuation of the first model.

Changes that have been made affect principally the accessibility of the engine and the appearance of the car. The engine remains, of course, the 99 degree eight cylinder V type that the Cadillac made familiar last year. The electric motor-generator, ignition apparatus and carburetor are so mounted with relation to the cylinder blocks as to afford easy accessibility to the valves by removal only of the plates which enclose them.

The body is a new design, with higher side line, a new cowl, new hood and a higher radiator with rounded corners, all of which alterations add to the distinction of the car's appearance.

Splashes are fitted to the front of the radiator and along the inside of the front end of the frame. New design head and side lamps are used, with a tonneau lamp on the right side, in the back of the front seat, to illuminate the step when the tonneau door is opened. An inspection lamp and a Waltham clock are added to the equipment.

Inside the body the driver finds the clutch and brake pedals set two inches farther forward, with the dash set forward a corresponding distance, and the signal horn button in the center of the steering wheel. The auxiliary seats in the tonneau have been improved in design.

The power tire pump is now attached to the transmission case. The ratio of the second speed gear in the transmission is reduced somewhat.

Concerning the increase in price of \$105 on the open body styles, in the face of the general tendency toward lower prices, W. C. Leland, general manager says:

"We could not continue to produce a car of Cadillac type and quality at the old price without doing so at a loss, and I don't think anyone expects us to do that.

"The price of our 'eight' was set too low in the beginning. As it was necessary to announce the price at the time the car was announced, and as there had been no manufacturing experience with a car of this type, the cost of production could only be estimated."

Barge Propelled by Auto.

For crossing a bay twenty miles wide connected at each end with a fine driving beach along the seashore, a motorist of Aberdeen, Wash. uses a barge built for less than \$100 and so equipped that it can be driven by the automobile that it transports across

the water. The auto-ferrying barge is shown in the cover design of the August Popular Mechanics Magazine. A propeller wheel, that is housed for safety, is located at each side of the barge near the stern. The axle of each wheel is at the right height to come in line with the rear car axle when the end of the car is raised a few inches above the deck of the barge and is capped with a hardwood wheel, 18 inches in diameter and 2 inches thick. On each wheel are leather clamps for securing it to the spokes of the car wheel. With the rear of the car raised so that the wheels are clear of the deck and these wheels connected with the propellers by the straps, the barge is ready for operation by the engine of the automobile. The work of placing the car aboard the barge and making it ready for use requires about eight minutes.

Car License Plates Balled Up.

George Wills of Grand Haven enjoys the distinction of having the highest numbered automobile license plate of a legal issue in the world.

He got it from Secretary of State Vaughn. It is 1,000,420, although Mr. Wills may think it is 100,420, which it was intended to be. Because the length of the plate is limited by law the officials had to cut down the size of the figures or cut down the number of them. So they decided to combine Roman and Arabic numerals. One man drew "C0350."

"What does the C mean?" he asked.

"Roman numeral for 100," the young lady clerk replied.

"I didn't know there were more than a million autos in Michigan," said the visitor.

Then started an argument. Everybody in the Secretary of State's office insisted the number was only 100,350.

ruled that the visitor was correct, and then there was an investigation. If a rush order can be secured from the manufacturer it is likely that the "C" issue of license tags up to "C5,000" will be withdrawn.

School Superintendent Fred L. Keeler

An
Association
of
Automobile
Owners
Organized
to
Save Money
on
Tires and
Accessories

WRITE US

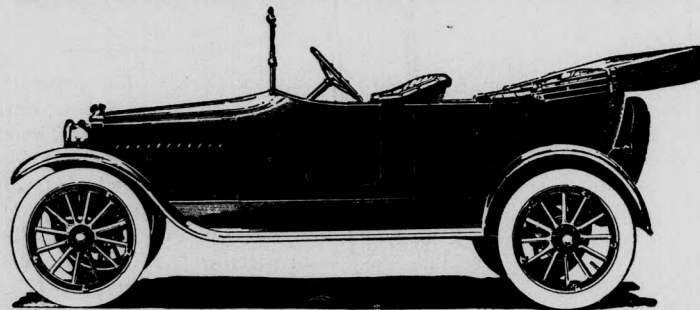
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Automobile
Owners
Purchasing Club

113 Crescent St., N. W.

Grand Rapids, Mich.

SAXON SIX \$785



Saxon Costs Least to Run

Half a cent a mile is the Saxon average. One-fourth of a cent per mile per passenger. No other motor car has ever approached that record.

Saxon Roadster \$395

These cars are the best that can be bought for the price. Write for territory terms.

Saxon Motor Company, Detroit
GRAND RAPIDS SAXON COMPANY
572 Division Avenue, South

A New Eight-Cylinder Cadillac

Type 53

The new Eight-Cylinder Cadillac is ushered in on the heels of the most impressive success ever recorded in the motor car industry.

It follows a car which has entrenched itself in a positive position of pre-eminence.

The whole country now knows that the number of cars which are even candidates for comparison with the Cadillac, has been narrowed down until they can be counted on the fingers of one hand.

The country no longer asks if the Cadillac is as fine a car as some other; but enquires instead, what other cars compare with the Cadillac—and how.

If public opinion could be translated into a few simple words, it would doubtless result in the statement that there never has been a motor car equal to the Cadillac Eight—either in performance or in stability.

It is this kind of a car—this one example of V-type efficiency, demonstrated by a year's experience—which the new Cadillac succeeds.

It succeeds a car which many thousands of people believe to have been the best car which the world has yet produced.

The new Cadillac is the fruit of experience, acquired in the building of 13,000 V-type Eights, and of their service in the hands of 13,000 users.

We believe that in this new car the V-type engine is developed to a point of excellence which even the most conscientious effort to equal, cannot reach in many and many a day.

A year ago the Cadillac Company was blazing new paths of progress.

It pioneered new principles and new processes, pushing them to a point of certainty before its first V-type engine was marketed.

Nothing can take the place of that hard and painstaking period of invention, selection, rejection, adjustment and adaptation.

As a result, there is but one V-type standard based on extended experience; that is the Cadillac standard.

There is but one V-type criterion based on a demonstrated certainty; that is the Cadillac criterion.

It is obvious, therefore, that the first Cadillac Eight is the source from which V-type development must borrow its inspiration.

And in that fact lies an exceedingly important consideration.

In the pioneering process to which we have referred, the problems solved were peculiar to Cadillac construction.

They referred to that intimate relation between all the parts and all the processes of manufacture which make for a harmonious whole.

The Cadillac transmission and the Cadillac clutch—to cite only two of a number of features—were developed with direct reference to the requirements of the Cadillac V-type engine and the Cadillac car.

Their Adoption by other makers may or may not be successful.

It is not the V-type engine, merely as a type, which has proven such a triumphant success, but the Cadillac Eight-Cylinder V-type engine, built into a Cadillac chassis according to Cadillac ideas—and as Cadillac artisans know how to build it.

That is what we meant when we said that nothing can take the place of Cadillac experience in building 13,000 cars.

That is why we do not believe that the equal of this new Cadillac Eight will exist for many a long day.

The first Cadillac Eight furnishes for those who would emulate its excellence, the one certain source of V-type information based on extended experience.

And the second Cadillac Eight, with that wonderful experience to build upon, naturally and logically marks an advance over the initial achievement.

There are no doubts or uncertainties about it.

Its advantages and virtues are all clear and positive and plain.

It has taken the one safe V-type criterion and carried it to the highest pitch.

It is twelve months away—13,000 cars away—from the least or last element of experiment.

Its pre-eminence cannot consistently be questioned.

In the face of the widespread adoption of the very principles which produced that pre-eminence, its leadership is not even a subject for discussion.

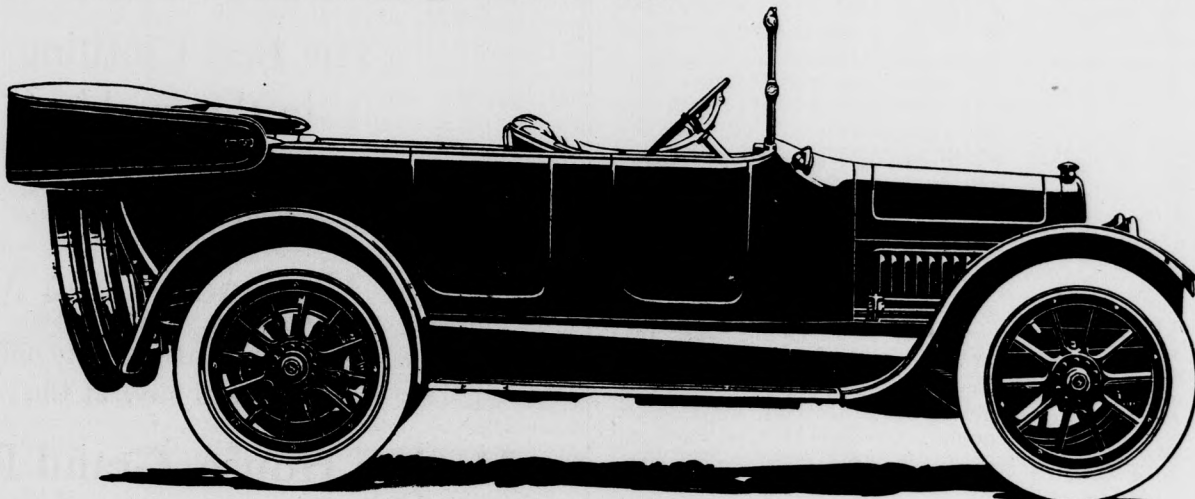
We believe that the new Eight-Cylinder Cadillac embodies the most practical combination of all 'round efficiency.

No really desirable qualities are sacrificed in order that some less essential—which provide more spectacular, but empty "talking points"—may be exploited.

We believe that it possesses a maximum of the worth-while characteristics which the most exacting motorist wants in his car—power, speed, smoothness, flexibility, ease of operation, dependability and endurance.

We repeat—again—we do not believe the equal of this new Cadillac exists.

And we do not believe that it can or will exist for a long time to come.



SEVEN PASSENGER CAR, \$2080

Other Styles—Five passenger Salon \$2080—Roadster \$2080—Three passenger Victoria \$2400—Five passenger Brougham \$2950—Seven passenger Limousine \$3450—Seven passenger Berlin \$3600. Prices include standard equipment, F. O. B. Detroit.

Western Michigan Cadillac Co., Ltd.

19-23 LaGrave Ave., Grand Rapids, Mich.

OSCAR ECKBURG, Manager

Write for Catalogue A



The Making of a Clothing Salesman.

Gould was a salesman in the real sense of the word. He always met customers with that geniality and pleasantness which immediately created an atmospheric condition conducive to sales. He possessed the faculty of creating a desire for possession so strong that all reasonable objections were thrust into the background. He knew just the proper words to use in clinching a sale and just when to put on the clinchers.

Gould's salesmen, although easily an average lot, were, of course, away behind him in selling ability—a fact which worried this enterprising proprietor not a little. He didn't like the idea of good dollars going out his front door when they should have found a resting place in his cash register.

Gould gave a lot of thought to this problem of increasing the efficiency of his sales force, but it was some time before a feasible plan suggested itself. Finally, one morning the inspiration came, and ten minutes after it came he had Watson before him in his little office.

"Watson," began the boss, in a very pleasant manner, "I don't want you to think I am finding fault with you, but from now on, at more or less frequent intervals, I'm going to offer suggestions to you, as well as the other salesmen, which are destined to increase your selling efficiency. I want to give you more money just as soon as I feel warranted to do so, and the sooner you make me feel that way, the better pleased I shall be.

"What I intend to do is to point out your weak spots as I discover them, and help you to strengthen up in the necessary places, so that more business will come our way, and less go to competitors.

"I notice you lose a sale occasionally because of an apparent inability to overcome price objections. Only yesterday I believe you lost a sale because a customer thought the price was too high. Now, that suit you were showing Mr. Daniels was a dandy, and it furnished food for argument sufficient to defeat his opposition, but you were stalled because you lacked familiarity with that brand of clothes. You must study our goods carefully; know the special talking points of same, and be able to present them in a forceful convincing manner. Here is a circular giving just the information you want. Study it carefully, and next time you meet a price objection on that particular brand of clothes, you'll be surprised

how easy it is to overcome. Any time I can help you let me know."

Parker was next called upon the scene of action, and after being thoroughly introduced to Gould's new efficiency plan, was shown wherein he fell short as a salesman.

"You have the quality talk down fine," declared Gould, "and along that line I've no criticism to offer. However, you have one fault which is now and then responsible for a lost sale.

"Your chief trouble is that you do not consider strongly enough the buyer's viewpoint—a very important thing, always. You must learn more effectually to link up the article you are selling with the customer's special needs and desires. Show him how it is to his interest to own such a suit as you are trying to sell him. Actually make him see himself attired in the suit, explain how such clothes will give him poise and dignity. Impress on him the satisfaction he will derive from knowing that when people size him up, as they are constantly doing, that the distinctive elegance of his dress is sure to win him a favorable verdict. Show him how the purchase of the suit in question means an investment to him, other than the mere wear he will get out of it. Do some thinking along this line, and try out the suggestion on your next customer."

Lawson was next, and he was not long in learning of a very serious mistake he had made recently, and which the crafty proprietor had not failed to take note of.

"Lawson, you sized up that overcoat prospect wrongly yesterday morning, didn't you? I'll admit he didn't look very prosperous, but you cannot always tell. When he asked to see an overcoat you thought he wanted one of the cheaper grades, which you showed him, and so exhausted your selling talk on these goods, but it's an up-hill game, and very risky to play it the other way. It always pays to sell the high grade clothes wherever possible, not only because they generally pay a better profit, but because they are more apt to give the sort of service that satisfies and makes permanent patrons."

Another man was then summoned to Mr. Gould's office.

Butler was called in. He learned that Gould knew all about his unsuccessful attempt to sell a suit of clothes to the president of the First National Bank. The reason why he fell down seemed very logical when explained to him by the boss.

"Hopkins liked that suit very well," declared Gould, confidently, "and he

really wanted to buy it, but what he wanted you to do was to satisfy him that it was the latest style and A-1 in every particular. You didn't come across with a strong, convincing statement to this effect, and he escaped you.

"Do not hesitate to recommend and stand behind everything we have in the store. All goods found here should stand a liberal guarantee. I expect every article to give the buyer his money's worth of service and satisfaction; if it fails, I'll make it right.

"Confidence in the goods you are selling is a powerful asset to successful salesmanship. It's mighty hard to inspire in others a confidence you don't yourself feel."

Short talks between proprietor and salesmen soon became quite common occurrences in the Gould clothing store. Criticisms were handed out whenever they were necessary, being always given and taken in a friendly spirit. And it must be added that Gould never forgot to commend a virtue as well as condemn a fault. Co-operation between owner and employees is very valuable.—F. L. Edman in *Clothier and Furnisher*.

Dining Cars Will Stay.

An interesting exchange of opinions on the cost of the dining car service maintained on the large railroad systems was given last week in Chicago at the hearing on passenger rates before the Interstate Commerce Commission. All the roads lose money on these cars—with a single exception—the Illinois Central reported

a profit of \$48 during the past year, and this of course does not help much toward the payment of interest and dividends.

But it does not appear that the managers are anxious to dispense with dining cars. They understand that part of their duty is to see that passengers are enabled to get satisfactory meals while making long journeys, as from Chicago to Seattle or San Francisco. And the dining cars while showing a loss on the books, effect savings in other ways probably more than enough to justify the statement that the roads cannot afford to do without them.

Twenty or thirty years ago restaurants were maintained at stations along the lines for the accommodation of passengers. Twenty minutes usually was allowed for a meal; haste was unavoidable, and passengers were disturbed by the thought of missing their trains. The railroad restaurant at best was unsatisfactory, and when it was largely superseded by the dining car, the public took kindly to the change. From the railroad point of view the restaurant, except at the big stations, is not attractive either as a convenience or as a money maker, and while the cars on a system like the Missouri Pacific lost \$42,000 in 1914, it does not appear that a chain of restaurants would have made any better financial showing.—*Providence Journal*.

Many a man's head is so soft that a brick will produce a deep impression thereon.

Clothing Merchants Take Notice

The Best Clothing
in the world
to retail from
\$10 to \$30

For Men and Young Men

Can be seen by appointment (no obligations
whatever to buy) at the

**Morton House, Grand Rapids
Monday and
Tuesday, August 9 and 10**

Please address communications to **M. J. ROGAN,**
Morton House, Grand Rapids.

CHOOSING A COMPETITOR.

Good Natured Rivalry Literally Creates Business.

Written for the Tradesman.

Not every retail merchant is fortunate enough to be able to choose his competitors, nor wise enough to do so if he were given the opportunity. Yet the second most important factor which has to do with a merchant's success or failure is very often the character of his competitors. It is a small community indeed in which some sort of mercantile competition does not develop, and except in the case of what might be called the farm store often times conducted in connection with the rural postoffice, "no competition" is not a good condition for any kind of a man engaged in any sort of commercial or industrial endeavor.

Said a retired hardware dealer not long ago: "If I ever go into the retail hardware business again, I shall go to some town which has at least two hardware dealers, one of whom is successful and a hustler, and I am going to buy out the man who is not so successful, because I want a live man for a competitor. I am going to cultivate his acquaintance and make concessions so as to be on friendly terms with him, for the reason that I know by experience that if dealers will work together in their advertising and co-operate with one another to get the business to the town, they can each get their share of the business and it will be profitable to all concerned."

This is a man with the right spirit and what he says applies equally as forcefully to any other line of merchandising as it does to that of the hardware trade. It is an indisputable fact that the human race is so constituted that almost to a man of us we require some special impelling force to prod us on toward the goal of our greatest possible achievement.

Some men, when looking for a location to engage in business, seek with great diligence for a point where there is no competition or very weak competition, thus unwittingly displaying an inherent weakness or lack of knowledge of himself and human nature in general that is a distinct handicap to successful achievement. The man who desires no competition because he is by nature a monopolist and believes in steam roller methods is the kind of individual who will charge for his merchandise "all the traffic will bear." He will in all probability sacrifice quality, when he thinks he can do so with impunity, charging at the same time for his poor goods what first-class ones are worth, and in time will become discredited in his community. Then, when he thinks he has the situation cinched, some four-square, honest, progressive merchant will enter the field with him and quickly secure the custom of the town. Then the old dealer will howl vigorously—about the only thing a man of that kind ever does with vigor—and rant of the ingratitude of people whom he

will say he "has trusted and favored all these years."

The wide awake ambitious man who is determined to maintain his abilities and grow bigger and stronger as the years pass and he gains knowledge and experience recognizes human weakness as well as strength and prefers to be placed or to place himself deliberately in a position where it is a case of necessity that he get up and dust in order to hold his own. He is the kind of man who petitions not for an easier task, but to be a stronger man—strong both as a competitor and to meet competition from other sources.

Two men, big mentally, morally and with business ability, who work on fair and square terms together, are alive and energetic, will literally create business. Their trade community will be stretched to its farthest possible limits and all the people will feel the tingle of their enthusiasm and friendly but keen rivalry, and will recognize that such merchants are playing up to a high standard that cannot fail to redound to the ultimate benefit of all people who trade with them.

Customers do not like to feel that they must be constantly on the watch to prevent being taken advantage of. The old attitude embodied in the phrase, "Let the buyer beware," has been relegated to the ash heap, and there is a new standard exacted of sellers of merchandise, and which demands that the merchant labor for his customers' interests. When the people of any community become thoroughly acquainted with the fact that two merchants are honestly vying with each other to best serve the public, it creates a priceless confidence and means more money in the tills of such dealers as are so honored.

When choosing a business location you have a chance to choose your competitor at the same time, there is a lot of satisfaction in deciding to enter the contest with a man who is worthy of your steel and keeps you on your mettle. At the same time remember that it is not mere antagonism that you are seeking or that it is a rough and tumble fight for supremacy that you are to wage. An ideal competitor is one with which it is possible to fraternize as well as to compete. Many times it is necessary for dealers in the same line to compete against a common enemy or join forces to meet an unusual situation. A case in point is that of a certain man who was planning to build a rather fine house in an Illinois town where there were two hardware stores. This man went to one of the local dealers, who was an intimate friend, and asked for an estimate of the cost of the builder's hardware. The dealer approached was not a good estimator and, in fact, had little knowledge of the better grades of this class of goods, and at first he was undecided as to what do do. He happened to remember, however, that his competitor had once been employed in a large city store and was

doubtless familiar with the grades needed. He went to him, explained the case and the two dealers together figured out the estimate and divided the business between them. Had the first dealer merely said that the goods were too high grade for the trade of the town and made no effort to get the order, it is probable that the builder would have made no further effort there, but would have sent the order to the city.

It very frequently happens that it is

an advantage for dealers to ask favors and accommodations of each other and friendly relations, well established between competitors, are worth much to both factors.

E. E. Reber.



"Little Buster" as a Salesman

Naturally you are interested in pushing the sale of such articles as will repeat and will induce sales in other departments of your store.

"Little Buster" Popping Corn

does that. It is a constant, persistent sales force. The customer who purchases a package of "LITTLE BUSTER," in addition to being pleased with her purchase, will buy butter, salt, chocolate, lard, eggs, honey, flavoring, etc.

You make a handsome profit and give the customer the largest obtainable value for the money—16 full ounces for ten cents.

Order a case from your jobber to-day. Full cases 48, half case 24—1 pound packages.

THE ALBERT DICKINSON COMPANY
Chicago, Ill.

CHEER UP!

"After Clouds, Sunshine"
That's Our Motto

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

...Visit Ramona...



Receiver E. R. Webster of the defunct bank of Clarkston has started suit against the bondsmen of R. E. Jossman, who is serving time in Jackson prison in an effort to recover the amount of the bond of \$10,000. The suit will be contested on the ground it was not a continuing bond and did not hold good when the Bank failed in 1913. Jossman was Cashier of the Bank. He is assisting in the auditing department of the prison now.

The final curtain went down on the criminal proceedings growing out of Ironwood's Bank failure when at Iron Mountain the jury in the second trial of M. A. Fitzsimmons, Cashier of the late Bank of Ironwood, on a charge of embezzlement, returned a verdict of not guilty. The trial occupied ten days. Charles M. Humphrey, of Ironwood, prosecuted the case, assisted by the prosecuting attorney of Dickinson county. The defendant was represented by Attorney H. M. Norris, of Ironwood, F. B. Lamoreaux, of Ashland, and R. L. Hammond, of Iron Mountain. Ironwood people who were witnesses at Iron Mountain say little interest was manifested by the people of that city.

The Luther Exchange Bank will shortly be incorporated. It is understood that the Buckner family will retain a controlling interest in the organization, and that Norman Buckner will continue as Cashier. Associated in the enterprise will be C. W. McPhail, of Ludington, who is interested in a number of State and private banks in Michigan, and R. J. Smith, Cashier of the Lake County Bank at Baldwin, who together with members of the Buckner family will probably make up the board of directors. The new Bank will have a cash capital of \$25,000 and a surplus of \$5,000. The stock not taken by the above named will be sold at \$125 per share.

After nine and a half years in the courts the case of George W. Stewart vs. the Traverse City State Bank and estate of Julius T. Hannah has been finally disposed of by the Michigan Supreme Court. The case was started in December 1906, and at the first hearing the Circuit Court gave the complainant a verdict of \$4,100. An appeal was made to the Supreme Court and the verdict was reversed. At the rehearing of the case in the Circuit Court the defendants were given a judgment of \$727 and again an appeal was taken to the higher court, with the result that judgment

was rendered for the complainant in the sum of \$2,196.50 with interest from the time the case was started. An interesting fact in connection with the litigation is that nearly all who were leading participants at the start are now dead.

C. H. Ranney has resigned as Assistant Cashier of the Hillsdale Savings Bank, to become State auditor for the John Hancock Mutual Life Insurance Co., with offices in Detroit, and began his new duties August 1.

A. I. Wright and Frank W. Hubbard, of Bad Axe, have bought the greater part of the stock of the Home State Bank of Gladwin, which will be reorganized. Cashier R. B. Mark retains a part of his interest.

The Citizens' Savings Bank of Owosso has abandoned its home at the corner of Exchange and Washington streets, and is located two doors farther west on Exchange street. The change will be only temporary while the bank building proper is being remodeled.

A Detroit brokerage firm is writing subscriptions to the stock of a proposed United States Trust Company, which is to have an authorized capital of \$500,000 and a surplus of \$500,000 par value of the stock at \$100 per share. The subscribers are to agree to pay Sterling & O'Donnell, as trustees, \$200 per share, enclosing a check for 5 per cent. of the amount of their subscriptions. Further payment of another stipulated sum will be required when the company has secured subscriptions for 50 per cent. of its capital and surplus and the balance thereafter in five equal payments thirty days apart. The company agrees that should no allotment be made, the amount of the subscription will be refunded in full. No announcement is made of the success with which the proposition is meeting.

There is no one thing more indicative of the prosperity of a community than the deposits in the banking institutions. According to the compiled statements of the banks of Houghton county, as combined and summarized by the First National Bank of Calumet, the deposits in the county showed an increase, from September 12, 1914, to June 23, of this year, of nearly \$1,500,000. Much of this is in savings accounts. The copper country is at present enjoying almost its greatest prosperity and, ac-

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.

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

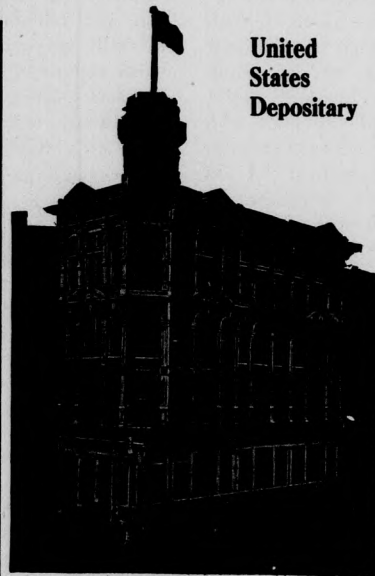
United
States
Depository

Commercial
Deposits

$3\frac{1}{2}$

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000



\$100

First Mortgage Bonds

Tax Exempt in Michigan

To Net $5\frac{1}{2}\%$

Descriptive Circular Forwarded
Upon Request

GRAND RAPIDS TRUST COMPANY

Ottawa and Fountain

Grand Rapids, Michigan

According to business men and visitors who have enquired into the situation, the measure of prosperity is increasing notably as the year progresses. All the mines are working, and in all other lines of industry and in business all is hustle and bustle, with promise of extended operations in all parts of the mining territory. There is not an idle man who is not idle through choice, for there is plenty of work for all. It is believed that fully 17,000 men, probably more, are employed in the mines, mills and smelters of the district at present. The comparative bank statements show that not only do the deposits show an increase but that overdrafts are less than the first of May of this year and in October, while the banks are doing a better business, with more money loaned and more money in circulation. The cash in the banks is nearly \$150,000 more than on May 1, last.

The situation in money is easy, with a disappointing demand from nearly all classes of borrowers. Bankers are not looking for much if any change in rates for the next few months, although an enlargement in the demand is expected, as it always comes when the crop-moving season is at hand. Bankers say the money situation at present is the most peculiar they have known, being governed by unusual conditions.

Deposits are holding about the same as for several weeks past. Local and country banks are buying paper to a fair extent, and rates are 3½ to 4 per cent. Within thirty days the new wheat movement will be on and a better call is expected.

Consolidation of Two Old Banks.

Adrian Aug 1.—Lenawee county will soon have one of the largest banks in the interior of the State under a merger planned by the officers and stockholders of Adrian's two oldest banks, the Waldby & Clay State Bank and the Lenawee County Savings Bank. This merger, which is one of the events of the month in Michigan banking circles, has been quietly taking shape for some time and is to be formally inaugurated August 2. Each of the old banks will be equally interested in the consolidation. Both boards of directors will be merged, thus increasing the board to nineteen members.

The process of carrying out the merger will be completed without taking out a new charter. In casting about for a name for the consolidated Bank, officials of the old banks found it practically impossible to combine the names in any satisfactory manner. There were objectionable features which argued against the adoption of a completely new name, and it was finally agreed that the Bank should take the name of the Lenawee County Savings Bank.

The consolidated Bank will start with a capital stock of \$150,000, surplus of \$50,000 and undivided profits of \$10,000. The merger will entail

resources approaching the \$2,000,000 mark.

Both bank buildings will be utilized for the new institution. The savings department will be located in the Lenawee County Savings Bank building, and the commercial department in the Waldby & Clay State Bank building.

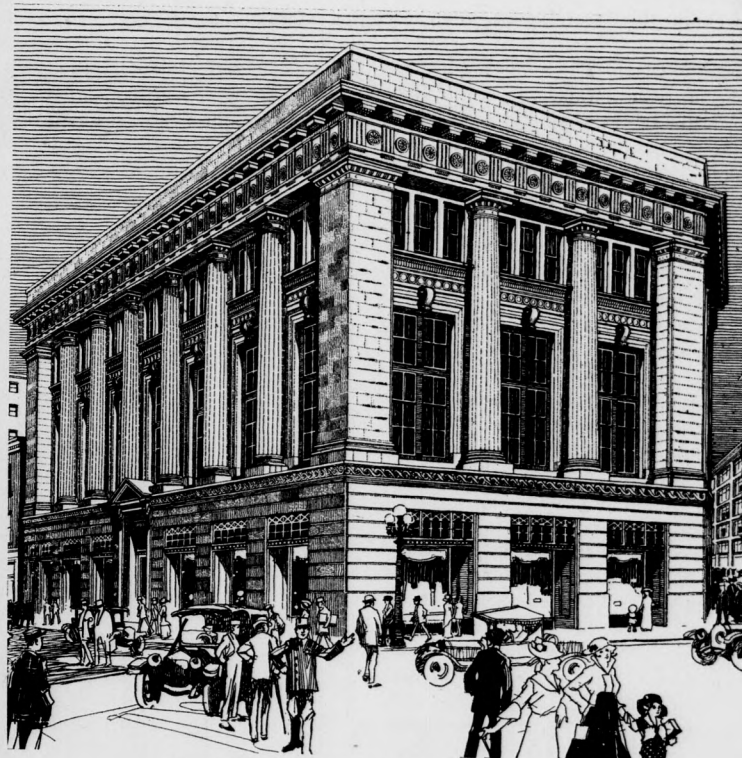
The merger will take the Lenawee County Savings Bank from a field in which it had stood almost alone, that of an exclusive savings bank. During the past year it has been one of two such institutions in the State. The Wayne County Savings Bank in Detroit formerly was another, but its merger with the Home Savings Bank of Detroit took it out of that class. This merger will leave but one such bank in the field, the United Savings of Detroit.

At the same time, the Waldby & Clay organization will emerge from a pioneer career, being the second oldest bank in Michigan. The oldest bank eclipses its record only by a year. It was founded on December 12, 1850, by Ira Bidwell and William H. Waldby, and has done business in the same quarters ever since that date. The Lenawee County Savings Bank was founded in 1869.

The heavy business responsibilities which have devolved upon the shoulders of the men respectively at the heads of these two old institutions are said largely to have been responsible for the merging of their organizations. H. B. Waldby, head of the Waldby & Clay's State Bank, is a pioneer of the active financial men of the city, having been connected with the affairs of the city for a life time.

H. V. C. Hart, President of the Lenawee County Savings Bank, also has long been identified with the financial affairs of the city. Mr. Hart's connection with the Lenawee County Savings Bank commenced in the fall of 1876, and he has served it continuously from that time.

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED**



Combined Capital, Surplus and Undivided Profits \$1,781,500
Deposits Exceeding Seven and One-half Million Dollars

Business firms, corporations or individuals requiring reliable financial information relative to Grand Rapids businesses or business opportunities are invited to correspond with the investment departments of either the Grand Rapids National City Bank or City Trust & Savings Bank, which have at their immediate disposal a large volume of industrial and commercial facts.

GRAND RAPIDS SAFE CO.

Agent for the Celebrated
YORK MANGANESE BANK SAFE
Taking an insurance rate of 50c per \$1,000 per year
What is your rate?
Particulars mailed. Safe experts.
Tradesman Building Grand Rapids, Michigan

Ask for our Coupon Certificates of Deposit

Assets over \$4,500,000



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

Profitable and Safe

Good bonds offer an immediate and profitable investment which you, whether you are trained in financial matters or not, can make with perfect safety if you buy the bonds we offer as we offer only those we have fully investigated and can recommend.

We have them in denominations of \$100, \$500 and \$1,000.

THEY WILL NET YOU

6%
RETURN

THESE BONDS ARE TAX EXEMPT

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.

Showing Up the Fallacies of Mail Order Houses.

E. Leslie Wildey, of Sioux City, Iowa, is on the warpath against the misrepresentation of the mail order houses in their catalogues and has filed with the Post Office Department certain data on which he predicates an accusation of false representation. In a letter to the Grocery World Mr. Wildey tells of his experiences and what he hopes to accomplish by his campaign.

"I maintain if the catalogue houses were compelled to give the value they claim to give," he says, "within six months' time they would be bankrupt. On the other hand, if the catalogue house values were as a matter of fact equal to what they claim to be, within six months' time every jobber and retailer would be forced out of business. I contend the catalogue house ought to give what it advertises or else advertise what it is giving.

"In Montgomery Ward & Co.'s last issue previous to the current one they described a chair 'worth \$4.50; our price \$2.90.' I invested \$3.05 in that chair, and I have two offers from Montgomery Ward & Co. to return the invoice. That catalogue house has been guilty of defrauding and using the mails for that purpose, and I have written my Senator and Congressman about it.

"I have two yards of toweling that I purchased of a mail order house; the mail order price 15 cents, the usual retail price 20 cents. I sent samples to different wholesale houses and asked them to advise me what they could furnish it for, and from three independent sources I got the quotation at 9½ cents, a price that would enable you to meet the catalogue house price and make 35 or 40 per cent. on the sale.

"It is my plan to run through the catalogues and pick out these prices, and present my side of the story. It is my method to advertise the catalogue price on an article like this, and then call attention to the misrepresentation. I have found that it pays to show up these facts; not in direct sales, perhaps, but for the impression. There is probably no dealer who has not been confronted with the catalogue house price on this article or that.

"In one instance I took up their offer on house paint. They advertised that it would cover 250 square feet to the gallon. They figured on a house with more than an ordinary supply of windows and doors. The house figured practically 2,600 square feet, and taking out the doors and windows there was left 2,100 square feet of painting surface. The catalogue house gave eleven gallons as the amount of body paint necessary for this house. As a matter of fact this figures less than 200 square feet of painted surface.

"I forwarded these dimensions to two paint factories and asked how much paint would be required. Both figured that fifteen gallons would be required to paint a house 20 x 30 x 18 feet, or 188 square feet, three coats. Allowing for windows and doors, this

is about 100 square feet to the gallon.

"You could buy of these paint factories a good paint for \$1.12 a gallon, and on the basis of the covering capacity you would give \$2 a gallon for the catalogue house paint. If you are selling paint and will sell it on the basis of what it will cost to paint a house, you will not have any more trouble on paint. It was worth while to investigate the catalogue house advertising on that item. Every mail-

no report has been made on that case as yet. In ordering catalogues since that time there has been only one solitary garment with our price and the usual retail price given.

"Boil the mail-order house proposition down, and it resolves itself into the following simple facts: First, discrimination in price in favor of the mail-order house. Second, discrimination on the part of the mail-order house as to value by misrepresenta-

sults he thinks he should. He wonders if he is handling his customers to the best advantage.

Possibly not. Judging once more by his letter, he may have a tendency to do all the talking himself.

There is a story of a life insurance agent who was trying to sell a policy to a stammering man. He had the policy sold several times over, but each time before the stammer could tell him so, he would start off



New Building to be Erected by the Grand Rapids Savings Bank.

order catalogue is full of similar misrepresentations.

"Among other things I purchased a petticoat. This petticoat was listed as having a retail value of \$2; our price \$1. I had considerable difficulty in matching this up at any price, as the style dated about two or three years back. I found, however, when it had been in, that style had sold around \$8.50 to \$9 a dozen. I submitted a full statement of the facts to the Post Office Department, but

tion to the consumer. The consumer is not well enough posted to discover lots of these things, and it is the duty of the dealers to know them and to point them out."

Let the Other Fellow Talk, Too.

A young man writes to this office to enquire whether it is possible, as he puts it, to "overdo a good thing." He says he is a salesman—a fluent one, if his letter is typical of his selling talk—but he doesn't get the re-

on some more persuasion. The result was that the man got worn out and mad and refused to take the policy.

It is quite possible for a man who is selling goods or raising money or trying to convince others of something, to do so much talking that the other fellow never gets a chance even to say "yes."—Kansas City Star.

Worry is part of the price a man pays for living.

“A Premium Flour”

As connected with Lily White Flour, the premium means that in order to secure the proper grades of the different varieties of wheat from which it is made we pay an extra price or “premium.”

This is to encourage the farmer to consistently bring us the best of his yield. It is a policy that has been followed by this organization for years. You get the benefit in

LILY WHITE

“The Flour the Best Cooks Use”

But though the wheat we buy is the best that can be had for money, our process of milling demands that even more be done. The wheat is scoured. Those who have seen this operation call it sanitary laundering. It is enough to say here that each individual kernel comes out ready to be milled, spotlessly, shingly clean.

Each variety is milled separately and carefully watched, then they are blended, a certain quantity of this, a certain amount of that, until the result is a perfectly milled flour, successful in every purpose to which any flour may be put.

Consequently it is more economical and satisfactory to use than any other you can buy.

Valley City Milling Company
Grand Rapids, Michigan



Well-Meant Advice Which Can't Be Followed.

Written for the Tradesman.

It was at Burcham's store in Starfield. Al Manning, the affable traveling salesman for the large wholesale house that supplies Mr. Burcham with the greater part of his goods was there with his trunks. The one clerk had gone to lunch, so the entrance of a customer, a farmer's wife who had driven in some miles to shop, interrupted for a time the proprietor's inspection of Manning's samples. So the traveling salesman simply stood back and watched his customer sell goods. As the result of a half hour's observation, during which time the lady had been shown the stock in a number of lines and had made selection of between seven and eight dollars worth of goods, Mr. Manning felt obliged to remonstrate with his storekeeper friend. Of course this was done in the friendliest spirit, and not until the customer had gone on her way and the two men were alone in the store.

"My stars, Burcham, you're selling things too cheap! You're robbing your own cash register. Now that embroidery that you're selling at 18 cents. The lady took five yards of it, you remember. I have a customer over at Covington who gets 25 cents for the same identical thing. I've seen him measure it off. And those big Turkish towels you're letting go of at 35 cents apiece, three for a dollar. I sold them to you at \$3 a dozen, and they are great value for that. Of course it's not a bad margin you're making, but you might just as well get 40 cents apiece straight for them. Milard at Primo City asks that for those towels. They're large and they look almost like a fifty-center. And that wide ribbon your customer took such a lot of—evidently stocking up on hair ribbons for her little girls. That costs you \$1.10 a bolt. Absurd for you to be selling it at 15 cents a yard! I know half a dozen stores where they get 18 cents for that, and one customer over on the west side of the state gets twenty cent—almost doubles his money.

"You've got a fine trade here, Burcham, and you could be coining money if you'd only show a little more nerve in pricing your goods. Of course when you put out a leader the price ought to be low enough to be a little startling. And there are staples that have to be sold very close. But with an article that's a good looker and that most people don't know exactly what it's worth—there is your opportunity to make a little

easy money. Why not improve it? I'm talking to you for your own good, Burcham—"

The dealer was about to reply when other customers came in.

The little preaching of criticism is here quoted simply as an example of a kind of advice that the representatives of wholesale houses quite often bestow upon retailers, for the supposed benefit of the latter. Sometimes salesmen, not on the road but "in the house," attempt to tell buyers who have come to market how they ought to price the goods they purchase, their suggestions usually being to the effect that prices should be asked that allow very high margins of profit.

Sometimes there may be an ulterior motive in this—to urge on a sale by making the customer believe that the article under consideration will be a great money maker. More often however, I believe that the wholesale salesmen, both those on the road and those in the house, have the interests of their customers sincerely at heart, and really fear that the retailer will sell his goods too low.

These self-constituted advisers seem unable to put themselves in the retailer's place. They think that all a retailer needs to do in order to get a high price is to ask it. While they realize that they themselves must meet the prices of competitors in order to hold patronage, they seem unable to see the parallel between their own situation and that of the retailer.

Had Mr. Burcham seen opportunity to reply to the advice of his salesman friend, the argument he would have advanced would have been this: "I must give my customers at least as good values as they can get elsewhere, or lose their patronage; and this not on just a few items put forward as leaders, but right through all the lines.

"Other dry goods stores here in this town are working hard to get trade. The mail order house catalogues are in every farm house for miles around. As you know, there is a good-sized city only twenty-five miles from Starfield, with big stores all bidding for the out-of-town patronage. My customers are wonderfully well posted in regard to prices, and as a rule they would refuse very promptly to buy goods priced too high. If occasionally I might work off an item at an exorbitant figure, the chances are that the customer soon would find that she could get the same thing elsewhere for less money and feel sore at me. Seldom is it wise to try to make more than

what may be called the regular margin for the class of goods. Any profit above this is apt to be dearly bought."

Many a helpful suggestion and valuable tip the traveling salesman who is loyal to their interests may give his customers. But when he advocates boosting up prices where he does not understand the conditions, his advice can't be followed.

Fabrix.

The Real Sufferer.

"So," said the neighbor sympathetically, "your baby suffers from sleeplessness, does he?"

"No," responded the haggard and hollow-eyed man; "he doesn't. He seems to enjoy it. I'm the one who suffers."

Average Turnovers.

Investigation has shown that the average turnover in the retailing lines are about ten times a year in the grocery, department stores seven, drug stores four, dry goods stores four, hardware store three and a half times, furniture stores three times, shoe stores over two times and clothing stores twice, and jewelry about one and a half times.

Now the business carrying the smallest stock, often turned, offers the freshest goods to the buyer and by lesser investment the larger profit for the dealer.

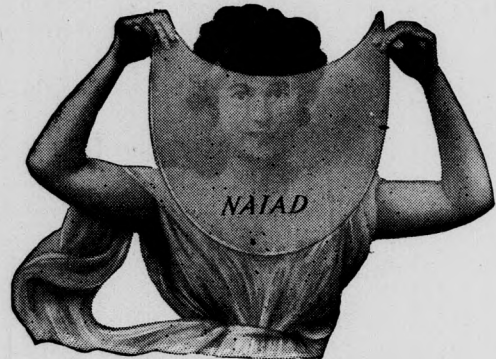
Further, a small area can be kept in proper condition, takes less to stock, requires, less help for a given volume of business.

Our traveling man will call on
you within the next two weeks
with full lines of fall merchandise.

Paul Steketee & Sons

Wholesale Dry Goods Co. 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

How "Style Pirates" Steal the Exclusive Models.

The most successful season for style stealers on record!

This, in a nutshell, is the opinion of many of the representative manufacturers, importers, fashion creators and others, in their comments on the spring season of 1915. That the copyists have worked overtime is generally understood. They have been confronted with a more difficult proposition this season than ever. But, despite all the care exercised to guard certain styles, in every instance "the bird has flown" and hardly twenty-four hours after a creation is perfected, "the trade has it." Just how the secrets of a dressmaking or manufacturing establishment leak out, is an unsolved problem with a fortune waiting for the discoverer. But there is hardly a manufacturer of coats, suits, dresses or waists in the city who will not admit that after the "ninth stitch" the style is "public property."

A Chinese magician would have a run for his money compared to some of the tricks practiced in the women's apparel manufacturing centers, according to one man, who has lost so much confidence in his associates owing to the theft of his styles, that he hardly trusts himself.

This man went on to explain how the charming new costume makes its appearance in the showroom of some exclusive house and is priced at \$125. Monday morning, for example, it makes its initial appearance. Tuesday afternoon a manufacturer has the identical style, "a wonderful origination" priced \$75. Thursday the "good number" is below Twenty-third street for \$15 and by the following Monday East New York, Brownsville, and Newark manufacturers have the same "exclusive" model, at the attractive price of \$7.50 "6-10, 60 extra."

And so it goes, said the manufacturer, with one stealing from the other and the process of cheapening marking time all the way from Fifty-ninth street down to the Battery, over to the Borough of Brooklyn and incidentally touching New Jersey. After a while other cloak and suit centers "get the tip" and the country has it.

The \$100 garment on a Tuesday is a \$25 garment on Thursday. Not the same garment, because the \$100 dress is an original creation of a certain well known dressmaker, while the \$25 garment is a nearly exact reproduction of the style as "originated" by some enterprising manufacturer who knows a good thing when he sees it. This was a statement made by one of the leading dressmakers, who admitted her styles are no sooner born than they are kidnapped without the slightest clue to the guilty one.

That some of the employes in the workshops of leading dressmakers are on the payroll of certain manufacturers, is the charge made by the head of a Fifth avenue establishment, who is now conducting a rigid investigation as a result of a "little information" furnished a few days ago. The underground channels of information have long baffled the biggest men in the industry.

One of New York's most exclusive

manufacturers of costumes, a man whose creative originality has attracted the attention of the style pirates for years, commented with some amusement the other day on the various efforts made by manufacturers to get hold of his models. For some time he has suspected that certain of his own customers have utilized their purchases from him to have copies made in cheaper fabrics but only in a few instances has he been able to present proof to substantiate his suspicions. Like many other manufacturers who really create, he is not at all surprised to see photographs of copies of his own gowns labeled "imported."

When the manufacturer was bringing out his spring line he was visited by a woman who represented herself as the sister of a well known Boston retailer. She explained she was assisting in the buying and wanted to look over the line. It was shown. The manufacturer was not surprised when he learned a week later that the woman was a designer for a competitive manufacturer. He has reached the point where he is now taking these instances as matters of course.

The solution of the piracy, in the opinion of many, is to be had in later showings of lines by manufacturers. They have long contended that the early displays not only confuse the retailers relative to future style tendencies but afford the "jobber," or pirate, an opportunity to get hold of original models of manufacturers and have them copied by contractors and on the road in much cheaper fabrics and workmanship before the originators of the models they copy are ready to show their goods to the retailer.—Women's Wear.

Some Differences Between Men and Women.

Women care more for the little things of life than do the men.

That is because they are women.

A woman is cast in a mold that is different.

As a rule the woman is smaller physically and larger sentimentally.

A woman remembers anniversary dates.

A woman can tell you the day of the week, the day of the month and the hour of the day when she was married.

The average man remembers that he is married but he would never know that a certain day was his wedding anniversary if his wife did not refresh his memory.

A woman likes to be praised and admired.

Men, also, like to be praised.

When a woman appears in a new hat and gown, she would like to have her husband tell her that she is "looking prettier than ever," but he seldom does.

As a matter of fact he is just as likely to not notice that she has either.

It is easy to ignore insults aimed at some one else.

An heiress ought to make a capital wife.

Flax Wheels An Attraction in Linen Display.

Written for the Tradesman.

Lately I saw what seemed to me an unusually good and taking display of table linens. It was in one of the big windows at one side of the main entrance of a large modern store. The space occupied was about twenty-five feet front by the full depth of the window—at least ten or twelve feet I should say.

Two dining tables had been placed in the window, each covered with a round cloth with buttonholed scalloped edge. Beautiful piece damasks were to be seen on suitably arranged racks, as also hemstitched tablecloths, lunch sets and a great variety of napkins.

A display of good table linens always is attractive. The feature that especially distinguished this one was the use in it of three old flax wheels. Cards attached gave the age, ownership and interesting facts in the history of each of these picturesque relics, all of which were more than a century old. There was also a bunch of flax and some tow.

Naturally people would stop to see the genuinely antique wheels, and could hardly fail to note the goods near them.

I believe this featuring a linen display with old flax wheels is not altogether new—it seems to me I have seen it before. But it still is uncommon enough and striking enough to be good advertising. Any dry goods merchant who has one of these heirlooms of his own or can secure the

loan of one, would do well to employ it in his next linen display.

The actual spinning of flax in the window would be more striking and attract more people and hold them longer. But this would be a scheme difficult and expensive to carry out in this country at the present time. Placing just the wheels in the window, if one has them as his disposal, is far more practical.

In the display described there was an effort at ornamentation that struck me as a mistake. This was the liberal use of artificial roses red in color. The flowers were good of their kind and their use did not make a serious blemish on the effect—the display was still exceptionally good and attractive. But the pretty linens would have looked really better without the big red roses. An observer remarked that ties, loops and draping of a dainty shade of blue ribbon would have relieved the flatness and stiffness of the linens, and added the little needed touch of grace and adornment more appropriately than artificial flowers. K. K.

A man's idea of a "quiet little game" is one in which money does all the talking.

Usually a lazy man is a dead loss to himself.

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

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

"Empire Brownies"



Are warranted by us to give satisfaction to the merchant as well as his customers. We call especial attention to this line with reference to variety of patterns, range of sizes, also prices, and solicit a trial order.

Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

Command your hand to guide the brush

Show Card Writing for Groceries and Meat Markets.

Written for the Tradesman.

The practical grocer or meat seller finds the more elaborate and artistic (and consequently more expensive) efforts of the professional show card writer not adapted to his use. Despite all possible endeavor to keep things clean and sanitary, there is still a good deal of dust and dirt in his store. The swatter may be used industriously, but with edibles to draw them and the constant openings of doors, there are bound to be some flies. In a meat market things become greasy. In either grocery or meat market there are fluctuations in prices, making necessary frequent changes. Altogether, the life of a show card is short. In both grocery and meat market it is absolutely necessary to keep expenses down, and card writing, whether done outside or gotten up in the store by some one of the force who has learned this useful craft, is somewhat of an expense.

In the large grocery stores of the big cities, this item of cost does not cut so much of a figure. Rents and running expenses are very high anyway. A few dollars a week more on the cards is a small matter, provided they help make the windows just as attractive as possible to the throngs who are passing by, and aid in selling goods to the hundreds and maybe thousands of customer who daily visit the store. In some of these places a professional window trimmer and card writer is employed and the cards used are such as appeal to the aesthetic sensibilities of the observer as well as set forth the desired facts. As has already been indicated, this very high class work is not practical for the average grocery or meat market.

But still the grocer and the meat seller need the show card work. The very fact that margins are small and they have to hustle for all they get, makes it more important that the windows and tables and walls and shelves and even the sidewalk outside be made to talk for the store. People like to know prices without asking. Housewives, wrestling with the cost of living problem are constantly on the lookout for bargains and exceptional values. Of goods at regular prices, more will sell if they are plainly ticketed. All this regarding the need for show card work applies, as will readily be seen, with especial force to those groceries and meat markets that run on the cash system and do not deliver. Every one of such should not fail to utilize to the fullest extent all of the advertising power of his store and its location and his stock of goods.

The card writing for a grocery or market will usually be done, if done at all, by some one in the store. Often it must be done hurriedly, for the one who is at it is needed for something else. In view of all the conditions, it is necessary to adopt quick methods.

Cut out all elaborateness in layouts. Any ornamentation must be of the simplest. And use styles of lettering that can be quickly made and require little or no finishing. The illustrations give some styles that have been found practical. The card writer may be able to devise others, or to make adaptations from work that he sees. If much use is made of capitals (except as initials), such as do not require great accuracy in execution will be found most available. A slant Egyptian that is easily made is shown in the words "Creamery Butter." Vertical letters that are practically identical in construction often are used. To make vertical or slant strokes that do not require finishing at top and bottom, it is necessary to have the brush well charged with color, and to work with the tip of the brush. Aim to make a square start and a square stop. The use of a brush large enough for the size of letter that is being made is a great saving of time.

The card writer does not need a large repertoire of quick alphabets. Rather, he should aim for speed and facility with two or three.

One sees some work that has been very rapidly done that still has a professional look and a dash and swing that make it effective. Even numerals, which according to the canons of the old card writers always should be executed in finished style, sometimes are done now by quick, one-stroke methods.

The object is to get business, not to create elegant examples of the artistic possibilities of the card writer's art. Plenty of the work, done quickly in strong, bold style and always fresh and clean, serves the purpose far better than more elaborately made cards kept in use until they have become faded and soiled. The quick work, when it begins to show soiling, can be replaced by new at small expense.

For all this class of lettering, simple color schemes are best. A white card with black lettering and with the price and any words it is desired to feature prominently done in red—this makes a color scheme that is unexcelled. Some may prefer just the black and white without the red.

It is a saving in cost to use paper wherever it will answer, in place of cardboard. Sometimes the work, done on paper, is gummed on an old

Fancy
CREAMERY BUTTER

32¢

16 Pounds

**Granulated
Sugar**

1.00

Finest
Sirloin Steak

25¢
lb.

card, the paper face being changed frequently.

Pure white paper that is fairly thick and well finished is best. I have found what the printers call book stock of a high grade to be very good and at the same time inexpensive. White wrapping paper sometimes is used. By a little experimenting on different papers one will find something that is right.

Paper is not so pleasant to work on as cardboard—it springs a little under the brush. Also it moistens with the water colors and then wrinkles somewhat when it dries. But since it costs only a fraction of the price of cardboard, it may be best to use it wherever it will serve the purpose.

One sometimes sees work done on a light-colored wrapping paper. The heavy grades, such as butchers' paper, sometimes have a good surface for lettering, but the work does not show effectively on this light tan color, and it looks cheap. White paper looks much better and furnishes a stronger color contrast.

I lately saw in a grocery and meat market combined a lot of lettering work done on strips of white paper and pasted on the wall space above the shelving and in the windows. Black letters were used for all the subordinate matter and bright red for the features. The large red characters, evidently very hastily done, had been air brushed with black. The work had a decidedly jaunty, catchy look. Air brushing takes the rough look off from a letter imperfectly made or not carefully finished. If the card writer has an air brush, it may be brought into service. However, for the class of work this article treats of, I should not advise the purchase of an air brush, for good and striking effects can be produced without it.

I have placed special emphasis on quick work that will frequently be changed, for this is the kind of which the stores we have been considering stand in greatest need. If the grocer or meat dealer wants a few cards of a more permanent character, setting forth the business policy of the store or calling attention to special brands or kinds of goods, these may be executed with greater care and on any desired shade of cardboard.

The dealer may sometimes wish to advertise some of his most special bargains directly on his windows. For lettering on glass, effective work is done with common laundry soap, cut into wedge-shaped sticks and used like a pencil. Or a mixture of whitening and water applied with a brush may be used. Either will wash off readily.

With whitening and water and a brush of suitable size, the cement walk in front may be lettered, calling the attention of all passers-by to "specials" and rare bargains.

When something very extraordinary is on hand, muslin signs are one of the most striking methods of advertising that can be employed. An article giving full directions for mak-

ing muslin signs was published in the Tradesman of March 3, 1915.

Ella M. Rogers.

What Some Michigan Cities are Doing.

Written for the Tradesman.

Owosso is installing larger fire hydrants in the downtown district.

Hillsdale voted down the proposition to motorize its fire department.

The East Side Improvement Association of Lansing wants a dry goods store and other business places for that section of the city and Glen R. Munshaw, President of the Association has appointed a committee for this purpose.

The Pontiac Board of Commerce is making a survey of housing conditions. Local factories are expanding and there is need of more houses for workmen.

Battle Creek retail grocers and butchers will hold their annual picnic at Gull Lake Aug. 30.

Flint's municipal asphalt plant is one of the most complete of its kind in Michigan and reports of the year's operations are expected to show gratifying results to tax payers.

Plainwell business men will meet July 29 to form a Board of Trade. Lee H. Bierce, of the Grand Rapids Association of Commerce, was the speaker at a recent dinner meeting there, talking on the "value of trade organizations," and he made a good impression.

Ionia will hold its first free fair August 18-20 and offers three days full of enjoyment, including aeroplane flights, races, sports, livestock exhibit and automobile show.

Kalamazoo will improve thirty-seven streets this year, expending over \$50,000 in brick pavement and \$27,000 in asphaltic concrete.

August 11 will be a big day in Muskegon on account of the business men's picnic at Lake Michigan Park.

Muskegon has ordered a motor driven patrol wagon for use by its police department.

Deckerville has voted to bond for \$10,000 to enlarge and complete its electric light plant and waterworks.

Pontiac has bought sixty tons of six-inch iron pipe for the waterworks department. A Chicago concern was the lowest bidder at \$23.01 per ton.

Negotiations are still on at Kalamazoo for the purchase by the city of the private gas plant whose franchise rights expire July 14 next. The city's offer is \$821,150, while the company renews its proposal to sell for \$1,875,000 and suggests arbitration. The city accepts the plans of arbitration and suggests as the third member either the judge of the local circuit court or the probate judge, with the outside figure to be paid fixed at \$975,000.

Hillsdale will buy Kikoose Lake as a dumping ground for city garbage.

The Battle Creek Chamber of Commerce will hold a picnic and outing at Pine Lake July 29.

Hastings now has a Chamber of Commerce, with L. G. Heath as President and John J. Dawson, Secretary. Almond Griffen.

A Revolution in the Account Register Business



Don't Wait Until You Burn Out



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



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

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

Protect Your Accounts Before It Is Too Late

More than 125,000 merchants are using

The McCaskey System

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

Your accounts and business records are protected if you install

The McCaskey Safe Register
IN CONNECTION WITH
The McCaskey Account System

The most recent addition to

The McCaskey System
First and Still the Best!

The McCaskey Register Co.
Alliance, Ohio

Incorporated Capital \$3,000,000

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

The Largest Manufacturers of Carbon Coated Salesbooks in the World

Also Manufacture Single Carbon Salesbooks in all Known Varieties

Let us show you how

The McCaskey System

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

Write for further particulars.

Our nearest representative will gladly call.

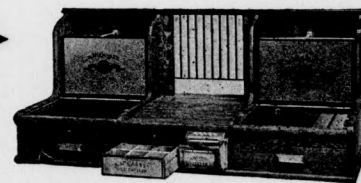
Use the coupon when writing.

McCaskey Garvity Expansion Register housing



The McCaskey System

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



The McCaskey Register Co., Alliance, Ohio.
Gentlemen:—I am interested in the McCaskey System of handling accounts and records and would like to have further particulars about

The McCaskey Safe Register Other Models

Name Address
City and State
Business No. of Accounts

M T-8-4-15

THE MEAT MARKET

An Old Time Butcher to His Son.

I have been reading quite a bit lately about a number of butchers who are experimenting in giving those customers who pay cash and who carry their purchases home with them a cash discount from the regular selling price, just as you say in your last letter. One butcher is quoted as saying, where I read about it, that he has found the scheme to work out very well, but the trouble with his statement is that he has only had the idea working for him for about three months, and I doubt whether he has figured out the cost of it to him against the savings which he supposes it has made.

As for myself, I don't think that this system will save the shop butcher a cent or increase his volume of trade to any extent. To my mind, it is one of those theories that make a very fine showing on paper, but which suffer a woeful downfall when they get the fire test of actual practice.

Suppose, for instance, that half your customers paid cash and carried their meat home with them. Realizing this fact, you decided that you would give them a small cash discount in order to show that you appreciated the smaller amount of service which they required of you. The whole thing then narrows down to whether or not the service done away with eliminates enough expense to cover the amount you give them in discounts.

So long as 50 per cent. of your customers—and I am inclined to think that this estimate is entirely too conservative—persist in having you carry their accounts on a credit basis, you must provide the facilities to take care of these accounts. If these facilities are only used to the extent of 50 per cent. of their capacity you do not decrease your expense, but, rather, increase it, for an idle worker or a partly idle worker necessarily means an increased expense. The same holds good for the delivery service. Under these conditions there is nothing saved, and you are simply increasing your expense without a corresponding return. Remember, I am speaking here of an ordinary butcher, not of a large market where some savings may possibly be made by this system.

Then there is another side to this scheme. You introduce two prices into your market. A woman who has a credit account with a butcher will never be able to understand why she should pay more for her meat than her neighbor who pays cash. She

will become disgruntled unless she, too, gets a discount, and if she fails she will transfer her trade. She has an idea she is being "done," and all you can say to her won't change her mind an iota.

The one-price shop has come to stay. It is the only correct method of merchandising these days. The man who has more than one price is looked upon with suspicion by the average consumer who has been educated to regard one price to all and favors to none as the hallmark of reliability. Consequently I think that the adoption of this system would be a direct attack upon your asset of good will and would hurt you more than it would benefit you.

Further, I do not think that any widespread demand exists among the consumers for such a system. Unless it does, it is bound to fail. I know that some consumers' organizations have come out in favor of such an arrangement, but these organizations, according to my experience, consist of mighty few women and are mostly noise into the bargain.

No, I wouldn't advise you to put any such system into your market. The only way you can save in service or in the credit department is to eliminate them entirely, and knowing what I know of your locality, you can't do that. Partial elimination won't save you a cent, and if you are going to pay to attain that partial elimination you are going to lose money. Neither will this arrangement swing your customers around for the sake of getting the discount; it's a good deal more likely to make them transfer their trade to another butcher who is charging one price to all. That's my opinion of this new system.—Butchers' Advocate.

Head Cheese Without Pig Skins.

It will not be necessary to use pig skins or rinds if you follow the following formula: To 12 salted pig heads use 10 pounds of beef cheek, meat hearts or neck trimmings; in fact, any meats may be used that cannot be worked up into other sausage. When cooked cut into dice or narrow strips, adding a few pig tongues cooked and cut into strips. For 100 pounds of meat use 8 ounces of pepper, 3 ounces of coriander, 2 ounces whole mustard seed, 1 ounce cloves, 1 ounce cinnamon; mix well and add some of the broth in which the meat has been cooked, stuff into beef bungs, drop in the kettle for fifteen minutes, then into cold water for fifteen minutes, press tightly between boards.

Frankfort Sausage.

Take 25 pounds of pork from young, light and well-fattened pigs. Flesh containing a good deal of jelly is the best for this purpose. The meat may be taken from the hind or the fore legs, the neck or the breast. It should be freed from all bones and outside skin before weighing and then hung up in a clean, cool place to chill and dry. The proportion should be about two parts of lean to one of fat. Mince the pork into small dice, add three-quarters of a pound of salt, three-quarters of an ounce of white pepper, one-half ounce of nutmeg, and mince the whole steadily, turning it often and continually cleaning the knives, adding a small amount of water during the operation if too stiff. When the pork has been minced very fine divide it all into masses about the size of each sausage, and throw these from hand to hand a few times without kneading. Put the meat into narrow pig casings, filling them very full; then tie the ends up and tie them into pairs weighing four or five to each pound. Hang the meat on clean smoking sticks and let it dry for four or five hours; then hang up pretty high in the smoking room across the entire width. The smoking should be accomplished with the fresh air coming in. Smoke should be of fresh beech or oak sawdust, with an equal temperature of 72 to 78 degrees F., the sausages hanging until they have a red-yellow color, which will take from eight to ten hours. If they are smoked faster they will lose color more quickly and will not keep as long.

Mutton Fat.

The fat derived from the killing of sheep is often used to good advantage in making mutton oleo oil. There are times when there is a ready sale for this oil, in which event it is run in the oil house by precisely the same rules as those in use in the melting of beef tallow. The yields on mutton fat are considerably less than on beef fat. When it is not advisable to put it into mutton oleo, it is nearly always advisable to make a mutton tallow, providing there is a sufficient amount of the raw stock on hand to warrant it, as mutton tallow invariably brings a better price than ordinary commercial tallow. It is also much whiter and is often used in the

manufacture of cosmetics, etc. When made of the oleo oil, it should be made separate from beef fat, as the lasting qualities of mutton oleo and stearine are much less than they are in these products in beef, both having the tendency to become rancid if held for any length of time.

Cleaning Refrigerators.

Use plenty of hot water, washing soda, with a little ammonia in the water. Apply vigorously with a stiff brush and rinse with plenty of clean water. Wipe dry and the job is done. Take pains to wash out thoroughly all corners and other places where the dirt is liable to accumulate. Lye, borax and many other preparations can be used, although the former is not to be recommended in that it is liable to rot the woodwork and corrode the metal. The latter, however, is very good.

Wienerwurst.

There are several recipes for making wienerwurst. A good one is as follows: Take 18 pounds of veal, 22 pounds of lean pork and 10 pounds of fat pork. Chop fine and mix well, adding two pounds of salt, 10 ounces of ground white pepper, 1½ pints of water. Stuff and tie into sausages and smoke forty-eight hours. If black pepper is used instead of white, increase the quantity one-third. A small quantity of garlic may be used if desired, but it is not essential.

It is difficult to account for the bright remarks of some children after hearing the parents talk.

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OTHER MEN'S BRAINS.

Policy Likely to Lead to Success.

The business manager of the Weavertown Electric Lighting Company sat in his office trying to reason out why it was that he could get only about half the business in his town that the lighting company in a neighboring town of half the size was carrying.

As he turned the matter over in his mind the door opened and Hub Gordon, a local coal dealer and a personal friend, stuck in his head.

"Going to the Prosperity League meeting?" he asked.

Charlie Brown, the electrician, shook his head. "What would I go there for?" he enquired. "I'm not a merchant."

"Neither am I, when it comes to that," said Gordon. "But I saw a notice in the paper that the Merchants' Prosperity League invites all the local business men to come to the next meeting and join, so I thought I'd drop in and see what they're doing."

"Well, run along, and if you find any signs of prosperity there let me know. Prosperity in this town is represented by the letter 'x.'"

Gordon went to the meeting, and he found that while the merchants of Weavertown had succeeded in getting together an organization quite representative in numbers it did not seem to know what to do. The meeting was an appeal for ideas.

The President stated the object of the league, the promotion of prosperity in Weavertown, and then he asked for suggestions as to how prosperity might be developed. There was no Niagara of ideas as a result. In fact, only two men had the courage to say anything, and they merely said that they thought something ought to be done, because the towns around were all getting after their business, and Weavertown was beginning to feel it.

The meeting broke up without the appearance of any Moses, and Gordon came back to Browne's office and sat down without a word.

"I don't see any large lumps of prosperity protruding anywhere," said Browne rather sarcastically.

"Charley," said the other, "I believe the fact that there was nothing done at that meeting has impressed me more than it would have if the occasion had been a great success. Here we are, a full-grown city with reasonable opportunities, and we have no big retail stores, no big manufacturing businesses, no big workshops, no big coal dealers, no big producers of electricity, not a sign of a big anything. Why is it? Haven't the people of Weavertown as much brains as the people in other towns? Why can't we grow? If we can't grow as a city, why can't some of us grow as individuals?"

"Search me," responded Browne. "I know why I can't grow. I can't sell juice enough, but I don't know why you can't or why Joe Dippel can't or why Tim Tripp or any one of a hundred more can't."

Gordon sat in thought a few minutes and then said:

"Say, Charley, I know I'm not a big dealer, but I'll be darned if I think much of being classed along with Joe Dippel and his one-horse eating house, or Tim Tripp and his little cigar store."

"Well, you don't grow; they don't grow. It's merely a difference in relative size. When a man reaches a point where business shows that he can't make it grow into a big one there isn't much difference in my mind between him and the other fellow who stopped a little farther down the ladder. A difference of a round or two when one of you are in sight of the top isn't very material."

Gordon lit a cigar and thought some more, while Browne put his books into the safe. He wasted no time accusing the electric light man of not growing because he was too much interested in the situation to be considering repartee. At last he spoke, as if thinking aloud:

"Well, I don't know as I'm to blame for what I don't know, but other men keep their business growing, and if they do why can't I?"

"You can't because you haven't those other fellows' brains," said Browne, with a laugh. "Give it up, Hub, and let's go over to the club and have a game of pool."

They went and they played the game of pool, but Gordon's mind kept reverting to that last taunt, "You haven't those other fellows' brains." He went home with this running in his mind, and he woke up the next morning to ask himself at once, "Why can't I get those other fellows' brains? Why can't I buy their ideas? There must be some way of getting other men's ideas to work for me."

Gordon's mind worked slowly, but it worked logically, and once started it usually worked on a problem until it solved it.

"I can't hire other and more successful coal dealers to work for me any more than any of our other business men can step right out and hire more successful men in their line to come and show them how it is done. Anyway, I don't need the men. All I need is their ideas."

That morning a prosperous farmer drove up and loaded on a couple of tons of chestnut coal; as he was paying for it Gordon noticed a large bundle of papers on the wagon seat. "You get a lot of mail," said he, by way of conversation.

"That's how I got my start," said the farmer. "Say, Gordon," he said, "you remember when I never bought more than a barrel of coal at a time, and had hard work to pay for that. Now I've got a furnace and I keep warm and use all the coal I want to, and have the money to pay for it, and that bundle of mail might explain the reason if you could look into it. I used to read nothing but the county papers and the almanacs, and I was an almanac farmer. Now I read the farm papers. I'll bet I don't pay a cent less than \$10 a year for them, and if I knew another good one right now I'd add it to the list. That's where I got hold of the ideas of the fellows who knew how to farm it

right, and now I calculate I farm it about right myself. Git-up!"

Gordon pricked up his ears. As he went into the office the telephone rang. "Hello!" he said in reply.

"Hello! Is this Gordon's coal yard? Well send me six tons of stove coal to 447 Main. This is Tim Tripp."

"Haven't you moved?" asked Gordon. "Your number was 427?"

"Yes, I'm moving into that new store in the Prudential building. I've got my business growing so fast I can't handle it in the old joint. I just took a tumble to the fact that I've been asleep all these years. I've come to life now all right."

"Give me the secret," said Gordon.

"No secret about it," said Tripp. "I just found I didn't know it all, and so I've got to using other men's brains. It costs me meby \$10 a year to get 'em, but, by George, they brought me \$1,000 last year! As long as I can get plenty of good tobacco trade papers and other business magazines I ain't afraid I can't get ahead now. Good-bye."

"Ten dollars' worth of other men's brains!" thought Gordon. "Two of them have tried that investment and made good. Humph! Here I've been kicking every year over paying for that one little coal trade paper that I get—and never look at it, either. Well, I needn't complain at being classed with Tim Tripp if he doesn't kick."

"I wish I'd known about this \$10 a year when I went to that Prosperity League meeting and I would have told them all how to start something and how to start the town, too, because one thing I do know, and that is if we can get the business men of this town under way as individuals the town itself will be sure to move."

By the time the Prosperity League met again Gordon had received the first issues of trade and business journals, the subscription prices of which figured up to some \$10. And when he walked into the meeting and joined the League and Charlie Browne with him, it was with an eye that bespoke the man sure of his position.

"Gentlemen," he said, when he had a chance to get the floor, "I want to say that I have found the way to boom Weavertown. We have all been trying to lift ourselves by our bootstraps, trying to improve our business with the same old ideas our grandfathers handed down to us. Outside in the big business world there are new ideas, hoozles and slathers of them. I have spent \$10 this month getting a few of them and I already see where my ten is coming back to me and 500 tens with it this year. Ten dollars a year for trade papers spent by every man in this room, printer, carpenter, blacksmith, contractor and all kinds of business men and workmen as well as you merchants, will in five years make Weavertown the greatest little city of its size this side of the Mississippi. Ten dollars looks big to some of you. It looked big to me, but when I found what it would do for me, found out in the very first issues of the journals I got. I wished I had spent that ten twenty

years ago. How many of you will put ten into the same kind of an investment this week?"

Scarcely a man failed to raise his hand, and to-day if you will ask Charlie Browne where is the best lighting business he knows he will tell you Weavertown without stopping to think an instant. Frank Farrington.

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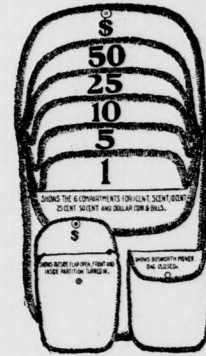
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THE IMPASSABLE CHASM.

Plain Words for Our Citizens of German Birth.

It is with the greatest reluctance that I find myself obliged, at my present age and with the health which is its accompaniment, compelled by a sense of public duty, to take part once more in any controversy, and especially in one which has aroused so much bitterness of feeling and has led so many persons to transgress in my judgment the proper limits of loyal American citizenship. I had persuaded myself some time ago that I was released from offering further advice to others and justified in devoting the days remaining to me to securing, as far as possible, a conscience void of deliberate offense both to my fellow-men and to God for the change now so near me and which I await with cheerfulness and hope. When, however, I passed in review the innumerable kindnesses, so far beyond my deserts, which I had received during my long life from my fellow-citizens, I have felt constrained to make some further small return, however inadequate, by endeavoring to point out what seemed to me the plain line of duty of all living under the Stars and Stripes in the present appalling conditions which the Kaiser and the German rage for conquest have precipitated upon the world.

Most assuredly I have no desire to impute evil motives to anybody, however mistaken I may think them, or to deny them the same charity of judgment I ask for myself. Doubtless Count Bernstorff, Captain Boy-Ed, about whose name cluster so many unpleasant insinuations, Mr. Herman Ridder, Mr. Bartholdt, Professor Münsterberg, the editors of German newspapers and many others have persuaded themselves that their anti-American declarations and activities are permissible and that their first duty is to the Kaiser. That is true within certain limits of Count Bernstorff and Captain Boy-Ed, but it is wholly untrue as to the others and nothing but the mistaken leniency of President Wilson could have harbored in them such a delusion. As I write Dr. Dernberg is happily sailing away, but he ought to have been deported the moment he attempted to interfere in our domestic affairs; and the author of the impudent warning to the American people as to the ships on which they could safely travel, as if our Government was either too ignorant or too weak to do its duty, ought to have been sent out of the country without an hour's delay.

The first consideration which caused me pain was that so many of our fellow-citizens of German birth or descent have ignored the fact that there is an impassable chasm between the status of a citizen of our beloved Republic and that of a subject of the German Emperor. I took it for granted that those Germans who came here in these later years came with the same spirit of devotion to human liberty as those I had known in my early life, and that they came not at all to play the double part of avail-

ing themselves of the privileges of American citizenship while really championing the cause of a military monarchy, all of whose aims and methods of government were absolutely hostile to those of the country whose protection they had sought.

I assumed they recognized that this irreconcilable antagonism had pervaded every day of American history. When the youthful Lafayette was shedding his blood in his first battle by the side of Washington, at Brandywine, German mercenaries only a mile away were aiding George the Third to drive the few American patriots fighting for their liberties back to the inhospitable and snowy hills of Valley Forge. Much clamor has been raised recently about the sale of munitions of war by our manufacturers and merchants to whoever would buy them—a right as old as the Law of Nations. But it seems to be forgotten that during all that long struggle of our fathers for human freedom Germany cheerfully sold not only munitions but men to our enemy and sent skilled generals to direct their efforts to prevent us from attaining our independence. But for such sales by Germany to our oppressors the Revolutionary War would have terminated much sooner, and but for the chivalrous and splendid assistance France rendered us in the darkest hours of that unequal struggle, it is now entirely clear our independence could not have been secured.

And I must pause here to salute with reverence our sister Republic of France. In all history I know nothing more sublime than the devotion to liberty with which her sons have defended their country and the world against the overwhelming hosts of Attila and his Huns. "Frightfulness" has not discouraged them; savagery, using poison as a new weapon in war, has not frightened them. They have stood in their splendid courage against all odds—God grant they may so stand to the end!—for they are fighting for our Republic as well as their own.

There is no doubt that all the strong nations of the world, including our own, have been guilty of fearful and inexcusable crimes against our weaker peoples, so that there seems to have been a common consent that the Eighth Commandment should be ignored as if never proclaimed, and that it should read as if it had been written, "Any strong nation shall be at liberty to conquer any weaker nation and to reduce the inhabitants of it to such subjection as seems to the strong nation desirable." And from this sweeping condemnation our own Republic is unhappily not free. While however, this is true, it is also true that the Christian religion has been gradually extending its influence in international relations and has been mollifying the temper and influencing the action in these latter years of almost every country making even a weak pretense of being subject to the teachings of Christ. President Wilson declared not long ago that he believed the United States would

never again acquire a foot of territory by conquest, lifting us as far as he could out of the category of predatory peoples. And the same spirit seemed slowly asserting its ascendancy among the nations of Europe with the single exception of Germany. All lovers of peace were at once surprised and delighted when the Czar of Russia appealed to the world in the noblest language of human brotherhood to meet in Conference at The Hague and strive to lessen by peaceful agreement the frightful burdens of armaments then resting on the whole world, and to prevent any possible increase of them by establishing a tribunal to hear and decide whatever international disputes might arise. Then, alas, the same spirit which actuated Germany to sell her generals and her soldiers to Great Britain to destroy American democracy at its birth, actuated the present Kaiser and those counsellors who surround him and who, like him, believe themselves to be superhuman, to impose an absolute veto upon the aspirations which induced the Czar to call the conference. When another conference was called the same obstacle was met in the unyielding determination of Germany that the limitation of armaments should not even be discussed. She had already robbed Denmark of a portion of her domain. She had treated Austria with the utmost brutality after a brief but terrible war, and her greatest statesman and two of her greatest soldiers had deliberately perverted a telegram of

their king and published it to the world in such insulting language as required France to appear as the aggressor in a war of Germany's own seeking, a war in which, owing to her preparation and the unpreparedness of France, she was enabled to march to Paris, to consolidate the German Empire at Versailles, and to crown the King of Prussia as Emperor. Germany tore two great provinces from her, exacted an indemnity of five milliards of francs, and quartered her victorious armies upon that devastated and impoverished land until the indemnity was paid.

Then Germany began her long period of preparedness to treat all the nations which withstood her will in the same manner, and to reduce them to the same state of subjection. It is needless to quote the numberless expressions of the Kaiser himself and of all his satellites—in the army, in the universities and throughout the whole German Empire all treating the army as sacrosanct, the first object of German patriotism, and of worshipping Krupp's as the highest exemplification of the genius of the German people of to-day. Being supreme on land, they resolved to be supreme also on the sea, and then commenced their mad and wasteful race for naval supremacy with Great Britain. To Germany, possessing a vast territory, fruitful in all the necessities of life, in the heart of Europe, and with all the rest of the world open to her citizens either for trade or settlement, a great fleet could be desired only for



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purposes of conquest, as she showed in the Kaiser's benediction to his sailors, sailing for conquest in the peaceful waters of peace-loving China.

To Great Britain, to whose faults I certainly have never been blind, the command of the seas is a necessity of national existence, for she cannot longer provide the necessaries of life for her people and is dependent for them upon the free access of the world's commerce to her harbors. Soon thereafter was seen the strange spectacle of Great Britain beseeching Germany, in almost abject terms, to agree upon some basis where Germany would remain all powerful on land while Great Britain retained her measurable advantage on the sea. Indeed, it seems almost incredible that a proud and powerful nation should so far humble herself as Great Britain did in her appeals to Germany to cease her preparations for war on the ocean; but to all such appeals Germany replied in the haughty language of a superior that there should be no cessation whatever in her preparation for the struggle for naval supremacy on which she had set her heart.

One of the most distressing features of the present war is the shameless and persistent use of sheer falsehoods by the apologists for Germany. They have not scrupled to declare that Mr. Roosevelt when President concluded secret alliances with Great Britain, France and Russia, forgetting that no President of this free country possesses any such power. They also declare, knowing it to be utterly false, that Sir Edward Grey had "in his pocket" all kinds of "military agreements"—antedating the war—for the conquest of Germany, and that the Allies drove the Kaiser into war while in truth they were begging him in abject terms for a conference in the hope of averting it. And now the proof comes over his own signature that Mr. Bryan has joined the pro-German propaganda and is receiving a warm welcome from his fellow-workers. I do not for a moment believe that any of these deluded men are in the pay of Germany, but I do assert that they could not be more useful agents of German militarism nor more bitter enemies of American Democracy if they were.

Now it must be remembered that this attitude was maintained by Germany for "war at any price" just at the time when the lovers of peace were most hopeful that a new era of Christian brotherhood was dawning for the world. Not only had the Czar of Russia issued the noble and stirring appeal already mentioned, but his government had so far departed from their ancient system as to summon an assembly which, with all its faults—and they were many—was a great step forward toward popular government in that great kingdom.

Austria had given her people manhood suffrage. France, against the bitter hostility of Germany, had maintained her republican institutions for more than forty years. Even little Portugal had escaped from her wretched monarch and was hoping for

some form of popular government. Italy was substantially free and even Great Britain, perhaps after Spain the earliest and worst offender in the list of predatory nations, had made great concessions to the spirit of freedom. Her own people were free. Canada was as free as the United State, and all the great and wide spaces of Australasia were in the same happy condition. She had initiated the first steps toward giving the peoples of India a voice in their own government, and it was hoped she would soon start upon the same forward movement in Egypt. Upon South Africa she had conferred the priceless boon of free institutions, and General Botha, only the other day her most vigorous opponent in war, had been called to be the premier in the peaceful government she had established. Even the too long delayed home rule for Ireland was on the very verge of accomplishment in those peaceful July days of last year, when the sun was shining upon the happy homes and the fertile fields and the priceless treasures of literature and art in the cities of beautiful Belgium. The spirit of popular government seemed to be abroad in the whole earth except in Germany, and there the baneful spirit of conquest seemed to be more deeply ingrained throughout the empire than ever before. To righteousness they opposed "frightfulness," to free citizenship they opposed life in the shadow of the helmet, and while all the rest of the world was moving forward, however slowly and with whatever imperfections, toward greater freedom, they were steadily moving backward to a greater and ever greater subjection to the military caste which had become their rulers, until a young officer was acclaimed with honor for having slashed with his sword an unarmed and lame shoemaker in the streets of Zabern. During all this time Germany therefore had drifted further away from the ideals on which America was founded, and in defense of which her sons have always been ready to die, as they are to-day.

To any traveler in Germany, or to any student of her history since 1860, the signs of this evil transformation of her national character were only too apparent, so that those who loved the Germany of Goethe and Schiller, of Kant and Heine, of Mozart and Beethoven, could not fail to recognize the great change which had come over the nation and to note that she was drifting out of the sisterhood of civilized countries and into a barbarism and a savagery which never could have been foretold and which even the wisest and best of our citizens did not appreciate and could not believe.

Such was the state of mind of President Wilson, not then knowing the relations between Mr. Bryan and Count Bernstorff, when he made the mistake of proclaiming not only a legal but a moral neutrality, demanding that American citizens like myself, who had suffered this change in the attitude of Germany toward civ-



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President Suspenders

Beginning this fall, wider, bigger advertising than ever will place even stronger emphasis on the word SHIRLEY; more men than ever will expect to find it on buckles, boxes, bands and labels, and will miss it if it is not there.

To the dealer the word SHIRLEY identifies the suspender which sells most steadily, easily, profitably, and always sells out clean—at the full price. To the consumer the word SHIRLEY identifies the suspender which gives him shoulder-freedom, solid comfort, honest service under a money-back guarantee.

It is more important than ever to stock the suspender whose name the customer knows and trusts; it pays better than ever to supply him with the original, genuine article which for seventeen years has earned his confidence by deserving it.

There is safety, satisfaction and profit for the dealer who can satisfy the ever-growing class of suspender-wearers who

Remember SHIRLEY

President Suspender Co.

SHIRLEY, MASS.

ilization and American democracy, should preserve a moral neutrality, professing what was impossible, that we did not care whether the "frightfulness" and savagery of the military despotism of Germany should triumph over the French Republic, or whether the French Republic should continue to live. No country in the world was threatening Germany. No foot of her territory was in danger of invasion. No one of her citizens, by land or sea, was denied the amplest measure of equality with all other citizens of the world, when suddenly she announced that her solemn covenant to respect and maintain the independence of Belgium was a "scrap of paper" and that she intended, in violation of all treaties and obligations, political and moral, "to hack her way through" that unoffending and peaceful country in order to reach Paris by the shortest line, leaving behind her the smoking ruins of Liege and Louvain and reducing the Cathedral of Rheims from its elevating influence upon the human spirit to an everlasting monument of the wickedness and devilry of the Huns who destroyed it. It was very natural for President Wilson, being then in ignorance of what had been happening for at least a quarter of a century in Germany, to adopt "the line of least resistance" and appeal to America to forget that she had been saved from destruction by France, that France was a republic while Germany was a military despotism, to even control our sympathies, and to pretend that we did not care whether these brutal aggressors or their helpless victims should win in the struggle which had commenced. Indeed I have always thought that unwise declaration of neutrality, without a heartfelt expression of sympathy with popular government, was responsible for very much of the mistaken conduct of our fellow-citizens of German birth or descent, who, it seems to me, have acted so unworthily of the country to which they at least profess allegiance. Perhaps also that inadvertent action of our Government has led the subjects of the Kaiser domiciled in this country, from the Ambassador and his staff up or down, to display such unexpected activities as have marred their enjoyment of our hospitality; and the same blindness which led to the proclamation of moral neutrality and the amazingly inept lecture Senator Stone was directed to address to his fellow Senators on this subject, persuaded the President to treat with unwise indulgence so much forgetfulness, alike by our citizens of German birth or descent and by the subjects of the Kaiser who are enjoying our hospitality, that they are living in the freest and greatest of republics. For there is hardly a single obligation of proper conduct which it is alleged, let us hope mistakenly, has not been flagrantly and frequently and offensively violated alike by the official representatives or the unofficial agents of Germany who have swarmed hither, or by our own citizens who have persuaded themselves that their first allegiance is not to the free country of which they ought to be proud, but to the military caste which regards them with the contempt they seem to have earned. It is only

necessary to contrast the conduct of the German Embassy with that of the embassies of the three other countries at war. The French Ambassador is the doyen of the Diplomatic Corps, and representing a republic, it might naturally be supposed, he would have felt at liberty to adopt a freer line of action in this country than the representatives of a military caste and a military empire. On the contrary, not a single word which, by the severest criticism, could be called improper, has escaped from him or any member of his staff or any Frenchman, naturalized or not, who is enjoying our hospitality; and precisely the same statement is true of the Ambassadors of Great Britain and of Russia, and since Italy has entered the war I am sure it will be equally true of the Ambassador of that country.

On the other hand, the German Embassy is accused of being the center of offensive activity. Every day some new form of illegal action is alleged to emanate from it. One day they are charged with forging passports. Another day one of their agents is charged with blowing up a bridge connecting the United States with Canada. Another day they are said to have furnished false affidavits as to the character of the cargo of the Lusitania, and in Berlin they have even descended to the lowest depths of ignominy, for they have portrayed the President of the United States as bribed by British gold, while in truth no more long-suffering Executive, no more indulgent and peace-loving President ever filled his great office. In pursuit of peace and of good relations with Germany, he has, quite unwittingly, no doubt, subjected our own country to such indignities as no free and high-spirited people ought to have endured. The simple truth, which he has been so unwilling to recognize, is that there exists an impassable chasm between a citizen of the United States and a subject of the German Emperor, and there is no possible political alchemy whereby the political standards of the one can be transmuted into the political standards of the other. No matter where a man is born or how he is reared, when he comes to manhood he instinctively prefers to be a citizen or a subject. Our fathers preferred, and we ourselves and our children all prefer, to be free citizens, but we do not for that reason deny to anybody else the privilege of preferring to be the obedient subject of a Kaiser and a Military Caste. We only ask them in all fairness to themselves and to us to make their choice—to be loyal either to the fundamental principles of our Government or those of the government of the Kaiser, and to believe that they cannot be half loyal to the one and half loyal to the other. They must be wholly American, or wholly German, and if they really prefer the German system of government, they should return thither and enjoy it; but if they propose to continue to live here, then they must be loyal to the American system, and there is no possibility for them of mistaking what that system is. Thomas Jefferson declared it to the whole world when he said the just rights of all governments depend upon the consent of the governed, and Abraham Lincoln at

Gettysburg, in a few simple words, stamped it forever upon the history of mankind, in his immortal aspiration, that government of the people, by the people and for the people should never perish from the earth. Whoever accepts without reservation those two principles of government is a loyal American. Whoever pretends to accept them and is at heart disloyal to them is unworthy of American citizenship and ought to be deprived of it, for it is an impassable chasm which those honestly on one side can never pass over to the other.

I can only repeat that it is with the greatest regret I have felt impelled to utter these words; but from the beginning of my long life until its close I have been treated with so much undeserved kindness by my countrymen of all races that I could no longer feel happy not to make this friendly appeal to those of German birth or descent who seem to me to have wandered from the true standards of American citizenship and clouded their conception of it with at least a quasi-allegiance to a military monarchy. And it will add to the peace of the closing days of a long and happy life to know that this last duty as God has given me to see it has been discharged, however imperfectly, and that I close what I felt obliged to say without a trace of ill-feeling towards a single one of my fellow-men—but with the conviction of all my life unimpaired that "government by the people" is the best form of government yet vouchsafed to the children of men.—Wayne MacVeagh in North American Review.

Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



What is the Biggest Asset of YOUR Store?

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

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

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

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

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

WILMARTH SHOWCASE CO.

1542 Jefferson Ave.

Grand Rapids, Michigan

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

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

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

Made In Grand Rapids



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.

Clearing Out the Summer Stock of Hardware.

Written for the Tradesman.

There can hardly be any question as to the wisdom of clearing out odds and ends of summer stock, instead of carrying them over to another summer. The midsummer clearing sale in the hardware store will give the merchant more ready cash for his fall buying and more floor space and storage room for his fall stock. Further, he will save—as a set off against his sacrifice of immediate profits—the inevitable loss on held-over stock, coming under such heads as interest on investment, depreciation, extra insurance and the like.

Right now, when good management is essential to the success of any business, the shrewd merchant will exert himself to a greater degree than in former years to keep his stock clean. A quick turnover, even at the cost of reduced profits, is very desirable.

The outstanding question is: will this money earn me more left in held-over summer stock than it will if I am able to put it into new fall stock?

The answer is obvious.

A good many merchants, on account of the slowness of the season and unfavorable weather conditions, foresightedly started their midsummer clearing sales before the end of July. It should be borne in mind, always, that the special sale is not the most desirable method of selling; that, wherever that course is humanly possible, goods should be sold on their merits at standard prices. Price should never be the prime inducement, particularly when goods are eminently seasonable. But the special sale has its legitimate place in merchandising as an alternative to carrying over goods which may be damaged, decreased in value or out of fashion by the time another year rolls round.

To put the matter on a business basis, the hardware dealer in his midsummer sale allows the purchaser a certain price concession equivalent to what it would cost to carry the goods over for another year.

Normally, in early August the summer season has still from four to six weeks to run. There is use for a refrigerator or a hammock for a considerable time to come. But the merchant who proposes to hold a mid-

summer sale can't afford to wait until the very end of the season. People as a rule won't buy goods merely to store away until another year. They are apt to reflect, "By next year we will be able to buy entirely new goods at the very beginning of summer." The merchant must be in a position to urge, as a selling argument, that the customer will still get a lot of use of the article before the season actually ends.

To this end, the midsummer sale should be staged early in August, at the latest.

It will pay to make the sale a feature. To do this, liberal advertising is necessary. Newspaper advertising, supplemented perhaps by circular letters; and, concurrently, striking window and interior display.

The sale itself, if properly boomed, has a distinct advertising value for the store generally. It comes as a definite link between the summer and the fall trade. The merchant can use it to lead up to his fall business. While the entire staff should be pushing out the late summer stuff, it is worth while to give a little hint of the fall goods—to demonstrate articles which will be seasonable in a few weeks more, to get a line on stove prospects, hand out advance literature regarding fall features, and, generally, to lay lines for fall trade.

So, while the midsummer sale is primarily designed to clear out odd lots and broken lines, the crowd it brings should be introduced to new goods which, if not now, in any event a few weeks hence will sell at standard prices.

What price reduction should be allowed in the midsummer sale? This is a point on which there is much variation of opinion among merchants.

One hardware store, which, by the way, has made a distinct success of its mid-summer sales, advertises a "Discount Sale." The sale runs the entire month of August; and the store offers a discount of 20 per cent. on hammocks, ice cream freezers, lawn mowers and similar eminently seasonable lines. A 10 per cent. reduction is offered on table and kitchen cutlery and silverware and similar lines which, while not essentially summer goods, may be lagging at the time. These discount sales are reported to have been quite successful.

At the same time, it is a safe rule that, in advertising special sales, general discounts are less effective in point of pulling power than specific prices. To the average mind, the discount is a vague, uncertain thing; the price, with a neatly rounded "9"

at the end, is definite, clear cut and concrete. "Quote prices" is good advice to the man who plans his first midsummer clearing sale. And, in writing your advertisements, tell what you have—giving, not merely the name of the article, but a few words of attractive and catchy description and, as a clincher, quote the special price.

A good combination is that of advertising a, say, 20 per cent. discount as a leader, and going on to give sample prices, showing what the discount means in actual figures.

Above all things, however, quote prices. The old, familiar, \$5, marked down to \$3.98—or the card with the \$5 crossed through and the \$3.89 substituted in red ink—such price marking devices will probably never lose their effectiveness; although the ingenious merchant can think out catchy variations. For instance, a red letter sale, or a blue tag sale, may, in your particular town, spell novelty. Novelty, plus merit, will always furnish good advertising.

It is not necessary, in holding a clearing sale, to cut prices to the bone, or to entirely eliminate profits. It is for this reason that an offer of a straight discount is often inadvisable. Some lines offer wider margins of profit than others, and can, consequently, be trimmed a great deal more; but a straight discount of 20 or 30 per cent. might necessitate the selling of a good many lines at an absolute loss. As a general rule, every article should pay for the cost of selling. For special sale purposes, a small reduction is often as effective as a big cut, and is, in the long run, less demoralizing to business.

Incidentally, for sale purposes, the special lines may be brought prominently to the front. They should, in

fact, be given prominence in the early part of the season. Refrigerators, lawn mowers, hammocks, garden hose, screen doors and similar lines may be displayed in the front of the store; smaller articles can be shown in the windows. As soon as the summer goods are pretty well cleared out, the space they have occupied can be given to fall leaders—preferably stoves.

Another point is worth remembering. Customers have pretty well had their fill of "Slaughter" sales. Extravagant statements regarding "selling at less than cost," "\$50,000 worth of goods for next to nothing," and the like, are no longer convincing. It is better, even in the special sale advertising, to talk quality—to describe each individual article in attractive but not extravagant terms, and to let the description and the price speak for themselves. With a backing of good personal salesmanship, this moderate and cool-headed method of advertising will prove more effective than any amount of extravagant statements.

William Edward Park.

When a man borrows trouble he doesn't have to pay it back—but he pays a lot of interest.

The Ventilation of School Rooms Is a State Law Requirement

For years the heating and ventilation as applied to school houses has been one of our special features.
 We want to get in touch with School Boards that we may send them descriptive matter.
 A record of over 300 rooms ought to be evidence of our ability.
 Steam and Water Heating with everything in a material line.
 Correspondence solicited.

THE WEATHERLY CO.
 218 Pearl Street Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware

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

Public Seating For All Purposes



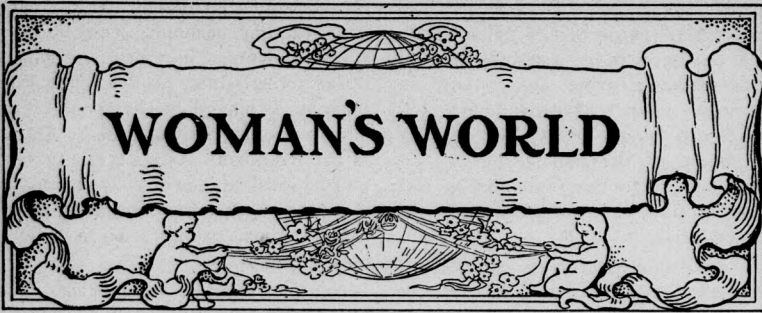
Manufacturers of
 American Steel Sanitary Desks
 In use throughout the world
 World's Largest Manufacturers of
 Theatre Seating



American Seating Company

General Offices: 14 E. Jackson St., Chicago; Broadway and Ninth St., Grand Rapids, Mich

ASK FOR LITERATURE



The Heroism Possible for the Confirmed Invalid.

Written for the Tradesman.

Often I like to do honor to the heroes of obscurity—the noble souls who toil and suffer and deny themselves, not in the lime light and under the stimulus of public approval and praise, but unseen and unknown except by immediate friends and acquaintances.

Among these names that should be written high are many invalids and "shut-ins," whose heroism consists in bearing bravely and patiently and even cheerfully their unfortunate lot.

If one were asked to name the very hardest task that can be placed before a mortal man or woman, it would be, not some all but impossible labor or achievement, but instead, the bearing through almost interminable years of the pain and suffering occasioned by tedious and perhaps incurable maladies.

To be out of the great race of life, to be obliged to take when one so gladly would give and give largely, to feel oneself a burden and a drag on those who stand nearest—there is nothing in all the hardships of active struggle that can compare with this. And the person who can keep his or her head and poise and sense of justice and fairness, when living under the handicap of long-continued physical weakness and illness, deserves the biggest and fairest laurel that can be plucked for human brow.

Not all invalids attain to this high state. In the same way that many who are well fail in sympathy for those who are ill, so some invalids allow themselves to become needlessly selfish and whimsical and blind to the trials and burdens of those who are strong and healthy.

We have all of us in our composition much of the child and of the savage. We like what is bold and spectacular and reaches consummation rapidly. When we do a noble deed—and most of us are very desirous of doing noble deeds if only we can do them quickly and without any serious inconvenience to ourselves—when we do a noble and generous act we want to be decorated without delay with all the shoulder straps and badges and medals that are awarded doers of valiant deeds. And if we would look down into our hearts and frankly tell what we saw there, when we are sick we really would prefer to be dreadfully sick. To have two or three nurses and a consultation of doctors and keep our friends in suspense for several days—that is our idea of what a spell of sickness properly should be like. There is something dramatic about it, and for

a little time we would occupy a pedestal of distinction. Perhaps our names might get into the newspapers, with a brief comment as to our precarious condition. Of course we should want to get all over it and be about our usual occupations again, in three weeks at the outside.

This sort of an attack, at least as we picture it in our minds when we never have experienced anything of the kind, wouldn't be altogether unpleasant. But as to those long-drawn-out illnesses where the patient never is dangerously sick, about which nobody ever really is frightened, which are a bore to the doctor and apt to become a weariness to one's friends—there is no one who would not pray to escape such affliction. When we see a paralytic, helpless, perhaps bedridden for years; or a victim of chronic rheumatism whose poor body is never free from pain, we can not but ask, "Why must these things be?"

Disease manifests itself in different ways. Sometimes it prostrates the strength. Almost as often it weakens and debilitates but still allows its victim to remain at his post for months or maybe years, making that pathetic spectacle of a really sick man or woman keeping on at daily toil by sheer will force, never experiencing for a moment the joy and buoyancy of health.

Many of my readers consider all illness unnecessary and in a sense imaginary—merely an error of the mortal mind, to quote a phrase which aptly summarizes a view of disease that contains much of truth. Those of us who are not fully converted to these optimistic tenets have to admit that there is something in them. The advocacy of these beliefs has performed an important service by convincing even the most skeptical that many of the lesser ailments and some of the greater maladies can be overcome by religious faith or by will power. A larger knowledge may multiply many fold the efficacy of these agencies, and in time even banish disease entirely.

Thank heaven it no longer is fashionable to be sick. The beliefs just alluded to, the craze for outdoor sports and physical culture, the widespread teaching of the laws of health—these have abolished that morbid and mistaken attitude of mind that two generations ago considered robust strength a little vulgar, and an anaemic or a tubercular tendency a mark of refinement and superiority. The folly of dwelling upon small aches and pains is now universally known and recognized. Persons of delicate physique are no longer cod-

dled as once they were, nor made to believe that they always must be a little ailing. Our ideals and standards have become saner.

All sensible people now practice a great deal of Christian Science and New Thought, even though not professed adherents of either of these faiths. The person of insight and judgment does not pour out sympathy for the victim of "nerves" as if the latter were suffering from an incurable disease, but instead seeks to divert the sufferer's mind into healthier channels, and to rouse her to the possibility of shaking off her difficulties.

But after all is said and done, there still are many who are as yet unable to free themselves from the shackles of disease. Such have a claim for constant consideration and tenderness.

The place of the one who stands nearest the invalid is scarcely less hard than the invalid's own. To see and feel what the sufferer is undergoing, to soothe the pain and cheer the gloom—this is the part of the comforter, without whom the lot of the invalid would be intolerable. It is one of the finest spiritual achievements when the poor victim of pain and disease keeps sweet-tempered and broad-minded and unselfish, does not become a parasite on the strength of

others, and has ever a sympathetic ear for the trials and difficulties of those who labor in the outer world. It is scarcely less admirable when a person who is well and strong is, through a long term of years, unfailingly tender and kind to an invalid. Doubtless some of us need the sight and presence of suffering to soften our natures.

This then is the hard-bought compensation for pain and sickness—the heroism that is evoked and developed in the sick ones themselves and in those who comfort them in their sufferings. Is, as seems not impossible we shall in the future be able to overcome and outgrow and abolish all disease, it will be well if by that time we shall have attained to the moral growth that shall make the discipline of physical suffering needless. Quillo.

Appraised.

Callers were at the door and Bobbie was told to show them into the parlor. He did so, and while his mother was fixing herself up, he sat there rather embarrassed. Presently, seeing the visitors glancing around the room, he said:

"Well, what do you think of our stuff, anyway?"

Telling it to Your Customers

It is the purpose of National Biscuit Company advertising to tell *your* customers, wherever you are, just what N. B. C. products are and how good they are. This creates a demand for N. B. C. crackers, cookies, wafers and snaps—by name.

But it does more. It makes selling easier and quicker. Customers know just what they want—no time wasted "wondering" what to buy.

Have National Biscuit Company products in sight—they help to make business good.

Baronet Biscuit—particularly good with beverages, iced or hot. Retail at 10c a package.

NATIONAL BISCUIT COMPANY

Advertising Words, Phrases and Combinations.

VI.
Written for the Tradesman.
Sale.
Bargain Sale
Sale Bargains
Topsy Turvy Sale
Under Price Sale
Our Keep-busy Sale
Our Clear-away Sale
Clean-up Sale
Mid-Season Sale
Clearing-out Sale
End-of-the-Season Sale
Cut-Price Sale
Blue Tag Sale
Red Tag Sale
Season-End Sale
Reduced-Price Sale
Stock-Reduction Sale
Another Notable Sweep Sale
A Sale That's Different
Biggest Bargain Sale Ever
Save-Saving.
Saving Items
Saving Values
Saving Chances
Saving Offerings
Saving Opportunities
Saving Possibilities
Echoes of Saving
Save the Difference
We Help You Save
Wireless Whispers for Saving Shoppers.
Saving Chances for Thrifty People
Occasion of Saving for Frugal Folks
It's Our Place to Save Our Customers Money
Our Merchantising Experience Means Your Saving

Our Purchasing Power Saves Our Patrons Money
Sell-Selling
Quick-Selling Bargains
Quick-Selling Snaps
Quick-Selling Specials
The House of Quick Sellers
The Home of Quick Sellers
The Place of Quick Sellers
We Sell It for Less
Close Marking Makes Quick Selling
If We Sell It, It's Got to Be Right
When We Advertise Bargains We Sell Bargains
Quick Sales—Less Asking and More Business—That's Our Aim
Sellers of Distinctive—
Merchandise
Clothes
Furniture
Clothing
Footwear
Sellers of Invitingly-priced—
Merchandise
Clothes
Furniture
Clothing
Footwear
Sellers of Economically-marked—
Merchandise
Clothes
Furniture
Clothing
Footwear
Satisfy-Satisfied-Satisfaction
Satisfaction First
Our Quality Benefits Satisfy
We Do Satisfy Particular People
Discriminating People Satisfied
Little Asking, Big Satisfaction
Cautious Buyers Always Satisfied
We Can Satisfy Discriminating Folks

Try Us, and See if We Can't Satisfy You
Satisfaction is the Keynote of Our Service
The Path of Satisfaction Leads to Our Doors
Satisfied Customers Our Chief Advertising Medium
If You are Satisfied, Tell Others; If Not Tell Us
If We Can't Satisfy You, We Don't Want Your Trade
We Don't Regard the Sale as Finished Until You Are Satisfied
Price Concessions Plus Intrinsic Values Equals Satisfaction
We Lose Money on Many Sales to Make the Selling Satisfactory
Our Incomparable Values Pave the Way for Satisfactory Business Relations
It's Poor Business to Make a Single Sale That Doesn't Satisfy
Nothing But the Best Satisfies Some; Nothing but Giving Satisfaction Satisfies Us
Serve-Service
Words with which your service may be described: prompt, accurate, courteous, efficient, capable, dependable, reliable, trained, specialized, intelligent, enthusiastic, alert, satisfactory, etc. etc.
Peerless Service
Error-proof Service
Unmatched Service
Business is Service
Command Our Services
Mobilized for Service
Our Store Service Complete
Our Store Service Wanting in Nothing

A Flawless Service Our Long Suit
Our Business is to Serve Our Patrons
Efficiency is the Keynote of Our Service
Our Aim: A Flawless, Perfect Service
Style-Stylish
The Style Center
The Stylish Shop
The Home—
of Stylish Things
of Style
of Stylish Effects
The Shop—
of Stylish Things
of Style
of Stylish Effects
The Store—
of Stylish Things
of Style
of Stylish Effects
The Emporium—
of Stylish Things
of Stylish Effects
of Style
The Place—
of Stylish Things
of Style
of Stylish Effects
Stylish Goods
Stylish Wares
Stylish Clothes
Stylish Footwear
Stylish Wearables
Style-departures
Style-tendencies
Style-innovations
Style-arbiters
Style-authorities
Fresh from the Makers of Modes
Frank L. Fenwick.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

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

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

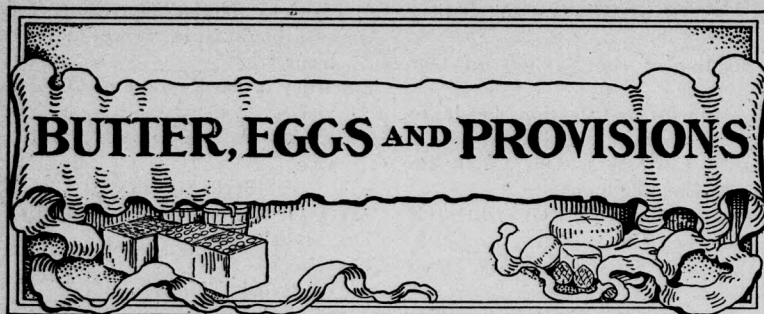
Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

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

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

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.



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.

Forbidding Re-billing to Evade the Freight Charges.

The question whether a shipper has a legal right to evade the lawfully published through rate on a shipment moving between points in adjoining states by arranging to bill the shipment on local rates to and from an intermediate point instead of using through billing to ultimate destination, has been before the Interstate Commerce Commission in various forms and the Commission in a recent decision (34 I. C. C. 271) announced the following opinion:

"The lawfully established interstate rate applies on shipments first billed to an intermediate point within the state of origin and then rebilled to the intended destination in an adjoining state, this plan having been devised for the sole purpose of getting the traffic through to the interstate destination at the rates applicable to and from the intermediate point, the sum of which was materially less than the through rate for the through service."

This particular case involved the movement of oil from the refinery located in the State of Kansas intended for one of its distributing stations located in the State of Oklahoma. The joint through interstate rate being materially in excess of the combination of the rates applicable on state traffic to the border station in Kansas and the interstate rate beyond, the refinery, in order to secure the benefit of the lower combination had the shipment billed to the border station and thence rebilled to the final destination.

The Commission held it was the duty of the carrier under the law to preserve the integrity of the through rate and to demand the payment of undercharges based on the through interstate rate.

The Commission also said in its opinion: "To hold otherwise would seriously impair, if not altogether destroy, the effectiveness of the interstate rate structure of the country and make it impossible for this Commission to administer that Act to Regulate Commerce and its various amendments."

As bearing upon the general question as to the lawfulness of using such combinations, the Commission, in its opinion, said:

"This Commission, as hereinbefore

stated, has steadfastly adhered to the proposition that on any through carriage of traffic between interstate points the lawfully published interstate rate must be applied by the carrier and paid by the shipper, and that where the through interstate rate in effect between two points is higher than the aggregate of the intermediate rates, any plan of first billing to an intermediate point a shipment that is really intended to reach a destination beyond is simply a device for defeating the lawful through rate, and is unlawful. This view is entirely consistent with and is strongly supported by the rulings of the court of last resort."

It is to be borne in mind that this opinion is made with particular reference to cases which arise where the shippers intend the shipment to move from point of origin to a known interstate destination, as distinguished from those cases arising where a shipment is billed to the intercepted or reshipping point with no previous knowledge on the part of the shipper that the goods are for a point beyond such intercepted or reshipping station, where the consignee at the first billed destination takes delivery of the property, pays the freight, assumes full control and the subsequent movement is entirely one of contract relation between the final purchaser of the goods and the original consignee.

"Shipper's Load and Count."

The Interstate Commerce Commission has rendered an opinion (34 I. C. C. 511) with reference to the so-called "shipper's load and count" provision indorsed on bills of lading covering shipments loaded by the shipper and not checked by the carrier.

The rule under consideration by the Commission reads as follows:

"Freight loaded by the shipper and not checked by carrier must be receipted for shipper's load and count."

The Commission held that the rule was not unreasonable or otherwise in violation of existing law. In its opinion is expressed the followings views:

(1) The shipper is not denied his right to an unqualified receipt in any case in which delivery is tendered to the carrier at any of its public stations where it provides facilities for the receipt and delivery of freight.

(2) The rule does not limit the liability of the carrier for the full value of the property shipped, but in its application to a claim for loss, has the effect of placing the burden upon the shipper who loads on his private sidetrack to prove that the amount specified was loaded and that a less

amount was taken out of the car by the consignee.

(3) That in the case of a receipt not so qualified, the burden is upon the carrier to prove that the amount specified in the bill of lading was either not in fact loaded or was delivered or otherwise settled for the full value thereof.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

AS SURE AS THE
SUN RISES

Voigt's
CRESCENT
FLOUR

Makes Best Bread
and Pastry

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

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

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

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

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

POTATO BAGS

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

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

"FOLGER'S" SOFT DRINKS

Are known everywhere for *their high quality and flavor*. Our "Graino" is the best imitation beer on the market today. Write us. ☞ ☞ ☞ ☞ ☞

"45 YEARS ON BROADWAY"

"Folger's"

Grand Rapids

Mail us sample any Beans you may wish to sell.

Send us orders for FIELD SEEDS.

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

TREND OF TRADE.

Are Wholesale Grocers and Retailers Growing Together?

A strange complication is involved in some of the recent happenings of the grocery trade, which make an observant student of the trade very uncertain as to what is a jobber, what is a retailer, what is a manufacturer, what is classification and what is a strict quantity price? Looked at in some lights, all phases of the question seem to merge into an evolutionary trend which leaves almost unsolvable what shall be the true type of wholesaler and retailer to-morrow.

On the one side, for instance, note Austin, Nichols & Co. branching out with a chain of wholesale grocery stores, admittedly buying on an inside quotation because they are so much greater an outlet than jobbing houses of the average size. Note the growth of chains of retail grocery stores, based on exactly the same principle and demanding the right to buy on a jobbing basis if they can buy in jobbing quantities. Again one finds the buying exchanges—notably the Philadelphia Association merging its affairs with those of the Girard Grocery Company, of which it has not wholly been a part heretofore. And still further, observe the merging of chains in the case of the Riker-Hegeman-United Cigar Stores combine and the recent absorption of one chain in Philadelphia by two others.

All in all it leaves a sharp observer wondering what the future may be—whether the jobber is merely going to be the protecting wing for the flock of retailers for whom he buys; whether the buying exchanges and chains are going to become jobbers; or whether both extremes are drifting toward a common ultimate new type of the future.

Nor does all this mean that either the jobber or the retailer is unnecessary or uneconomical, or truly independent of one another. That the jobber—operating as an assembler of many products into a depot convenient to the retailer, subdividing original packages into multiples of such sizes as will meet the prudence, convenience and needs of the retailer, extending credit and dispensing advice—is worth all he costs is not seriously denied. The ultimate evolution of the common center of the buying exchange and the chain of stores is, in all essentials, nothing but a wholesale house, owned by the retailers.

Austin, Nichols & Co. claim that their advantage through being buyers for 75,000 retailers is much the same in benefit to their customers as the central office of the buying exchange; better, perhaps, by reason of being so large a buyer. In fact, it is commonly understood that one or two of the local buying exchanges have about decided to quit operating and leave their buying to the big house in Brooklyn.

Down in Philadelphia, the Girard Grocery Company which has been the buying power for its stockholders, who formed a large part of the old Philadelphia Retail Grocers' As-

sociation, has decided to extend its operations, take over the remnant of the old buying exchange, and sell not only its stockholders but other members of the Association as well. And that makes it in all essentials identical with a wholesale house, so long as it does not confine its service too sharply to a few favorites.

The comparison of the two seems to prove conclusively that functionally there is an essential place for a jobber, whatever one may call him. Apparently some one must do the joint buying and delivering. Austin, Nichols & Co. have sought to make it worth while for the individual grocer to perform his own carting and buy for cash, compensating him by a rebate. Which brings it one step nearer the co-operative buying exchange, in operation.

It is an open secret that the majority of retailers are so deeply in the debt of the wholesalers, who have been extending them credit, as to be irrevocably tied to them as sources of supply. So much for the retailer who doesn't or cannot pay his bills. On the other hand, Austin, Nichols & Co. have sought to tie the cash buyers up to them as a nucleus of another combine, and the comparable result is an exact parallel—on each side, a big jobber with a lot of retailers dependent upon him or subject to his domination. And what's the next step? Logically might not one more step be taken, and either the jobber absorb, rather than sustain by credit, the retailers of his train or else the associated retailers, on whom the jobber must depend for this outlet, absorb that jobber?

A large jobber was asked a few weeks ago if he thought the jobber was destined to remain permanently. He pondered a while, and then replied that he had no doubt about it, although he was confident that the jobber would gradually change his type. On the one side he would be more and more a manufacturer, and on the other more and more either a retailer or an integral link among the retailers of his flock.

"It is absurd," he said, "to refuse to recognize the trend of things and fail to change with the changing times. I don't know that it will be any more economical or efficient in the long run, because certain functions must be performed and they all cost something. An individual manager may be able to find ways to do it rather more cheaply than another, and in that way gradually force himself to the front, defeat his fellow competitors or gradually absorb them. Perhaps jobber and wholesaler may become two halves of a whole, but they will always remain.

"And in the drift of things there is something for thoughtful grocers and manufacturers of all types to note in the underlying motive of events and to seek to discover just what is going on."

Revenge is sweet only to the very small individual.

Microbes in ice have a gay old time these torrid days.

Government Wins Butter Case.

The Montesano Creamery Co. of Montesano, Wash., was charged by the Government with making butter with excess moisture and fined \$500. The fine was paid under protest in 1912 and suit commenced against David J. Williams, Collector of Internal Revenue in Tacoma to recover the amount paid. The case came up late last month in the United States District Court before Justice E. E. Cushman and after two days was decided in favor of the Government.

Bad habits, like weeds, grow without cultivation and are some trouble to get rid of.

HARNESS

Our own make out of No. 1 Leather
Hand or Machine Made
 We guarantee them absolutely
SHERWOOD HALL CO., Ltd.
 Ionia Ave. and Louis St.
 Grand Rapids, Mich.



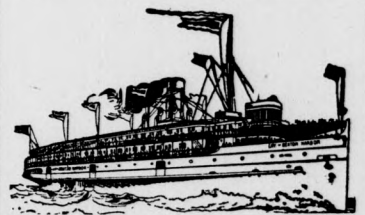
Exquisitely Delicious
 For cold desserts, pudding, sauces, icings, confections.
Mapleine
 The Master Flavor
 Rich and Mellow
 Order from
Louis Hilfer Co.
 1503 State Bldg. Chicago, Ill.
CRESCENT MFG. CO.
 Seattle, Wash.

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

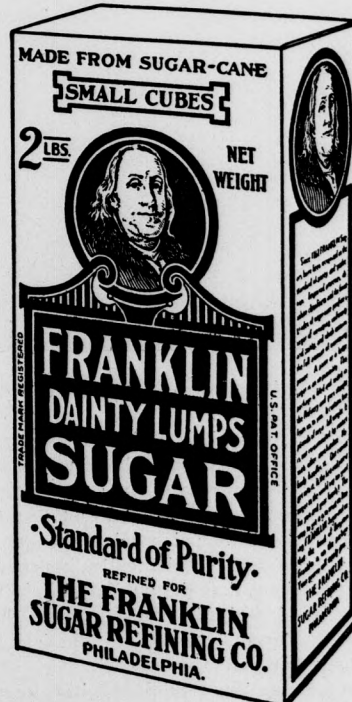


CHICAGO BOATS

Graham & Morton Line
Every Night

FRANKLIN DAINTY LUMPS

(Small Cubes of Sugar)



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

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

The Franklin Sugar Refining Co.

Philadelphia

SLEEPING CITIES.

Methods by Which They Can Be Revived.

Written for the Tradesman.

Cities sometimes get into a rut.

Of course it's easy enough to say they ought not to do it, but it's a fact that they do it just the same. Now and again a real city gets into a rut.

Cities, mind you, not drowsy hamlets and provincial burghs, but big and important centers of population—cities strategically located and fa-

sleep by the monotonous repetition of calamity talk and depressing jeremiads.

A calm like unto that of a tranquil Sabbath settles upon a populous community, and a spirit of dejection and desuetude broods over the place once prolific of life, abounding industry and commercial aggressiveness. Consciously or unconsciously, almost everybody slows up a bit—for what's the use of hurrying when nearly everybody else is taking his time? And the people generally acquire the

to sleep. Progress ceases. Aggressiveness dies out. Perennial hope decays. All that remains to be done is the formal pronouncement of the last solemn words: "Earth to earth, ashes to ashes, dust to dust."

But big dead cities don't always stay dead. Sometimes they awake, and, like sleeping giants, yawn and stretch themselves, and look about to see how it fares with the world. Sometimes cities get their second wind. They come back. They are born anew. They that were dead come again

have a mind to attempt big things. Hope—valid, substantial, cheer-bringing confidence in the everlasting doability of things—puts pep, zip, and snap into the hearts of the people. Therefore the populace rises up, figuratively speaking, and chokes those evil prophets who taught the people to err by saying, "What's the use?" The anvil chorus is drowned by the swelling volume of throaty, full-chested boosters. And all the country round about sits up and observes that a vacant place on the map is now



Standing, left to right—E. A. Welch, M. G. Howarn, M. S. Brown, J. Q. Adams.

Sitting, left to right—Fred C. Richter, Frank S. Ganlard, John D. Martin.

mous for commercial priority and prestige in former times—big cities sometimes get into a rut.

The day of big and daring enterprises are then forgotten, and a sort of drowsiness analogous to sleep settles upon the entire community. The mildew and blight of deadly conservatism thereupon gets busy, and the wheels of progress drag heavily, if at all. Everywhere one may see mute but eloquent tokens of stagnation and decay. False prophets usurp the place of real seers, and the people are lulled to

the contemptible habit of taking a shot at the man who dares to disturb the customary calm by suggesting a more excellent way. Sporadic agitators of municipal awakening get it speedily and emphatically impressed upon them that the public is perfectly satisfied with the conditions as they are. Parents teach their children to lisp; "It can't be done!" And conservatism, like a thick fog, hangs over the city.

That is what it means for a city to get into a rut. The community goes

to life. They oxygenate their blood with fresh and tonic breaths of ozone. They are thrilled afresh by the joy and gladness of youth renewed. They brush away the cobwebs, get their bearings and make a fresh start. The night of past inactivity dawns into a day of new achievement. Somewhat dimly at first, afterwards with increasing clarity, it begins to appear to everybody that things can really be done in the old town. There is a new spirit abroad. A sense of municipal pride is astir. The people

occupied by a city—a live, modern metropolitan burg.

Now it's a whole lot better for everybody concerned for the city to keep wide awake and not incur the handicap of sticking fast in a rut while competitive municipalities forge ahead. But when a city does get into such a predicament, the thing to do, of course, is to wake up and get back into the running with as little delay as possible. By all means let the sleeping city be aroused.

Chas. L. Garrison.

VALUE OF ORGANIZATION.

Asset Worth More Than the Stock of Goods.

Written for the Tradesman

When the average small merchant thinks of "organization," he thinks of million dollar corporations and immense armies of employes. Consequently, he usually supposes that suggestions along the line of building up a store organization cannot possibly be meant for him, because his is an enterprise of comparatively small magnitude.

This is far from being the case, however. The successful merchant, with only two or three helpers, or even doing most of the selling work himself, should be thinking about the organization of his store all the time, and about making it a better store by means of organization.

The proposition naturally divides itself into two phases. One has to do with the personnel and the other with the stock. The latter should be studied from the standpoint of making it most effective and comprehensive at minimum expense and investment. The merchant with limited capital, in other words, should so dispose his forces that he will have all the strategic points covered, to drop into military, phraseology.

He should have studied the wants of his particular lot of customers—which may be entirely different from those of any other lot—so carefully that his stock is peculiarly fitted to their requirements. In this way he will have a stock that is properly organized and really efficient.

But considering the question of the personnel of the store, and the organization as composed of individuals, there is much to be said. Proper organization means success, and inadequate attention to the personnel of the store means failure, or at best mediocre results. Many a store is kept on its feet, in spite of poor location, insufficient capital and ordinary stocks, by unusually aggressive or attractive salespeople. They win and hold trade, and are assets of the greatest possible value. The aim of every merchant should be to build up a selling organization composed of live wires of this character.

Some storekeepers seem to feel that it is not good policy to have salesmen who are too likely to make a favorable impression on customers, seeming to think that in a way this is competition with themselves. They are like the department stores in some of the large cities which frown on what is known as "call trade," where the customer calls for a particular salesman by name, and wants to be waited on only by him.

The objection may be well founded in the case of the salesman who makes his personal following a lever which he uses to get advantages to which he is not entitled, or who tries to "peddle" this personal business among competing stores, putting it up for sale to the highest bidder. That is poor policy from every standpoint, and is open to legitimate criticism.

But the salesman who is working for the store as hard as he can must

necessarily do it through the only medium that he possesses—his personality. The best thing he can do is to make such a favorable impression on a customer that the latter will want to come back to that store, and be waited on by that salesman. That is the sort of thing that demonstrates that the employe has made good, and that he is part of a real selling organization.

The merchant who thinks of the possible results of such work, in terms of higher salaries and increased running expenses, is looking at a star with the telescope turned the wrong way. He should think instead of the amount of business which the salesman can do, and of the ways in which he can make the latter's efforts profitable to himself as well as the store.

The most successful retail establishments are those which hold their salesforces together. In other words, the merchant who gradually builds up a good organization, and then holds it together, is practically certain to succeed. The concern which discourages initiative on the part of it employes, and which seeks to hold everybody at a dead level of mediocrity, and to pay everybody mediocre salaries, is following a course which makes for the poorest possible results.

The laborer is worthy of his hire, and the successful salesman is too scarce an article to be allowed to get away. When the merchant finds that he has captured this rara avis, he should do everything in his power to hold him, and that means making it to his interest in a substantial way to stay with the store and be a permanent unit in the organization.

Permanence of this kind gives the impression of success, and nothing succeeds like success. The store which is always breaking in new help is bound to suggest to customers that it is not prosperous enough to afford experienced, capable salespeople. And nothing gives a store a black eye with its trade quicker than the suggestion that it has "hit the toboggan." It is mighty hard to overcome an impression of that kind.

Labor, including that offered by store employes, is a commodity, and merchants are competing for it, whether they realize it or not. Just as goods seek the best and highest markets, so labor goes in those directions where conditions are most favorable. That means that the service which commands poor pay and involves long hours and few holidays is going to draw the left-overs and rejects from other lines.

Salesmen who are experienced and capable are wanted in your store; but do you feel that if you had your choice of employments, your establishment would be the most satisfactory place for you to begin your business career, or to spend a good many years of your business life?

The more pleasant the surroundings, the better the pay and the more thoughtful the employer of the comfort and success of his men, the greater is the certainty that he will

get good men and that they will stay with him. And getting and keeping good men is the only sure road to profitable merchandising.

Everybody in a store, if he has friends, and has rendered good service to customers, has contributed to the store's prestige and good will. For anybody in the organization to leave it, therefore, would be to sacrifice a certain amount of good will. To keep the organization intact, and to keep on keeping it, is to ensure the permanent prosperity of the establishment.

Building up a real organization is not an easy mark, but one calling for care in selection and discrimination in the training of employes. But when a salesforce which is worthy

of the name has finally been assembled, the store has an asset which is worth more than its stock of goods, location or any other single attribute. The organization should be formed with the same idea that should govern the selection of stock; not how cheap, but how good.

G. D. Crain, Jr.

Success never comes to the man who sits on a dry goods box and whistles for it.

UNIVERSAL CLEANER

Great for the pots—great for the pans
Great for the woodwork—great for the hands.

ORDER FROM YOUR JOBBER

MACAULEY SAID

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

USE THE BELL

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

AT ONCE

Your personality is miles away.

Every Bell Telephone is a long distance station.



Come and See Us

EVERY detail in the process of making Shredded Wheat Biscuit and Triscuit is open to visitors. The Home of Shredded Wheat is visited every year by over one hundred thousand persons from all parts of the habitable globe. Remember that Shredded Wheat is ready-cooked and ready-to-serve. No free deals—no premiums—just a good, steady profit and a firm, steady demand which we create through continuous, persistent educational advertising.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.



The Shredded Wheat Co.
Niagara Falls, N. Y.



FRIENDS IN BUSINESS.

They Are a Valuable Asset for the Merchant.

Written for the Tradesman.

"There is no friendship in business," is another one of the old sayings that has lost its force because it is recognized to be founded on a wrong premise and does not correctly express what the statement originally meant. At the time, when this declaration was in frequent use, and passed as correct business ethics business men and traders considered that they were engaged in commercial enterprise solely for the money there was in it and had little thought of serving their associates and their community as well as themselves in a transaction.

Even then, however, the real meaning of the phrase was recognized to be that because one might have friendly relations with another, when it came to business affairs, the man who called himself friend to the principal on the opposite negotiating side was entitled to no more favorable terms than the one who was a stranger in a social sense. Considering the matter in this fundamental aspect it is as true now as ever that friendship, merely, should not carry with it special advantages in trade over any other individuals.

The man who tries to conduct a merchandising business or engage in any other sort of commercial endeavor without any weight of sentiment is attempting a virtually impossible task. Whether one wills or no, sentiment or friendship—which is founded on sentiment—is bound to become an element of success or failure and a wise man will not close his eyes to this fact. That man who both diffuses and inspires friendship has a big advantage over a competitor of the old school who considers the purchasing public his legitimate prey and conducts his business without any regard whatever for the welfare of those who favor him with their trade.

One of our dictionaries gives as a definition for a friend, "One who entertains for another sentiments which lead him to seek his company and to study to promote his welfare."

A printer recently sent to a large business concern a printed reminder card which expressed the modern attitude toward this business and friendship matter very cleverly. The card read: "No friendship in business? What rot! Business is nothing but friendship. It has to be. Our enemies will have nothing to do with us."

Accepting this statement as true, then it is imperative for every business man to make as many friends as he possibly can, and the best way to do so is "to study to promote the welfare" of the people in the community. That means give your customers the advantage of your superior knowledge of merchandise values and never charge a price for an article in advance of its real worth because they may not happen to know its correct market value. Sooner or

later that kind of pricing method will be discovered and, in place of friendship, you will have antagonism to overcome.

Sooner or later the acid test of integrity will be the measure by which friendship toward a business man and his establishment is given. As one writer says: "There will be men who will prosper greatly for a time through sharp practice. They may be able to defraud some individuals in the delivery of one kind of merchandise when another is ordered. They may be able to persuade people into buying something at an exorbitant price. They may disseminate misleading information for the purpose of making the most possible out of customers who have relied upon them without suspicion in the past. For a time they may prosper, but human history has been read disadvantageously if they do not conclude that prosperity of that kind is not lasting, either on this side of the grave or the other."

No merchant who honestly studies to promote the welfare of his customers who feels true friendship toward those who deal with him and wins the friendship of his customers will be in danger of betraying that friendship. The merchant who recognizes the value of friendship in business will discover that he can hold his trade against disastrous price cutting competition and other unscrupulous trade getting methods.

The value of friends in business can hardly be denied, but the perplexing thing is to know how to establish the friendly relationship among several hundred people in your home town and the surrounding country. One of the ways is to keep in touch with them by sending out letters and announcements, which will show that you consider them among your customers and take an interest in them. Every progressive merchant should maintain a comprehensive list of the people of his trade community, including those who trade with him regularly, those who come to the store occasionally and the newcomers or individuals who seldom visit the store. These names can be kept classified and letters sent out to suit the condition.

Comparatively few people not in business take into consideration that hundreds or perhaps thousands of letters with the same identical wording have been sent out to others, but if their name is on the letter it comes to them as a personal message. If there is one thing, more than another, which the great majority of people enjoy it is getting letters. It is one of the most common characteristics we have and is a legitimate feature for merchants to play upon in winning trade.

A certain merchant was in the habit of sending out letters once a month to his trade and found that it soon became a regularly expected event in many homes. He had sent them each month on the first day, as a rule, but one month was so busy that there was a delay of a week in mailing them. The number of people

who came in and mentioned that they did not get their usual letter, which was always accompanied by a bargain circular, proved to this merchant that it would not pay him to let that piece of advertising work be delayed again, and also gave him new enthusiasm in making up the letter and circular. He knew that if it was missed by the recipients it was well worth while. Impressing a person with the fact that you remember him is the first step toward making a friendship valuable in business.

John H. Brown.

Cardinal Principles to Be Considered by Advertisers.

Written for the Tradesman.

Type, used alone, is cold. It lacks eye compelling force unless the typography is unique in the extreme. We learn in school, from actual objects placed before us. Our minds act by forming mental images, as it were, of the objects dealt with.

The great popularity of the moving pictures is due to the fact that the human family like to "look at pictures." Here, then, is a vital lesson for the advertiser, a lesson well worth heeding. We may use word pictures to the limit. Five hundred or a thousand words may graphically describe and tell in detail of some object. On the other hand, one-half the space used in descriptive matter will have thrice the pulling power if an illustration is used.

The above facts are applicable to all copy, whether in the newspaper, the magazine or catalogue. Illustrations are always worth every cent expended upon them. Advertising is a science which has been studied and analyzed for years past and still it offers unanswered problems daily. The prime object of the advertisement is to attract attention. This being true, let us use the illustration as the direct and simple way to accomplish the purpose.

With the illustration used, we can then look to the typographical arrangement and as a picture is used, less need be written. A few brief words and the price will suffice to complete what may be considered a complete advertisement.

A point to remember in advertising is to get copy in early. This means better position and, as a rule, better display. The late advertisement of necessity receives less attention than the one coming in in plenty of time.

In advertising "change copy often" is an old and a wise rule, too often overlooked. The timely, seasonable advertisement must be thought out—planned in advance. It does no good to wait until the last moment and then "rush in any old thing" to fill space or carry out a contract. It is even poorer policy to use out-of-season copy in your advertisements than to leave your windows unchanged, a thing you certainly will not do in these days of strenuous competition.

Advertising should be looked upon as an investment, not an expense. It should not only pay for itself, but give a decided profit over and above

the amount spent for the space itself. It therefore behooves us to make all effort to prepare such copy as will do its duty. Give the matter of copy the attention it rightly deserves and there will be no cause for kicking and complaining about results.

Hugh King Harris.

When you think your views of life are just right about religion, politics and all the great world's problems which are being worked out about you, take a "Dutch Master" cigar and light it, lay back in your chair, open your mind, think that there are about eighteen hundred million of human beings on earth to-day, no two persons thinking exactly alike, wouldn't it be too bad if just you were right?—Adv.

When relatives do a favor they never allow the recipient to forget it.

Nature never discounts the debt we owe.

Make Out Your Bills

THE EASIEST WAY

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

PURITAN INSTITUTE
SHELDON AND OAKES
GRAND RAPIDS, MICHIGAN.

ECZEMA
AND ALL
SKIN AND SCALP DISEASES
SUCCESSFULLY TREATED

Puritan Plaster Method for External
CANCER REMOVAL

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

A. T. HOKIE, M. D., Supervising Physician
ALVAH BROWN, President
S. V. MAC LEOD, Secretary
JESSE J. FOX, Superintendent
MRS. MAE HAUCK, Supt. Ladies Dept.

Send for Cancer and Eczema Booklet

"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

Four Questions and the Tradesman's Reply Thereto.

Question: I am troubled with little matters coming up which take time and energy to adjust. Buyers are constantly bringing up something about which they are dissatisfied and seem to expect me to adjust it. Please advise me as to a satisfactory way to care for these little differences, which will satisfy the complaining customers and yet protect the house.

R. S. McD.

The average dealer does not fully realize that his supplier maintains a complaint department through which it prefers to adjust complaints by correspondence. Therefore he ill-advisedly decides to wait until the salesman calls and then take the matter up with him.

Here is the way to counteract such a tendency:

Suppose when you call the buyer claims that a previous shipment was not satisfactory. Get all the facts of the case before you, then, keeping in mind where the fault lies and the peculiarity of the buyer, write to the house on the spot, in the presence of the buyer, putting the letter in his out-going mail. You have then made a satisfactory adjustment for the buyer, and educated him in the best way of conducting such matters for himself. Impress upon him that in the future he can get just as satisfactory an adjustment through the house and avoid delays by so doing. Show him that perhaps a better—certainly a quicker adjustment—will be forthcoming, if he takes up such matters with the house.

Next write the house giving all the details of your adjustment, and the matter is closed.

Question: I handle a line in which all my dealings are with purchasing agents. I meet a number of men whom I think do not have the interest of the firm at heart, or they would buy from me. As it is, they seem to be losing money and not protecting the interests of their employers by not giving me a chance. How can I reach the purchasing agent, so as to get him to take more interest in my product to the consequent benefit of his firm?

T. F. R.

Granted that your methods of salesmanship, particularly in approaching and interesting the buyer, are up to the mark, what you and your house should do now is to enter upon an educational campaign directed against the particular purchasing agents of those firms you wish to sell. The advertising department of your house can reach the firms you have in mind with a convincing statement to every director, officer and many of the stockholders of these concerns, regarding benefits that accrue from handling your line. Make the arguments specific—have them apply to the particular firm to which the advertising matter is sent. Focus the entire selling ability of the advertising department, the correspondence department and the sales department upon these firms, and the purchasing agent will be brought to time sooner or later.

Question: I have been working in partnership with a man who is considerably older than myself and of wide and diversified experience. Our plan is that of selling advertising specialties to men in all lines of business in one of the large cities. In

the two weeks we have been trying this, I have only succeeded in placing six contracts—my partner has placed over seventy-five. This would not seem strange on the score of his greater experience, if it were not for the fact that he wastes a great deal of time and hardly works more than two or three hours a day, while I am continually at it, from 7 in the morning until 6 at night. Moreover, he is a man of rough manner, while I am told that I have an agreeable address and a persuasive way of putting things. I can't see where my method is at fault in any particular. How does my partner get such results?

The fact that your partner is a man of "wide and diversified experience," while you admit that you are immature in salesmanship, accounts for the difference in the results you get. Undoubtedly he is a man who knows the world, and is able to adapt his selling talk to the business habits of the men he approaches—in other words, he meets all his prospects on their own level. From your statement of the conditions, one must draw the conclusion that your failure results from want of tact, and tact is acquired by experience in dealing with men. When you enter the establishment of a banker, a grocer or a hardware merchant with your proposition, which is uppermost in your mind—the impression which your prospect is making on you or an intelligent determination to make the right impression on him? You have to appeal to your man through the perceptions first and through the reason afterward. When you enter a store it may be that the prospect thinks: "Here is a young fellow who hasn't anything in common with me; doesn't know anything about my business, but is engrossed with the idea of making me buy something which I don't want." When he sees your friend approaching, however, he gets a different idea. Some subtle thing informs him that here is a man of his own stamp, a business-getter. He is unconsciously attracted by the feeling that your partner and he have allusions and habits in common, and that feeling commands his attention and interest.

It appears that your partner is neither energetic nor of good address. Because he has a gift for business getting is no reason why he should not work as many hours as you do, and take pains to make himself agreeable to customers. The difference between what he actually accomplishes and what he might accomplish if he exerted himself is probably vastly greater than the difference between the results he has secured in the two weeks' work, and yours. Keep up your hard work—learn something about men and business from each day's experience and in the end your record will outstrip your easy-going partner's.

Question: What troubles me most in my work is the matter of returned goods. Many of my best customers will find something in a large shipment not satisfactory and bundle it up and ship it back. This is very annoying to all parties concerned, but I can see no way to remedy it. How shall I deal with this annoying question?

M. S. S.

Take a number of typical cases where you have had goods returned. Determine by an analysis of the conditions where the fault lies. This will show you what conditions bring about the return of goods sold that ought to stay sold. The chances are that you will discover some startling things—that there is a vital fault in a department of the house for instance. Suppose this to be in the shipping department, or caused by carelessness in filling orders, then it is the business of the house to correct that weak spot in their organization. If you call the right man's attention to it, it will be remedied.

If you find that the fault is that of a customer, start immediately to educate the offender. Get him into the habit of holding the goods and corresponding with the firm before returning them. Usually the house can better afford to make a discount

than have the goods sent back. You will have two or three chronic offenders among your customers. Have their orders made out, checked, and rechecked with particular care. Have the correspondence department look after each shipment carefully. One enterprising salesman, having a small territory, telephones his "kickers" when an order is due and heads off a great many "returns" over the wire.

If you discover the fault to have been yours, be careful in the future about persuading a man to overbuy.

If some great power would only take the ruling class from the warring countries of the world by the nape of the neck, bump their heads until they see a light, set them down together, place a "Dutch Master" cigar between their teeth, they might then see themselves as others see them.—Adv.

SPECIAL SALES

We conduct special sales for the better class of merchants in all parts of the United States, and sell their surplus stock at a profit. Our service costs you nothing until we sell your merchandise. Write for free information.

Lynch Bros. SPECIAL SALE CONDUCTORS
28 So. Ionia Ave. GRAND RAPIDS



ARE YOU

Booming "White House" Coffee?

Never was a coffee ever came over the pike half so friendly, or a quarter so satisfactory to customers you are bound to please—if you are out for REAL business.....

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



What's What in Current Footwear Fashions.

Written for the Tradesman.

In discussing footwear fashions it is logical as well as chivalric to begin with women's footwear modes and tendencies, for it is in this large and important class of footwear that the style-element is most prominent and essential.

The style-element is, indeed, prominent in juvenile footwear, and not by any means negligible in masculine footwear productions; at the same time it does not play anything like as prominent a part herein as it does in the production of women's footwear.

In a general way it may be said that the prevailing vogue in footwear styles for smartly-dressed women leads decidedly towards the chic and conspicuous, especially in respect of the shades and tones of color in topings and combinations of colors and materials.

Gone—relegated, in sooth, to the limbo of time avowedly past—are the days when milady's shoes for street wear were commonly, if not necessarily, prosaic, inconspicuous and drab in tone, although essentially worthy in workmanship and material. All that modish footery for women's wear was not then in the matter of smartness and conspicuity, women's nifty and stylish footery now is.

In saying it I trust I will not be misunderstood and wrongly suspected of ungallantry; but anyhow it's a fact that the approach of a woman on the street is now acclaimed by her shoes. There is a distinctly modern note in present day footwear for women, if I can make myself clear by so phrasing it—a new element—shall we say of verve, snap or jauntiness? I do not mean anything in the least reprehensible. Decidedly not.

This new and distinctive feature of the prevailing vogue in women's footwear creations is smart and fetching without being unduly obtrusive. There is a sort of winning daintiness and inoffensive sauciness about it that appeals—thanks to the style committee's decree as to the continuance of abbreviated skirts.

A Wide Variety of Styles.

With all the daintiness and self-evidencing smartness characteristic of footwear now being worn by the women, there is also the widest variety of styles, so that we cannot say of any one, or even two or three kinds, this, or these have the vogue.

Oxfords and pumps and shoes; low-cuts and summer boots—all are worn with equal propriety, seemingly; and in each and every one of these sev-

eral classes of footwear, substantial tokens of smartness and good taste may be discerned.

Pumps there are galore—Colonials with broad tongues, elongated tongues, and tongues of peculiar, special, and, apparently, individual design. And there are buckles and footwear jewels to suit all manner of requirements, or fancies. Side lace, ties, buttons and what not.

And there are leathers and fabrics, and combinations of same—all of which combine to produce a situation in current footwear modes that is extremely difficult to analyze, describe or forecast.

For one thing it may be said that the woman who is a bit fussy in her dress—and most normal, healthy women are—especially if they belong to the younger set—certainly has a wide variety of styles to select from; and as long as her selection happens to embody the aforesaid elements of attractiveness and smartness, she can't miss it. And for another thing it may also be remarked that this kind of a situation is also trying on the nerves of the shoe dealer who wants to select quick sellers. The question is, What especially is what, when so many styles lay claim—and with equal authority—to priority, smartness and vogue.

Colors and Fabrics.

The chief ingredients of all this dainty, smart and picturesque effect in women's footwear are colors, fabrics and combinations of same.

Tan, cream, straw color, dead grass bronze, dove, browns and grays, and a whole galaxy of lighter shades and tones in tops and quarters, in becoming contrast with darker materials—leather for the most part—in the vamps, together with white-and-black effects without end!

Attractive? Well, why not? Given a plethora of materials of such sprightly quality—thanks to our enterprising tanners and manufacturers of shoe fabrics—it is small wonder the shoe manufacturers have brought out so many attractive and smart shoes for the beguilement of the eternally feminine.

Cid McKay.

Don't Like New Wood.

Martins, bluebirds, and wrens do not take kindly to houses made of new, bight wood. Their instincts lead them to prefer the places which more nearly resemble the insides of decayed trees, in which their ancestors have nested from time immemorial. Build your birdhouses to suit the birds rather than to please your own tastes.

A Problem in Store Service.

A few days ago a member of the Retailer's organization inspected a store in a large and prosperous city. While there the proprietor asked the Retailer man what he could do toward attracting more trade to his store during the hours between opening time and 11 a. m.

This is a condition true of almost every retail establishment that handles wearing apparel, and may be true of other lines of retailing. The department stores feel the effect of slow trade during the morning hours more than most specialty shops. It is a very expensive item for them and one that adds considerably to their overhead cost of doing business, because a larger number of clerks are required to serve the trade during the rush hours after 11 o'clock and before 4 o'clock than would be needed if the volume of business transacted during those hours was spread over the entire period when the store is open for business.

Even under this condition, there often is a shortage of salespeople during at least two hours of the rush period because of clerks absent on their lunch hour at a time when business usually is brisk. This condition spells slow service to the customer, involving a longer time to make sales satisfactory, and the possibility of sales lost because the clerks on duty are unable to handle all of the rush that comes at this time.

This situation is one that constantly is before the owners of the big

stores for solution. One of the most practical ways of meeting the situation is the plan followed by the Wanamaker store in Philadelphia. In some of the departments in this great store a certain number of clerks voluntarily agree to come to work say, at 10.30 in the morning and work continuously until 4 or 4.30 o'clock without any time off for lunch.

Under this plan the clerks work a shorter day for the same pay, which they consider a good one for them. And it has been found that usually these clerks turn in a sales book that averages well with those turned in by clerks who work all through the day. The plan benefits the store because there always is a larger number of clerks to serve the trade in these departments when the rush period is on, thereby making surer of serving customers who may leave the store and transfer their patronage elsewhere because of an insufficient number of clerks to serve them quickly.

Perhaps there may be something in this plan of the Wanamaker store that may suggest a way for shoe dealers who employ a large number of clerks to meet a situation in their business which arises from the desire of customers to do their shopping between 11 o'clock and 4 or 5 o'clock in the afternoon.—Shoe Retailer.

Were it not for wine and passion, some men would never speak the truth.

Many gems of thought turn out to be paste.

It is imperative that you have these THREE MOST POPULAR TENNIS STYLES



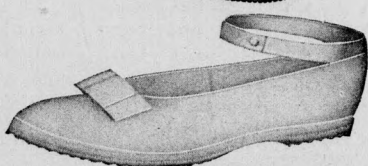
ALL WHITE

Men's Lenox Bals	\$1.10
Men's Lenox Oxfords	1.00
Boys' Lenox Bals	1.08
Women's Lenox Bals	1.05
Women's Lenox Oxfords95



ALL WHITE

The HOOD Pump
Perfect fitting
Pneumatic heel
Soft kid sock lining
Loose lining
\$1.10



ALL WHITE

The Mary Jane

Women's	\$.90
Misses'80
Child's75

Hood Tennis and our large stocks and service have made us the
LARGEST RUBBER HOUSE IN MICHIGAN

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Summer Comfort for Little Feet.

Written for the Tradesman.

Whittier, the poet, called children's shoes "prison cells of pride." And in Whittier's day the juvenile footwear inflicted upon poor little rich people doubtless deserved censure. In the summer time particularly they must have been hot and stuffy and torturous to little tots not permitted to go barefoot.

Many adults of to-day—people who have not as yet passed the meridian of life—look back to boyhood and girlhood days and recall with many joyful recollections that glorious day in May, when they were permitted to "take off their shoes and stockings and go barefooted." What a relief it was to get out of our hot shoes and feel the grateful earth beneath our feet! Soft, yielding grass—hot in the sun, cool in the deep shady places, and perfectly splendid after a shower; and those wonderful little winding paths across the fields and meadows, through woodland pastures, and the rank undergrowth of the woods—how good it was to little feet to patter along these paths! And the indescribable pleasure of wading in the cool, shallow spring-branch! Ah, me, no wonder little folks like to go barefoot!

And yet those halcyon days of barefoot luxury were not without their incidental troubles, mishaps and lesser perils. Little keen-edged grass-blades used to make deep cuts under our toes, and there were rusty nails and broken glass in alleys and vacant lots of the town, and thorns and briars and sharp-edged rocks in the country-side. A bandaged toe was a common sight in those days, and if a fellow got through the summer without a stone-bruise he was lucky. I recall having lost the nail of one great toe and acquiring an extremely deep, ugly cut on the instep of the same foot in a single summer. My mind isn't clear on the details of the lost toe nail, but I remember very distinctly about the cut. It was from a sharp-edged rock upon which I landed in side-jumping the flanking movement of a large and aggressive snake. I've the battle-scar to this day.

Comfort Plus Protection.

Hot weather comfort and coolness for little feet, together with an adequate measure of foot-protection, is an ideal easily attainable to-day, thanks to the ingenuity of our shoe manufacturers.

Nowadays summer footwear for little people is built on sensible, correct lines. Even the little patent pumps for dressed-up occasions combine coolness with prettiness and style; while barefoot sandals, skuffers, kicks, scout shoes, etc., are confessedly strong in the matter of comfort. And yet they all provide a sufficient amount of actual foot-protection, which is one of the principal objects in footwear of all kinds. They safeguard the most vulnerable parts of the little foot: the toes and the soles of the feet.

In a pair of barefoot sandals the child can get practically all the benefits of being actually barefooted, and

at the same time escape a lot of trouble and disability that might easily be acquired without such protection. Play days are sandal days, and both are eagerly welcomed by the little folks of to-day. Sandals of the better sort—those of soft, tough tan willow calf, with "guaranteed-not-to-rip" merits—are becoming increasingly popular; and deservedly so.

Cid McKay.

The Lure of the City.

Written for the Tradesman.

There is a large element of latent error in the oft-quoted statement that "God made the country, but man made the city."

The two-fold implication in that old saw is this: first, the city is universally and necessarily bad; second, the city is always bad because man made it.

The first proposition is an unwarranted assumption—a statement at variance with facts, and the second is false reasoning.

Fully expanded the argument would run somewhat as follows:

All that man makes is bad.

Man made the city.

Therefore the city is bad.

The general application of that sort of logic would plunge the individual into hopeless pessimism and arrogant worthlessness.

It is sufficiently accurate for practical purposes to say that God made the country—and people of a religious temperament frankly acknowledge Him as the Creator of all things; but to assume that the man-made city is always (and unavoidably) an unholy achievement, is an unwarranted conclusion.

From the very beginning men began to build and live in cities. Man's city-building impulses are to deep-seated and ancient we must assume that they are normal. It's just as natural for man to build cities as it is for the beaver to build his dam. If a creature's instincts and inclinations are wrong and hurtful even when legitimately and naturally expressed, then is the responsibility upon the Creator, not the creature—for there is no getting away from elemental (or biological) impulses.

The story of civilization is the story of cities, mainly. Babylon, Alexandria, Carthage, Rome, Paris! What volumes of human history such names suggest! How eloquent in associations to all those who are, to any appreciable degree, familiar with the currents of human affairs in the days agone!

Try to eliminate the dominating cities from ancient and medieval states, and think of such countries apart from the power and influence centered in their principal cities, and you'll realize how greatly indebted

the people of these countries must have been to their metropolitan cities.

What is true of remote history as respects the profound, country-wide influence of cities, is also true of more recent history. Always and everywhere the city looms large in human affairs, and out of it issue influences that dominate.

The history of American progress during the last half a century—more particularly during the last ten or a dozen years—is largely the story of municipal development in a score of cities scattered over our country.

From great, sprawling towns—ugly and unkempt and insanitary, with boss-ridden politics and cut-throat business policies—have developed real cities with clean streets, clean alleys and clean water; cities with beautiful parks and playgrounds, creditable schoolhouses and splendid public buildings.

Where there was once unquestioned submission to public exploitation and spoliation, there is now a universal desire for better city government; and back of all, giving coherency and force to every municipal awakening, there is a growing spirit of co-operation among the business men of every city of metropolitan dimensions or metropolitan aspirations.

The lure of the city is not, by any means, a new social phenomenon. It's as old as the race. We are instinctively and incurably gregarious. And the city draws the multitudes.

But the city isn't bad because it is populous; for it may, conceivably, be

one of those commendable cities "set upon a hill, whose light cannot be hidden." Chas. I. Garrison.

Humanity Even in War.

One great purpose of international law has been to lessen the horrors of war, to bring its conduct into closer relationship with the principles of civilization. Even in medieval warfare there was a certain instinct of chivalry. Henry V of England laid down the rule that churches, women and children and tillers of the soil were immune. Cruelties remained too common, but the whole tendency of the Renaissance was toward a greater humanity. The Thirty Years' War, it is true, marked a reversion to barbarism, but this was in sharp contrast to the contemporary Civil War in England. It was the evil of the former conflict which impelled Grotius and Suarez to define the doctrine of the society of nations, with its insistence upon the equal rights of every member of that society. There have been lapses into brutality, even in modern times; but the great soldiers of the last two centuries, however practice might differ from theory, refrained from outrages such as have disgraced the present conflict. The German Emperor would find no warrant from Frederick the Great for the destruction of defenseless towns or the murder of non-combatants.—Philadelphia Public Ledger.

Fame never blows her trumpet for a man who is too lazy to raise the wind.

Increase Your Fall Sales

WITH THIS SHOE



Stock No. 8339½

Made from the best grade of chrome leather, tanned by a special process which makes it as near water proof as leather can be made.

This shoe sells particularly well during the fall months.

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.



CUT TO THE QUICK.

How Prices Were Demoralized at Parkerville.

Written for the Tradesman.

Hans Schmidt stood in his store, with a dark frown on his face. In other words he had a full grown grouch on.

"And an Irishman, too, beat by an Irishman, vell I guess not," he sputtered.

Hans had come to Parkerville a few weeks before and purchased a grocery stock, and thinking to build up a trade, started in to cut prices. He was going to show the people of this berg how they do business in the city.

The people said Hans was fair, fat and 40, which was two-thirds true, only the latter was slander. Hans was only 30.

Across the street and a few doors farther down was the Murphy grocery store. It had always enjoyed a good trade. The building was old and needed painting and the front was out of date, but Mike Murphy, as the sign appeared above the door, had dealt fair with people and now the people were standing by the store.

When Hans opened the store his first move was to come out with a half page advertisement in the Parkerville Herald, the local semi-weekly, offering some rare bargains, a long list including flour, \$4.90 per bbl.; sugar \$4.69 per cwt.; three cans peas, beans or corn, 17c, etc.

He grinned as he handed his copy in. "I guess that will bring the business," he said.

That night when the paper came out Murphy had a half page also and had gone him one better, offering flour at \$4.80, sugar \$4.59 and canned goods three for 14c.

When Hans got his paper he could hardly believe his eyes. "That—that Irishman," he muttered, "Vait until Friday. I fix him. I vill give stuff away. I vill make him close up sure. But how did he know? How did he find out?"

And the people smiled and profited by the bargains, trading generally where they had been in the habit of trading.

When the paper came out on Friday Hans tried to make his threat good, tried to close the M. Murphy store by cutting prices still farther. He was not giving stuff away but some of his prices amounted to almost that.

Hans opened his paper, hastily scanning his well prepared advertisement while a broad grin spread over his face. Then turning over to the Murphy advertisement his face suddenly fell and he stammered so he could scarcely speak. They had beat him again. On every article that he had cut, the Murphy store had gone a little better.

Hans fairly danced. "That pirate, that Irishman," he sputtered. "How does he find out what my prices are to be? I vill fix him next week sure."

Hans had the largest stock and the best location, still the business did not seem to come as fast as he thought it should.

The next week he cut prices even more than ever, hoping to get the trade coming his way. When he opened his paper this time it was not with so sure a feeling. He didn't even wait to read his own advertisement, but turned to the Murphy advertisement and, sure enough, they had him beaten again.

"Vell, vell, I can't find words to express my disgust."

"Why don't you send it by parcel post, Dutchy?" someone broke in.

"Don't do it," said another. "Safety first, It is illegal to send poison through the mails."

Thus they jollied him.

While they were still talking, Mrs. Carney came in. Hans hurried over to wait on her. Mrs. Carney was not a customer at the Schmidt store. "Oh, I don't want to buy anything," was her reply to Hans' greeting. "I just want to tell you what I think of a man who will try to rob a poor defenseless girl," and she proceeded to do so in good strong language.

"Defenseless girl," stammered Hans. "What do you mean?"

"You know well enough what I mean. Coming here to run Ellen Murphy out of business because you think you have the most money; but the people won't stand for it," and she flounced out of the store, leaving Hans stunned and speechless.

"What did she mean by saying I was trying to rob a defenseless girl?" he asked. Then they explained to him that Mike Murphy had been dead more than a year and that the Murphy store was conducted by his daughter, Ellen.

If Hans had been speechless under Mrs. Carney's tirade, he was even more agitated now.

"Me, Hans Schmidt, fighting mit a defenseless girl!" he moaned.

"Well, never mind, Dutchy, maybe you can marry the girl," suggested someone.

"Yes, marry her by all means. Then you can bring the store over here and you won't have any more competition," put in another.

"You talk mit foolishness, all of you. I don't know the lady," he replied, "and I didn't know a girl was running that store."

"Well, its easy to get acquainted in Parkerville. You better go and call on the lady, Dutchy. Maybe something will come of it." put in another.

"Schmidt & Murphy would read good on a sign," said another.

Poor Hans was not in any mood to be jollied by these fellows and made his escape to the back room, leaving the store in charge of his clerk.

The next day he commenced to plan some means of patching up the cut-rate war between himself and his competitor. He called up the Murphy store and, getting Miss Ellen, tried to apologize but did not make things any better by ending up with "Ve are fools to be fighting this vay."

"I think you are," is what he heard in reply, and immediately the receiver was hung up.

Hans then tried writing to Miss Murphy, but his letters were only re-

turned unopened. It looked as if the feud would continue for some time.

Six months had gone by without any material change. The Murphy store seemed to be in the lead, so far as price cutting went, and Schmidt was compelled to meet them or quit.

The war would probably have continued indefinitely, or until one side or the other became exhausted, but for this last incident. There had been a Sunday picnic at Round Lake and Ellen Murphy's little sister, Margaret, had been rescued from drowning by Hans Schmidt, who was a fine swimmer.

This had been the turning point which had brought the combatants together. Gradually the cut-rate war ceased, and the old conditions resumed.

Now the Murphy store is closed; moved over to the Schmidt store, and Miss Murphy is now Mrs. Schmidt.

When we joked Hans about it, he replied smilingly, "Oh, I closed that store all right."

We asked him if he ever found out how Miss Murphy knew in advance what his price would be, thereby enabling her to make a better one.

"Sure," he said. "Her little brother, Jimmie, worked on the Parkerville Herald. W. B. Minthorn.

We used to say that the "Dutch Master" cigar was good enough for the crowned heads of Europe, but we now wish to say that the crowned heads of Europe are not good enough for the "Dutch Master" cigar.—Adv.

Booming Mail Order Houses Editorially.

Marshall, Aug. 1.—We desire to call your attention to an item on page 29 of the August Delineator. In the lower part of the first column under the title of "Men Folks and a Pump," the editor, by letting all of the contribution pass with his O. K., gives the casual reader the idea that the mail order house is the proper place to buy supplies, although practically all of the Delineator's advertising is of the retail type; that is, by manufacturers who sell through the retailer. We believe that the advertisers who use the Delineator should notice this kind of treatment of their customers (the retailers), and endeavor to have it remedied.

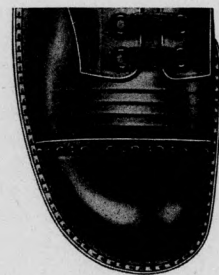
S. E. Cronin Co.

The item complained of is as follows:

The diagram showing pump, barrel and spring illustrates a cheap means of running water to the house in Southern latitudes. An obvious advantage of it is that the day's water-supply may be pumped by the "men-folks" each morning. The materials can be bought of any mail order house, and with well not over one hundred feet from kitchen, outside cost is \$14. Labor is not included, because any man can install it in a day.

For many years the Butterick Publishing Co., which has made a fortune in selling patterns to retail merchants, has stood by its regular customers and refused to bow to the bandishments of the mail order houses. It is exceedingly unfortunate that the house should change front at a critical period in the controversy between regular and irregular merchandising.

One of Our Most Consistent Sellers

LAST N^o 18

No. 990 Gun Metal 1/4 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.

The Possibilities of Territory Analysis.

Written for the Tradesman.

There's business around every corner, but there are a lot of salesmen who stop before they get to the corner, turn back and report that Doe is "stocked," Roe is "loaded" and that Moe "will buy next trip"—and get away with it. They don't mean to deceive. They have confidence in a duty performed and feel that their place in the world's business fabric could not be easily filled.

One of our boys put it splendidly the other day when he said to me: "There's business everywhere but you've got to dig for it and sometimes dig deep." This man must carry a well digging outfit for he rakes up good accounts from the most unexpected places. He has a strain of tactful persistence through his character which carries him through to results which have seemingly been unattainable by several predecessors in the same territory.

This man adopts in his selling work the same persistence he displayed in getting a place in our organization. I remember very distinctly the regularity with which he called on me for over a year trying to convince me that he was old enough and sufficiently capable to become a salesman. In our organization there is a certain part of the work which enables us to use very green material. We catch 'em young and thus have the opportunity to train them our way instead of taking older men who have been taught under different conditions. This youngster has succeeded by that same application of zeal in getting an order which he used in selling his services to me.

A sales manager is expected to analyze the territory assigned to the salesman both for the benefit of the house and for the salesman too. The extent to which a salesman shows initiative in doing analyzing of his own usually measures the real ability of the man. The man in charge of the sales department of any business can hardly have the opportunity to study the territory at such close range as can the man on the ground. The man at headquarters must theorize. The man on the firing line can get the facts. If he's a good man his work will be in the way of finding new customers instead of sitting back comfortably waiting for the boss to make suggestions and root out new trade. There should be a source of pride on the part of the salesman to beat the man at the helm in finding the real sales possibilities of a territory. He should not have to wait for the letter from headquarters which says: "The latest automobile census of Minnesota indicates that the towns named below are in a splendid business condition. You had better make them on your next trip to the North." The salesman himself should have that information. The man with initiative can get the needed data.

There should be little need for a letter from the house advising a stop at some new town on the territory.

What counts with the man at the center of things is the business which the salesman himself locates without suggestions or assistance. Every order of that sort shows that man out in the field is doing his own thinking and the more of his own thinking a man does the more he's worth to his house. The measure of supervision a man requires is usually in due proportion to what he's paid.

The man I referred to in the first few paragraphs has taken his territory and spread it out map-like before him. He evidently has gone over it with a fine tooth comb with the avowed purpose of corraling every channel which may lead to business. He seems to have analyzed the sales possibilities from half a dozen different angles. Usually he has a plan ready laid before I mention some field where business probably can be found.

He has told me that his territory is all he has to make good with and therefore it must produce the business. Lots of other men have the same conditions to face but there seems to be missing that "pep" which makes the difference between success and failure. The analysis of a territory is really an interesting process. I'm sure lots of salesmen would do it for themselves if they appreciated the vista of new business which such work would disclose to their eyes.

There are different methods of making a territory analysis, each dependent upon the line, the type of trade and many other results. When I had a job in the field there was not a prospect in my territory about which I did not have some knowledge—provided there was any way to get the information. The telephone books, the city directory, other salesmen, customers, the newspapers and any place I could get a line on a buyer were all worked into use. Districting the territory, and classifying the prospects by street and section made for economy in time and made certain that no worth-while opportunity to do business was overlooked. I do not say this with any thought of self-praise. I merely cite my own individual experience and the method I pursued and would again follow if the necessity should arise. The certainty of getting business in paying volume if systematic management of territory becomes a part of the salesman's own thinking and planning should be obvious. "There's business everywhere but you've got to dig for it and some times dig deep."

The temptation to stick to the beaten track is very strong with some men. They like to stick to the towns where the hotels are good and other things equally desirable. Many times a city raised salesman will fail in a country territory because he has not been accustomed to taking a bath in a wash-bowl and having a candle to retire by. I know of a very recent instance of this sort. For several years a large dry goods house had had in its employ a capable young man who had expressed a desire to

become a salesman. A vacancy developed down in Arkansas and while there are plenty of good hotels in that State there are also a few that have guests who are not registered, while porcelain bath tubs and electric lights are still dreams of the future. They sent this man down and about four days of it brought home a wire that he'd had enough. Urged, he tried it two days more and came home. "A quitter" you say. Yes, but they had faith in him and gave him a job in the city with the result that he immediately made good with a capital G. But the business is lots of times in those towns of poor hotels, etc. Intensive cultivation of territory means that the low places as well as the high places must be plowed and plowed deep. Earl D. Eddy.

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Eighteen Hundred Pies an Hour.

The fastest machine devised for making pies is operated by a foreman and six assistants, and will turn out 1,800 pies an hour. The machine is provided with eighteen revolving pie holders which move around an oblong table or platform; two crust rollers, one for the lower and the other for the upper crust; a set of four automatic moistening brushes; and a pie-trimming wheel. The six operators of the machine place the crusts, fill the pies, and remove them from the table when the operation of moistening and trimming has been automatically completed.

Published Without Charge.

Hillman, Aug. 2.—At our recent fire, April 29, we had the misfortune to lose our large department store, owned and conducted by Louis Davidson. As Mr. Davidson is pretty well along in years and has accumulated a snug little fortune, he does not care to start all over again, hence the location is now vacant. It is one of the best locations for a good big department store in Northern Michigan or, we dare say, any place in Michigan. The town demands just the kind of a store Mr. Davidson had here and the townspeople would welcome some good enterprising man who would come here and locate. No one need take our word for it, because we will show figures as to the business done by Mr. Davidson. If you care to make a news item of the fact that Hillman has a good opening for a good big department store, we would appreciate it. Of course, if you do not care to make a news item of it, what would you charge us for a little space to see if we can get some one interested?

Hillman Business Men's Ass'n.

The man who shouts "My Country" the loudest, generally does not own a foot of land and is usually behind in his rent. He deserts his family to give his life for something he never owned. If he had only smoked the "Dutch Master" cigar he might have had a vision strong enough to look around the world and see that the present so-called owners of the oil, coal, land and all other natural resources call him a patriot, future generations may call him a fool.—Adv.

Occasionally a little sin grows up, weds and raises a big family.

Rouge Rex



No. 449—Price \$2.50

This is a shoe that has stood the test of service.

It is made of our chocolate colored re-tanned stock; full vamp, making two thicknesses of leather at the tip; half double hemlock sole.

A shoe especially adapted to farm service.

Order a case and watch the wear.

HIRTH-KRAUSE COMPANY

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Mich.



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 Grand Counselor—Walter S. Lawton, Grand Rapids.
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 Grand Chaplain—A. W. Stevenson, Muskegon.
 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. N. Thompkins, Jackson.
 Next Grand Council Meeting—Traverse City, June 2 and 3, 1916.

Michigan Division T. P. A.
 President—D. G. MacLaren.
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 State Membership Committee—Frank H. Mathison, Chairman.

Letter From the Old Man to the Boys.

You know what cancellations mean. They mean that a lot of our boys on the road hustled so fast last month that they overlooked the necessity of hustling consistently. They swept the net around for a tremendous haul of fish; but the home office finds on attempting to land the haul, that the net was full of torn meshes and that a good sized part of the catch is going to get away.

You did a lot of work last month that won't cash in, because it wasn't thorough.

The only kind of order that has any value is the order that sticks. The house can't make any money by carrying on mere flirtations with business. When an order comes in to us, we want it to be married to us so hard and fast that as soon as it hits the factory it will know it is at home and hang up its hat behind the door and settle down and stay with us—not merely drop in to look us over and then duck out and elope with one of the neighbors.

The only way to make an order want to stay by you is to take pains in the courtship.

The only way to make any kind of success permanent is to take pains in attaining it.

There's a lot of careless work of one kind and another going on in our organization, and a great deal of it is due to our very strength—the speed and energy we are so proud of. These cancellations ought to be a lesson to us, coming as they did in the month of our greatest triumph. We are going so fast that we are begin-

ning to slip a cog now and then. It is up to us to put a stop to this tendency before it becomes a habit, or sooner or later there will be a mix-up in the machinery of our organization that will fill the air with flying fragments.

There's no man and no business that can afford to overlook the importance of thoroughness. Many a doer of big things can lay his final failure to his lack of this quality; many a big business has had the bottom fall out of it because it wasn't put together with sufficient painstaking in all its parts.

There's another note of warning that has been distinctly sounded in connection with that big record-breaking month.

You boys bit off some tremendous mouthfuls in the way of sales. But we know now there were a lot of 'em that you didn't chew fine enough. Don't forget that every mouthful of business has got to be digested before it can do the house any good, and that the digestive process is up to the old man and his assistants at the factory. Try to send us food not junk. If the selling force bolts down orders with such indiscriminate haste there's bound to be a fit of indigestion at the home office afterwards that will put the business in a hospital.

You did a lot of this indiscriminate and hasty swallowing in the final week of that record-breaking month. Some of the orders you sent in were so impossible that they had to be turned down by the company. And a number more were accepted with an uncomfortable degree of doubt on the part of the credit manager. Part of the business you took was for delivery to concerns which turned out to have no more legitimate claim to a line of credit than Captain Kidd would have to a front seat in a convention of philanthropists.

Of course, when our salesmen called on these concerns and urged them to install our line, waiving all such sordid matters as ratings and credits, they laid hold of the opportunity to stock up with our goods in the same spirit with which a hungry tramp would accept a chance to wrap himself around the entire layout of food on a free lunch counter.

Now I know that you rounded up these orders in good faith, and with every intention to do the right thing by the house. But if you had taken more pains to investigate the standing of these concerns you wouldn't have gone after their business so hard. You were in such an everlast-

ing hurry to clean up their trade and move on that you didn't stop to be thorough in sizing them up.

One of our best men lost the house a big sale and cheated himself out of a fat commission by taking a heavy order for a line on which he ought to have known that we were oversold and couldn't make prompt delivery. If he had taken pains to keep posted on conditions at the factory, he would have known enough to push his prospect for lines we were long on, and the house would not have had to pass up that big bunch of business, which, of course, was afterward just naturally turned over to our nearest competitor.

The very salesmanship of our man was against us; he had created so keen a desire for the line we were out of that the customer wouldn't be contented with any other, and when he found that we couldn't supply it he went over to our competitor without so much as stopping to say "so long" to us.

This is just another case of "more haste, less speed."

There's one chap in our force who carries the habit of carelessness to an extreme that would kill the usefulness of a less able man. Our mail regularly brings a raft of enquiries and complaints from this salesman's new customers—all growling like a cage of bears because they have been promised this attention or that and no effort has been made to back up the promises with performances.

I hate to see a star man so handicapping his splendid abilities.

This salesman has a way of making himself as welcome in the business office as a minister at a Sunday school. He no sooner gets inside the door than everybody in the place begins to experience a desire to give him the glad hand, from the boss down to the elevator boy, and the temperature of the office immediately rises to the exact point where it is easiest to do business. All the prejudices and objections or contrary plans which the prospect may have happened to entertain melt away like snow before the sun under the influence of this salesman's magnetic personality. He makes every prospect feel that our house is in business solely for the pleasure and excitement of catering to his individual needs. If the prospect doesn't happen to think of any special extra courtesies which he would like to have us extend to him, the salesman will take the trouble of thinking them up for him and persuade him to expect us to throw them in as a matter of course.

He takes infinite pains in landing a sale.

But when the order is signed our magnetic representative will just as like as not forget to send it in promptly; or when he does send it in he will neglect to make any mention of the special attention he has promised the customer. As a consequence this salesman's customers subject the house to a stream of remarks more unpleasant than the shower of hoots and calls customarily bestowed

by a Bowery audience upon an unpopular actor.

This salesman certainly is a business-getter—there's no denying that; but unless he changes his ways he will prove in the long run to be a business-loser—and we will have to let him go.

If carelessness can so handicap a brilliant salesman, how much more will it curtail the chances for success of the average man in the field?

Take the matter of cleaning up territories. We have some salesmen in our force who display about as much thoroughness in this work as a Chicago policeman shows in making inspections along his beat. A map of their territories showing the places where they had put in hard licks would look as uneven as if it had broken out with the measles. These men call only on the prospects they think they have the greatest chance of landing, and let all of those between slide.

Now it is all right for a chamois to cover distance by plunges and jumps, hitting only the high places. Nature made the chamois that way, and since he's not on the old man's pay roll I can't reasonably object. But a good salesman has no business going through the work laid out for him in the same hop-skip-and-jump style that distinguishes the playful Alpine goat.

Don't carom over your territory like a jumping billiard ball, hitting only the most elevated protuberances, dodging from one big prospect to another main chance, and neglecting to call on the less promising dealers between. You can't tell the size of a business man's bank account by the looks of the sign over his door. And the goddess on the silver dollars of these less important looking dealers smiles just as cheerily as she does on the dollars of their big-three ring competitors.

Don't forget that a goodly number of mavericks in your corral are worth more than half a dozen lonesome steers. Take pains to brand the calves as well as the senior members of the family, because nobody knows how big a calf may grow. The same is true of the little dealers and their dollars. You want to brand them while they're young and give them a chance to grow up for you. They're to be respected in the aggre-

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

The Hotel Barry

Hastings, Michigan

Re-opened for Good

Parlor Sample Rooms

Free Auto to and from all Trains

I will please you if given an opportunity
 Ask the Boys

GEO. E. AMES, Prop.

gate, even if as individuals they don't stock up for so much as some of the big fellows.

Quit thinking merely of the main chance. Keep an eye on every issue and work every lead for all it is worth. Take pains with each one. Remember that the pick and shovel in steady unceasing pound and swing are as necessary in the extraction of gold from ground as blasting, even if they don't tear up as big chunks of rock at one time or make as much noise in the process.

It is better to have your record uniformly up to standard than luminous only in spots. The way to make it uniform is to take pains with it—to be as thorough in the performance of the least of its parts as you are in the largest. That doesn't mean that you have to spend as much time on a small matter as on a big one; you don't. But give the small matter as much time as it deserves. Don't ignore it altogether.

[Concluded next week.]

Grand Rapids Council to Picnic at Saugatuck.

Grand Rapids, Aug. 3.—Grand Rapids Council, U. C. T., will hold its annual picnic and outing at Saugatuck August 21. Arrangements have been made with the Crosby Transportation Co. and the Muskegon Interurban for a delightful trip via special trains to Grand Haven and a twenty-five mile sail on Lake Michigan to Saugatuck, returning by same route in the evening. At Saugatuck, in addition to bathing, fishing, etc., a special programme of sports—something different—will be staged and prizes offered in each event. The taking of lunch baskets will be optional as special lunch will be obtainable at the grounds. The following committee will be in charge:

H. W. Harwood
H. D. Hydorn
Fred May
A. N. Borden
J. L. Shoemaker.

M. J. Rogan, the liveliest Irishman outside of Ireland, will be at the Morton House with his clothing lines Monday and Tuesday of next week. Mr. Rogan's lines are top notchers and those who buy of him once immediately become life customers. Mr. Rogan usually spends his summers in England and Ireland, but the Emerald Isle has little attraction for him this year and will have even less as long as the war increases in intensity. Mr. Rogan had worked up a considerable trade on American-made clothing in Great Britain which will probably slip away from him until such time as he is able to resume his annual trips across the Atlantic.

Frank Hengsbach and John Tazelaar have succeeded to the business of the Veit Manufacturing Co., 18 Coldbrook street. Mr. Hengsbach has been with the business under the management of Frank Veit for fifteen years and was employed as foreman and also as traveling salesman. Tazelaar had been with the old concern ten years and was employed as superintendent and assistant manager. Both have had considerable experience in this line.

Clemens & Brakesma succeed A. F. Vollette in the plumbing business on Robinson Road.

First Annual Outing of Absal Guild.

Grand Rapids, Aug. 2.—The first annual outing of Absal Guild, Ancient Mystic Order Bagmen of Bagdad, was held Saturday, July 31. Was it a success? Just ask any one of the bunch who went on the trip down Grand River. Every detail of the arrangements outlined by the committee, Chas. C. Perkins, Ernest Stott and H. W. Harwood, was carried out perfectly, with one exception—the boat was due to start at 10:30, but one thing not counted on made the start one hour late. The frost and ice on the new interurban bridge had not yet thawed out this season, and when the steamer May Graham whistled for the draw to open, it failed to do so, and it required some time with the electric thawing machinery to get that swing open. That difficulty overcome, all the balance of the trip and festivities went as smooth and happy as a wedding in the "dark town district." Weather Director Schneider furnished an ideal day for the outing and when the boat was sighted at Lamont, an immense crowd gathered to greet the party, waving their greeting with salutes of the American flag, which was answered from the boat; also with the stars and stripes that was taken on the trip by John D. Martin to ensure safety from any submarines, river pirates or any other non-neutral conditions. The dinner at the Evergreen Inn, with five large tables spread under the trees, all loaded with quantities of everything good to eat, served by young ladies all in white, was a sight to awaken a mighty good appetite, even in a wooden man, so you can imagine what it was to a bunch of hungry traveling men, their wives and kiddlets. Bill Bosman had to be forcibly removed from the tables and Charlie Lee just cleaned up all the pie within reaching distance but really Fred DeGraff made the biggest stir, calling for more cheese, and right here we regret very much to scatter broadcast one "near disgraceful" act on the part of Homer Bradford dragging the American flag down from where it had been placed above the tables to make a cushion to sit on at the table. A near riot was prevented by some of the older heads and the dinner continued peacefully on, until all were fully satisfied, some even having large regrets for eating so plentifully. Viceroy Martin, amid loud and continuous cheering, introduced Great Ruler Lawton, who gave very earnest thanks to the committee for the good work done and presented each with a very useful remembrance. After dinner the official photographers, Shoemaker and VanderVeen, made some pictures of the entire party, except E. J. MacMillan. If you want to know why Mac was not in the pictures taken at the tables, just ask him for we cannot tell you in print. Dinner finished, baseball was in order. Ye gods, what line ups of the fats and slims and what a walloping the slims did give the fats, but there were good reasons, for every one of those doggoned slims had their shoes fitted up with sticky fly paper, so they stuck where they lit, but not so with the fats. Bill Wilson said he never, never again would play ball without shock absorbers on and Fred Beardslee says never again for mine without I wear non-skid tires. "Rasty" Stark and "Pale Face" Stott proved some base runners, but "Rasty" took the honors because he touched all the bases, and "Pale Face" ran around second, so umpire John J. Dooley counted him out, and gee how they did try to jump on that umpire, but Martin was right at his side protecting him with the American flag. It certainly was Dooley's life saver on several of his very close decisions. Many seemed to think John's eye were not working right, but his decisions all went and he had able assistance from Miss

Caroline Martin, who was the official score keeper. Had it not been for John's able support and protection, Mrs. Dooley would certainly now be feeding John warm milk and porridge. The ball game over, it was then all aboard for Grand Haven, on down the river, and the trip can be better understood by taking it than to try to give a description. All the time everyone was having all kinds of enjoyment on the boat. The piano on the lower forward deck was very ably presided over by Miss Florence Barton, relieved at intervals by Miss Brown and Mrs. John D. Martin, and dancing and singing were continuous all during the trip, the waltz, two-step, and quadrille being the favorites. Many of the boys gave excellent exhibitions of buck and wing dancing, the honor in this being about even between Alvah Brown and Homer Bradford. On the lower deck aft, port side, was being worked a new order, and many of the princes were giving three degrees. Chief Potentate Perkins claimed that was really too many to give at one time yet most seemed to survive all right. The boat docked at Grand Haven at 7:45 and an hour was given to take in the town. Some took in the eating places, others took in other parts of the town and all reported back to board the cars for home, the run being made in record time, with just one stop at the switch near the high bridge, and the trip was pronounced by all as the very best every taken by any bunch of traveling men out of Grand Rapids, for it was one good day's outing for the ladies and children, and no lunch baskets or luggage of any kind to look after.

Notes Picked Up on the Trip.

Prince Mellenger with his sporty shirt was certainly some good rooster at the ball game.

John Shoemaker proved himself an expert at two things, taking pictures of the crowd both on and off the boat and tending baby when baby needed something to eat.

Harvey Mann was in a happy mood, as is usual with him, and again proved all his assertions by reference to the "Alibi."

"Little Nemo" was a good captain, but, like himself his fat men were a'1 to the bad with fat.

Champions of the trip: "Rasty" Stark, running bases; Charlie Lee, eating pie; Fred Beardslee's left hand pitching; Walter Lawton in the Indian dance; H. W. Harwood making grape smash. Right here we must offer some thanks to the different donations: Grape smash to drink all the time on the boat; cracker jack and peanuts for the kiddlets and grown ups to eat, and lots of good smokes, but ye scribe not being informed from whence each item came, cannot give the names, but gives the thanks just the same, so accept it—thank you, gentlemen, you were welcome.

John D. Martin.

Timely Suggestion From an Absent Brother.

Toronto, Ont., Aug. 2.—Last week's number of the Tradesman reached us here in due time to consume and absorb during a hot and lonesome Sunday, hundreds of miles from the Furniture City and home. You may be sure that we thoroughly enjoy every word, phrase and article which the Tradesman contains and look forward each week-end to its arrival with eager, hungry hopes that we will see a favorable account of some friend's success in the business world and are happy to remark that we do see many friendly names and their connection in the busy Michigan world, which are enjoyed by us even though they may be mere acquaintances or popular persons often given a "reader," as it were. There are dynamics in the Detonation de Detroit; there is bellicose in the Boomlets from Bay

City; there is colloquy colossal in the Chirpings from Battle Creek Crickets; there are economical effects in the Electric Sparks from Muskegon; there is music in the Honks from the Auto City and there is interest in the news from the Upper Peninsula—but listen, travelers who are readers of the Michigan Tradesman, there is not enough of anything in the Gabby Gleanings from Grand Rapids. And it is your fault. Mr. Pilkington does his best, but he must be assisted by you traveling salesmen who have the dope and forget to hand it to him. A reporter, as we must call him, in this, as in other instances, cannot create news for publication, and if he is a successful man in his line on the road—and one would judge that he is from the length of his weekly writings—he does not have the spare time to gather news to any great extent. But there are hundreds, we'll say over 400, that I know of in good standing in the U. C. T. right there within talking distance of Mr. Pilkington. You are as close to him as your phone, and suppose one-half of you would give him one article each week? The results would be wonderful, I tell you. It would put Grand Rapids in that especial light before all Michigan people who would watch for the Gleanings each week, because you great big good hearted fellows had loosened up with a little help that never occurred to you was valuable before. So now I say again, be a booster. Phone a word or two over to L. V. Pilkington's home. If he isn't there, tell whoever answers to get a tab and pencil—then pour the news into their ears, so that it may be transmitted weekly to we poor news starved "folks from home." There are hundred of people, the same as ourselves, who can not get a daily Grand Rapids paper and it would be old if we did, but in the concentrated contents of the Michigan Tradesman and Gabby Gleanings from Grand Rapids one could gather considerable at the week-end and know what is going on in the best town on the map. So in behalf of the Michigan people who are interested in Grand Rapids travelers, their welfare, their movements and their knowledge of daily occurrences which would be of interest to know—I say come on across with an item. Let us make Detonations from Detroit look like whispers to a deaf and dumb man alongside of the Gabby Gleanings from Old Grand Rapids. Remember Grand Rapids is the second city to Michigan and the first to us, as well as the first to the rest of you brothers of No. 131, U. C. T., and by this you are reminded that it is not diplomacy to submit anything to the Michigan Tradesman each week, but a news article just as important as Grand Rapids really is, and let this bunch of news have length, breadth and substance. Make work for our correspondent just like the Detroit Council does for Goldstein. Our writer is just as good a man at the job as the man who signs his name after the longest list of news each week, but what we must do is to help him show his ability by slipping him the articles to arrange in his way. Here's one for him to start on:

Past.

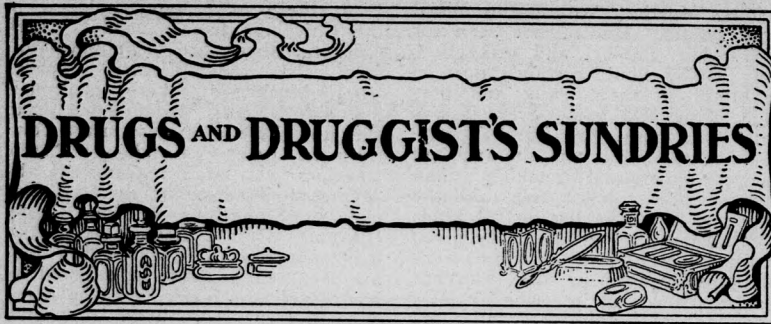
John D. had curls in his mustache and wore a sweet carnation—unfailingly with pride he bore these two things with relation.

Present.

Since last we met, for curls and flowers he must have spent a dollar—what worries me the most is this: Has Martin changed his collar?

Dr. G. W. Ferguson.

Michael Storher, recently of Allegan, has purchased the Virgil P. Van Keuren grocery stock at 151 Griggs street, and will continue the business.



Michigan Board of Pharmacy.
 President—E. E. Faulkner, Delton.
 Secretary—Charles S. Koon, Muskegon.
 Treasurer—George F. Snyder, Grand Rapids.
 Other Members—Leonard A. Seltzer, Detroit; Edwin T. Boden, Bay City.
 Next Meeting—Houghton, August 26, 27 and 28.

Michigan State Pharmaceutical Association.
 President—C. H. Jongejan, Grand Rapids.
 Secretary—D. D. Alton, Fremont.
 Treasurer—John G. Steketee, Grand Rapids.
 Next Annual Meeting—Detroit, June 20, 21 and 22, 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.

Salt and Its Relation to Nutrition.

Common salt is a commodity the annual production of which is known to exceed 12,000,000 tons. Of this huge total a large share is used as a preservative or otherwise employed in industry, yet an immense quantity is deliberately added to the diet of mankind. It is said that an individual consumption of 20 grammes a day is not unusual. This average, sustained for a year, would amount to about 17 pounds. The ration appears surprisingly large when we observe that it may be as much as one-quarter of the total weight of protein taken and equal to one-twelfth of the combined starch and sugar which constitute our main dependence for running the human engine.

It is agreed by all writers on the subject of nutrition that only a small part of this salt consumption is necessary. The rest is dictated by appetite; it is due to the common liking for the salty flavor. Individuals are found who do not care for this and who are said to eat no salt. This means that they use none voluntarily at table and perhaps direct that none be used in the kitchen. Yet they continue to receive a small salt ration because some is present in most foods and there is reason to believe that this minimal supply cannot be dispensed with. Sodium chloride is the chief salt in the blood and in the other fluids of the body. It is accordingly plain that growth cannot be continued unless this compound is furnished along with the other necessary nutrients.

When full stature is reached the need for salt is doubtless diminished. It might cease entirely if it were possible to avoid all loss of salt in the excretions. This possibility is nearly but not quite realized. When

a man fasts for several days the escape of sodium chloride from his system sinks to a low level but remains appreciable. It may be in the vicinity of 0.6 gramme in the twenty-four hours. In complete starvation this gradual loss is probably not out of proportion to the general reduction of weight. Hence it does not lead to an actual lowering of the percentage of salt in the body. A diet sufficient in all other respects, but lacking salt, might bring to pass such a lowering.

One interesting result of using the salt-free diet has been observed in the failure of the glands of the stomach to produce hydrochloric acid. This valuable aid to digestion and antagonist of putrefaction must be evolved from the chlorides of the blood. Apparently it is not secreted when the concentration of these substances in the blood is at all below the normal, and this in spite of the fact that the chlorine ions of the gastric juice can probably be recovered quite successfully. The suggestion has been made that rigid restriction of salt should be beneficial in cases where the gastric acidity is excessive.

Bunge, an Austrian physiologist, has collected a great volume of data concerning the habits of different races as to the use of salt. It is evident that some people set a high value upon it, while others do not care for it at all. Where it is prized it has often figured in maxims and metaphors. "To earn one's salt" is a familiar phrase which gains point from the common origin of the words "salt" and "salary." Bunge learned that a certain East Indian tribe used as the most solemn oath in their court procedure the formula, "May I never taste salt again if I speak not the truth."

A little investigation shows that the desire to add salt to the food is experienced most by those who are vegetarians or nearly so. Men who are strictly carnivorous abhor salt. Thus it was found by the agents of the Russian government that the natives of Kamchatka could not be prevailed upon to salt the fish which formed their entire diet. The supply of fish was uncertain and that which was saved to eat in the long intervals between catches decomposed in shallow pits. Still it was preferred to salt fish. We notice the same detestation of salt among carnivorous animals. They present a marked contrast to many of the herbivora, like cattle, sheep and deer, which are very fond of salt.

The Arctic explorer Stefanson has recently reported a striking instance of the objection to salt which accompanies the use of a flesh diet. The Esquimaux, whom he knows so well, have little vegetable food. When he settled among them he was embarrassed by their demands upon his hospitality. Policy dictated that he offer them food on all occasions, but there was every prospect that his stores would be rapidly depleted. The situation was relieved by a simple device. It was only necessary to salt the food moderately—merely to his own liking—to deter his visitors from making inroads upon it. The requirements of courtesy were satisfied and the provisions were conserved.

When a sample of food is burned as completely as possible the mineral constituents remain as ash. Chemical analysis of this ash leads to very different findings in the case of different foods. Several acids and bases will always be found. We will consider only the occurrence of sodium and potassium. The ratio between the quantities of these two bases is widely varied, although in the great majority of instances potassium is the more abundant. In animal foods the disparity is not marked, but in most vegetable substances it is striking. For example, the proportion of potassium to sodium in meat (veal) is 4 to 1, while in potato it is more than 3 to 1.

Can we recognize a causal connection between the excess of potassium in a vegetable diet and the craving for sodium chloride which is attendant on the use of such a diet? Bunge maintains that we can. His explanation has been criticized in detail, but is probably valid in its main thesis. The absorption into the blood of a quantity of salt, unlike those normally present there, imposes upon the kidneys the duty of restoring standard conditions. If the chief demand is for the removal of potassium compounds the task will soon be accomplished. But this will not be done without a considerable loss of sodium chloride. It would be remarkable indeed if the kidney cells could select all the foreign ions and not occasionally let slip some of the much more numerous native ones.

Bunge was able to demonstrate upon himself the fact that an exces-

sive intake of potassium salts does lead to a loss of sodium chloride. He swallowed as much potassium phosphate and citrate as he could tolerate and subsequently excreted all the potassium—equivalent to 18 grammes K₂O—but simultaneously eliminated 6 grammes of sodium chloride. Such a draft upon the tissues could not be continued indefinitely unless salt were supplied in corresponding amount. Bunge's personal experiment was not an unreasonable one, for it is calculated that when potatoes form the bulk of a man's ration twice as much potassium may be ingested as in this trial.

There is, therefore, no doubt that salt is a necessary addition to diets in which the ratio of potassium to sodium is unusually high. The instinctive craving for it is a marvelous instance of the almost infallible correctness of such impulses. Bunge has recorded the use by an African tribe of the ash of a certain tree as a seasoning for their food. Most kinds of wood reduced to ashes would yield a mixture of over-rich potassium, which would be a most undesirable adjunct to other articles of vegetable origin. But the tree in favor with these people was the rare exception; its ash contained a most unusual proportion of sodium compounds. It is rather painful to fancy the tedious succession of experiments by which the ancestors of this tribe eliminated various kinds of wood, and pleasant to imagine the satisfaction realized when the fortunate choice was finally made.

Percy G. Stiles.

We have our own opinion as to the cause of the European war. It is the punk cigars they give them to smoke. If they had the "Dutch Master" cigar all the soldiers of the warring nations would get out of their trenches, shake hands and tell their so-called superiors to take a jump in the lake.—Adv.

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

Announcement to the Drug Trade

WE have purchased the Peck-Johnson Company business of Grand Rapids, Michigan, and will manufacture their line of Specialties—and we solicit your valued orders for same. A postal card will bring our complete catalogue explaining the "Schmid" selling plan which we are sure will be of interest to you.

O. F. Schmid Chemical Company
 Jackson, Michigan

Committees Named by President Jongejan.

President Jongejan, of the Michigan State Pharmaceutical Association, announces the following standing committees to serve for the ensuing year:

Trade Interests—W. H. Fox, Coldwater; Lee E. Chandler, Charlotte; Herbert Baker, Allegan; H. D. Allgeo, Wayland; F. G. Lauster, Ionia.

Nominating—Henry Riechel, Grand Rapids; Grant Stevens, Detroit; A. B. Robertson, Lansing; J. A. Skinner, Cedar Springs; C. A. Weaver, Detroit.

Membership—F. J. Wheaton, Jackson; F. J. Boden, Bay City; J. H. Weisel, Monroe; A. M. Morrow, Kalamazoo; A. F. Knowles, Saginaw.

Hyenas—E. D. DeLaMater, Grand Rapids; Leo Caro, Grand Rapids; W. G. Leacock, Detroit; A. P. Hill, Detroit; Harry C. Kirliskowski, St. Joseph; Herbert Baker, Allegan; Walter Lawton, Grand Rapids; R. L. Shannon, Detroit; E. G. Hamel, Detroit; George H. Halpin, Detroit; Con DePree, Holland.

Annual Outing of Escanaba Clerks.

Escanaba, Aug. 1.—The Fair Savings Bank department store outing at Fayette will go down in history as the most enjoyable event of its kind for the season. The ideal weather conditions, combined with the excellent plans for the affair, all tended to make it one grand success.

At 8 o'clock in the morning the employees gathered at the store and, headed by the Escanaba military band, marched four abreast down Ludington street to the dock, where

the steamer Saugatuck was gaily arrayed in banners and flags awaiting their advent. Shortly after 9 o'clock it slowly cleared port and the gay crowd was off to its destination.

About 12 o'clock they arrived safe and sound at Fayette. A programme was arranged and every feature planned was carried out without a hitch. The concerts rendered by the band were excellent and the high standard of the selections attracted the favorable comment of all.

An address of welcome was given by Mr. Seward, the well-known grange organizer of the Upper Peninsula, to which Herman Salinsky replied.

At 7:30 o'clock all gathered to return home and a farewell address was delivered by the silver tongued orator of the North, Hon. John Cuddy. In his address he did not fail to compliment Mr. Salinsky for his philanthropic idea and eloquently handed him the credit due him for the occasion. In conclusion, he proposed three hearty cheers for the man of the hour, Mr. Salinsky, which were given with a will that demonstrated the pleasure that had been enjoyed by all.

This unique idea of an outing was first arranged by Mr. Salinsky and is appreciated by the employees of the Fair Savings Bank for they are every day grateful to him and in return hold him in the highest esteem as a business man and employer.

M. B. Maumbach.

A Showy Man.

"Ma," said little Tommy Slathers, "I wish my pa amounted to something in the world."

"Why, Tommy, your father is a millionaire."

"That ain't nothing, ma. Henry Fenkel's pa is a bandmaster and leads all the parades."

WHOLESALE DRUG PRICE CURRENT

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

Acids		Mustard, true		Ipecac		
Acetic	6 @ 8	9 00@9 50			@ 75	
Boric	10 @ 15	5 00@5 25			@ 60	
Carbolic	1 73@1 75	Neatsfoot	70 @ 80		Kino	@ 80
Citric	68 @ 75	Olive, pure	2 50@3 50		Myrrh	@1 05
Muriatic	1 1/4 @ 5	Olive, Malaga, yellow	1 55@1 65		Nux Vomica	@ 70
Nitric	7 1/4 @ 12	green, Malaga	1 50@1 60		Opium	@2 75
Oxalic	41 @ 45	Orange Sweet	3 00@3 25		Opium, Capmh.	@ 90
Sulphuric	2 @ 5	Organum, pure	@ 2 50		Opium, Deodorz'd	@2 75
Tartaric	55 @ 60	Organum, com'l	@ 75		Rhubarb	@ 70
Ammonia		Paints				
Water, 26 deg.	6 1/2 @ 10	Pennyroyal	2 25@2 50	Lead, red dry	8 @ 8 1/2	
Water, 18 deg.	4 1/2 @ 8	Peppermint	2 50@2 75	Lead, white dry	8 @ 8 1/2	
Water, 14 deg.	3 1/2 @ 6	Rose, pure	14 50@16 00	Lead, white oil	8 @ 8 1/2	
Carbonate	13 @ 16	Rosemary Flows	1 50@1 75	Ochre, yellow bbl.	1 @ 1 1/2	
Chloride	10 @ 25	Sandalwood, E.		Ochre, yellow less	2 @ 5	
Balsams		I.	7 25@7 50	Putty	2 1/2 @ 5	
Copaiba	75 @1 00	Sassafras, true	@ 1 10	Red Venet'n bbl.	1 @ 1 1/2	
Pir (Canada)	1 25@1 50	Sassafras, artif'l	@ 60	Red Venet'n less	2 @ 5	
Pir (Oregon)	40 @ 50	Spearment	3 25@3 50	Vermillion, Eng.	1 25@1 50	
Peru	4 75@5 00	Sperm	90 @1 00	Vermillion, Amer.	15 @ 20	
Tolu	75 @1 00	Tar, USP	30 @ 40	Whiting, bbl.	11-10 @1 1/2	
Berries		Turpentine, bbls.	@ 48	Whiting	2 @ 5	
Cubeb	85 @ 90	Turpentine, less	55 @ 60	L. H. P. Prepd.	1 35 @1 45	
Fish	15 @ 20	Wintergreen, true	@ 5 00	Insecticides		
Juniper	10 @ 15	Wintergreen, sweet		Arsenic	10 @ 15	
Prickly Ash	@ 50	birch	3 00@3 25	Blue Vitrol, bbl.	@ 8	
Barks		Wintergreen, art	2 00@2 25	Blue Vitrol, less	9 @ 15	
Cassia (ordinary)	25 @ 30	Wormseed	3 50@4 00	Bordeaux Mix Pst	8 @ 10	
Cassia (Saigon)	65 @ 75	Wormwood	4 00@4 25	Hellebore, White		
Elm (powd. 30c)	28 @ 30	Potassium		powdered	15 @ 20	
Sassafras (pow. 30c)	@ 25	Bicarbonate	36 @ 40	Insect Powder	30 @ 50	
Soap Cut (powd.)		Bichromate	27 @ 30	Lead Arsenate	8 1/2 @ 16	
35c	23 @ 25	Bromide	1 65@1 75	Lime and Sulphur		
Extracts		Carbonate	43 @ 50	Solution, gal.	15 @ 25	
Licorice	27 @ 30	Chlorate, xtal and		Paris Green	20 @25	
Licorice powdered	30 @ 35	powdered	42 @ 45	Miscellaneous		
Flowers		Chlorate, granular	47 @ 50	Acetanalid	1 10@1 25	
Arnica	30 @ 40	Cyanide	30 @ 45	Alum	6 @ 8	
Chamomile (Ger.)	90 @1 00	Iodide	@ 3 77	Alum, powdered and		
Chamomile (Rom)	55 @ 60	Permanaganate	1 25@1 35	ground	7 @ 10	
Gums		Prussiate, yellow	@ 1 10	Bismuth, Subni-		
Acacia, 1st	50 @ 60	Prussiate, red	1 65@1 75	trate	2 97@3 10	
Acacia, 2nd	45 @ 50	Sulphate	20 @ 25	Borax xtal or		
Acacia, 3rd	40 @ 45	Roots		powdered	6 @ 12	
Acacia, Sorts	20 @ 25	Alkanet	30 @ 35	Cantharades po	2 00@7 00	
Acacia, powdered	30 @ 40	Blood, powdered	20 @ 25	Calomel	1 78 @1 82	
Aloes (Barb. Pow)	22 @ 25	Calamus	50 @ 75	Capsicum	30 @ 35	
Aloes (Cape Pow)	20 @ 25	Elecampane, pwd.	15 @ 20	Carmine	4 25@4 50	
Aloes (Soc. Pow.)	40 @ 50	Gentian, powd.	15 @ 25	Cassia Buds	@ 40	
Asafoetida	60 @ 75	Ginger, African,		Cloves	@ 30	
Asafoetida, Powd.		powdered	15 @ 20	Chalk Prepared	6 @ 8 1/2	
Pure	@ 1 00	Ginger, Jamaica	25 @ 30	Chalk Precipitated	37 @ 45	
U. S. P. Powd.	@ 1 25	powdered	26 @ 30	Chloroform	3 @ 10	
Camphor	58 @ 62	Goldenseal pow.	6 50@7 00	Chloral Hydrate	1 25@1 45	
Guaiaac	40 @ 45	Ipecac, powd.	4 25@4 50	Cocaine	4 50@4 90	
Guaiaac, powdered	50 @ 55	Licorice	18 @ 20	Cocoa Butter	4 50 @ 5 00	
Kino	70 @ 75	Licorice, powd.	12 @ 13	Corks, list, less 70%	@ 65	
Kino, powdered	75 @ 80	Orris, powdered	30 @ 35	Copperas, bbls.	@ 01	
Myrrh	@ 40	Poke, powdered	20 @ 25	Copperas, less	2 @ 5	
Myrrh, powdered	@ 50	Rhubarb	75 @1 00	Copperas, powd.	4 @ 6	
Opium	8 30 @ 8 50	Rhubarb, powd.	75 @1 25	Corrosive Sublm	1 73 @1 80	
Opium, powd.	9 80 @10 00	Rosinweed, powd.	25 @ 30	Cream Tartar	40 @ 45	
Opium, gran.	10 00 @10 25	Sarsaparilla, Hond.		Cuttlebone	45 @ 50	
Shellac	28 @ 35	ground	@ 65	Dextrine	7 @ 10	
Shellac, Bleached	30 @ 35	Sarsaparilla Mexican,		Dover's Powder	@ 2 50	
Tragacanth		ground	20 @ 35	Emery, all Nos.	6 @ 10	
No. 1	2 25 @2 50	Squills	20 @ 35	Emery, powdered	5 @ 8	
Tragacanth pow	1 25 @1 50	Squills, powdered	40 @ 60	Epsom Salts, bbls.	@ 4	
Turpentine	10 @ 15	Tumeric, powd.	12 @ 15	Epsom Salts, less 5%	8	
Leaves		Valerian, powd.	25 @ 30	Ergot	2 00 @2 25	
Buchu	1 65 @1 75	Seeds		Ergot, powdered	2 75 @3 00	
Buchu, powd.	1 75 @2 00	Anise	20 @ 25	Flake White	15 @ 20	
Sage, bulk	@ 40	Anise, powdered	@ 25	Formaldehyde lb.	10 @ 15	
Sage, 1/8 loose	@ 45	Bird, ls	@ 12	Gambier	10 @ 15	
Sage, powdered	@ 50	Canary	8 @ 12	Gelatine	60 @ 75	
Senna, Alex	30 @ 35	Caraway	15 @ 20	Glassware, full cases	80%	
Senna, Tinn.	30 @ 35	Cardamon	2 00 @2 25	Glassware, less 70 & 10%		
Senna Tinn powd	35 @ 40	Celery (powd. 40)	30 @ 35	Glauber Salts bbl.	@ 1 1/2	
Uva Ursi	18 @ 20	Coriander	10 @ 18	Glauber Salts less	2 @ 5	
Oils		Dill	20 @ 25	Glue, brown	11 @ 15	
Almonds, Bitter,		Fennel	40 @ 45	Glue, brown grd.	10 @ 15	
true	6 50 @7 00	Flax	5 @ 10	Glue, white	15 @ 25	
Almonds, Bitter,		Flax, ground	5 @ 10	Glue, white grd.	15 @ 20	
artificial	4 75 @5 00	Foenigreek, pow.	8 @ 10	Glycerine	25 @ 35	
Almonds, Sweet,		Hemp	6 @ 10	Hops	45 @ 50	
true	1 25 @1 50	Lobelia	@ 50	Indigo	1 25 @1 50	
Almonds, Sweet,		Mustard, yellow	16 @ 20	Iodine	4 55 @4 80	
imitation	50 @ 60	Mustard, black	16 @ 20	Iodoform	5 20 @5 80	
Amber, crude	25 @ 30	Mustard, powd.	22 @ 30	Lead Acetate	15 @ 20	
Amber, rectified	40 @ 50	Poppy	15 @ 20	Lycopodium	1 35 @1 50	
Anise	2 00 @2 25	Quince	1 00 @1 25	Mace	85 @ 90	
Bergamot	4 50 @4 75	Rape	@ 15	Mace, powdered	95 @1 00	
Cajeput	1 35 @1 60	Sabadilla	@ 35	Menthol	3 50 @3 75	
Cassia	1 75 @2 00	Sabadilla, powd.	@ 40	Menthol	3 75 @4 00	
Castor, bbls. and		Sunflower	12 @ 15	Morphine	5 65 @5 90	
cans	15 @17 1/2	Worm American	20 @ 25	Nux Vomica	@ 15	
Cedar Leaf	90 @1 00	Worm Levant	1 00 @1 10	Nux Vomica pow.	@ 20	
Citronella	75 @1 00	Tinctures		Pepper, black pow.	@ 30	
Cloves	1 75 @2 00	Aconite	@ 75	Pepper, white	@ 35	
Cocoonut	20 @ 25	Aloes	@ 65	Pitch, Burgundy	@ 15	
Cod Liver	2 75 @3 00	Arnica	@ 35	Quassia	10 @ 15	
Cotton Seed	85 @1 00	Asafoetida	@ 1 35	Quinine, all brds	35 @ 45	
Croton	2 00 @2 25	Belladonna	@ 1 65	Rochelle Salts	34 @ 40	
Cupbebs	3 75 @4 00	Benzoin	@ 1 00	Saccharine	7 00 @7 25	
Elgeron	1 75 @2 00	Benzoin Compo'd	@ 1 00	Salt Peter	22 @ 25	
Eucalyptus	1 00 @1 20	Buchu	@ 1 50	Seidlitz Mixture	30 @ 35	
Hemlock, pure	@ 1 00	Cantharadies	@ 1 80	Soap, green	15 @ 20	
Juniper Berries	2 50 @2 75	Capsicum	@ 90	Soap, mott castile	12 @ 15	
Juniper Wood	70 @ 90	Cardamon	@ 1 50	Soap, white castile	@ 6 75	
Lard, extra	80 @ 90	Cardamon, Comp.	@ 2 00	Soap, white castile	less, per bar	
Lard, No. 1	65 @ 75	Catechu	@ 60	Soda Ash	1 1/2 @ 5	
Laven'r Flowers	@ 6 00	Cinchona	@ 1 05	Soda Bicarbonate	1 1/2 @ 5	
Lavender, Gar'n	1 25 @1 40	Colchicum	@ 75	Soda, Sal	1 @ 4	
Lemon	2 00 @2 25	Cubeb	@ 1 20	Spirits Camphor	@ 75	
Linseed, boiled, bbl.	@ 54	Digitalis	@ 80	Sulphur roll	2 1/2 @ 5	
Linseed, bld. less	59 @ 65	Gentian	@ 75	Sulphur Subl.	3 @ 5	
Linseed, raw, bbl.	@ 53	Ginger	@ 95	Tamarinds	15 @ 20	
Linseed, raw, less	58 @ 65	Guaiac	@ 1 05	Tartar Emetic	@ 60	
		Guaiac Ammon.	@ 80	Turpentine Venice	75 @ 85	
		Iodine	@ 2 00	Vanilla Ex. pure	1 00 @1 50	
		Iodine, Colorless	@ 2 00	Witch Hazel	65 @1 00	
				Zinc Sulphate	7 @ 10	

**Walrus Soda Fountains
Electric Carbonators
Cyclone Mixers**

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

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

Chairs, Stools and Tables

Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Cheese
Clothes Pins

Index to Markets

By Columns

Table with columns for product categories (A-M) and prices. Includes items like Ammonia, Axle Grease, Baked Beans, etc.

Table with columns for product categories (AMMONIA, AXLE GREASE, BAKED BEANS, etc.) and prices. Includes items like 12 oz. ovals, 1 lb. wood boxes, etc.

Table with columns for product categories (Clams, Clam Bouillon, Corn, etc.) and prices. Includes items like Little Neck, Burnham's pts., etc.

CHEWING GUM
Adams Black Jack
Adams Sappota
Beeman's Pepsin
Beechnut
Chiclets
Colgan Violet Chips
Colgan Mint Chips
Dentyne
Doublemint
Flag Spruce
Juicy Fruit
Red Robin
Spearmint, Wrigleys
Spearmint, 5 box jars
Spearmint, 3 box jars
Trunk Spruce
Yucatan
Zeno

CHOCOLATE
Walter Baker & Co.
German's Sweet
Premium
Caracas
Walter M. Lowney Co.
Premium, 1/4s
Premium, 1/2s

CLOTHES LINE
No. 40 Twisted Cotton
No. 50 Twisted Cotton
No. 60 Twisted Cotton
No. 80 Twisted Cotton
No. 50 Braided Cotton
No. 60 Braided Cotton
No. 80 Braided Cotton
No. 50 Sash Cord
No. 60 Sash Cord
No. 72 Jute
No. 60 Sisal

COCAO
Baker's
Cleveland
Colonial, 1/4s
Colonial, 1/2s
Epps
Hershey's, 1/4s
Hershey's, 1/2s
Huyler
Lowney, 1/4s
Lowney, 1/2s
Lowney, 5lb. cans
Van Houten, 1/4s
Van Houten, 1/2s
Van Houten, 1s
Wan-Eta
Webb
Wilber, 1/4s
Wilber, 1/2s

COCOANUT
Dunham's per lb.
1/4s, 5lb. case
1/4s, 15 lb. case
1/2s, 15 lb. case
1/2s, 15 lb. case
1/4s & 1/2s 15lb. case
Scalloped Gems
1/4s & 1/2s pails
Bulk, pails
Bulk, barrels
Baker's Brazil Shredded
10 5c pkgs., per case
25 10c pkgs., per case
16 10c and 33 5c pkgs., per case

COFFEES ROASTED
Rio
Common
Fair
Choice
Peaberry
Santos
Common
Fair
Choice
Peaberry
Maracalbo
Fair
Choice
Mexican
Fair
Fancy
Guatemala
Fair
Fancy
Java
Private Growth
Mandling
Aukola
Mocha
Short Bean
Long Bean
H. L. O. G.

COFFEES ROASTED (continued)
Bogota
Fair
Fancy
Exchange Market, Steady
Spot Market, Strong
Package
New York Basis
Arbuckle

McLaughlin's XXXX
McLaughlin's XXXX
package coffee is sold to
retailers only. Mail all orders
direct to W. F. Mc-
Laughlin & Co., Chicago,
Ill.
Extracts
Holland, 1/2 gro. bxs.
Felix, 1/2 gross
Hummel's foil, 1/2 gro.
Hummel's tin, 1/2 gro.

CONFECTIONERY
Stick Candy
Horehound
Standard
Standard, small
Twist, small
Jumbo
Jumbo, small
Big Stick
Boston Sugar Stick
Mixed Candy

Broker
Cut Loaf
French Cream
Fancy
Grocers
Kindergarten
Leader
Majestic
Monarch
Novelty
Paris Creams
Premio Creams
Royal
Special
Valley Creams
X L O
Specialties

Auto Kisses (baskets)
Autumn Leaves
Bonnie Butter Bites
Butter Cream Corn
Caramel Dice
Cocoanut Kraut
Cocoanut Waffles
Coffy Toffy
Dainty Mints 7 lb. tin
Empire Fudge
Fudge, Pineapple
Fudge, Walnut
Fudge, Filbert
Fudge, Choco. Peanut
Fudge, Honey Moon
Fudge, Toasted Cocoa-
nut
Fudge, Cherry
Fudge, Cocoanut
Honeycomb Candy
Iced Maroons
Iced Gems
Iced Orange Jellies
Italian Bon Bons
Lozenges, Pep.
Lozenges, Pink
Manchus
Molasses Kisses, 10
lb. box
Nut Butter Puffs
Pecans, Ex. Large

Chocolates
Assorted Choc.
Amazon Caramels
Champion
Choc. Chips, Eureka
Climax
Eclipse, Assorted
Ideal Chocolates
Klondike Chocolates
Nabobs
Nibble Sticks
Nut Wafers
Ocoro Choc. Caramels
Peanut Clusters
Quintette
Regina
Star Chocolates
Superior Choc. (light)
Pop Corn Goods
Without prizes.
Cracker Jack with
coupon
Pop Corn Goods with Prizes
Oh My 100s
Cracker Jack, with Prize
Hurrah, 100s
Hurrah, 50s
Hurrah, 24s

Cough Drops
Putnam Menthol
Smith Bros.
NUTS-Whole
Almonds, Tarragona
Almonds, California
soft shell Drake
Brazilis
Filberts
Cal. No. 1 S. S.
Walnuts, Naples
Walnuts, Grenoble
Table nuts, fancy
Pecans, Large
Pecans, Ex. Large
Shelled
No. 1 Spanish Shelled
Peanuts
Ex. Lg. Va. Shelled
Peanuts
Pecan Halves
Walnut Halves
Filbert Meats
Alicante Almonds
Jordan Almonds

Peanuts
Fancy H P Suns
Raw
Roasted
H. P. Jumbo,
Raw
Roasted

CRACKERS
National Biscuit Company
Brands
In-er-Seal Trade Mark
Package Goods

Per doz.
Baronet Biscuit
Flake Wafers
Cameo Biscuit
Cheese Sandwich
Chocolate Wafers
Fig Newton
Five O'Clock Tea Bct
Ginger Snaps NBC
Graham Crackers
Lemon Snaps
M. M. Dainties
Oysterettes
Pretzeens
Royal Toast
Social Tea Biscuit
Saltine Biscuit
Saratoga Flakes
Soda Crackers, N.B.C.
Soda Crackers Prem.
Uneda Biscuit
Uneda Ginger Wafer
Vanilla Wafers
Water Thin Biscuit
Zu Zu Ginger Snaps
Zwieback

Other Package Goods
Barnum's Animals
Soda Crackers NBC
Fruit Cake

Bulk Goods
Cans and boxes
Animals
Atlantic, Ass'd.
Avena Fruit Cakes
Bonnie Doon Cookies
Bonnie Lassies
Banquet Wafers
Cameo Biscuit
Cecelia Biscuit
Cheese Tid Bits
Chocolate Bar (cans)
Chocolate Drop Center
Chocolate Puff Cake
Choc. Honey Fingers
Circle Cookies
Cracknels
Cream Fingers
Cocoanut Taiffy Bar
Cocoanut Drops
Cocoanut Macaroons
Cocoanut Molasses
Coconut Honey Fingers
Coconut Honey Jumbles
Coice Cakes Iced
Crumpets
Dinner Hall Mixed
Extra Wine Biscuit
Family Cookies
Fig Cakes Ass'd.
Fruited Peanut Jumb
Fruited Cocoanut Bar
Fruited Creams
Fruited Ginger Cook
Fruited Raisin Sqs.
Full Moon
Ginger Drops
Ginger Gems Plain
Ginger Gems, Iced
Graham Crackers
Ginger Snaps Family
Ginger Snaps Round
Hippodrome Bar
Honey Fingers Ass't
Honey Jumbles
Household Cookies
Household Cooks. Iced
Imperial
Jubilee Mixed
Kaiser Jumbles
Lady Fingers Sponge
Leap Year Jumbles
Lemon Biscuit Square
Lemon Cakes
Lemon Wafers
Lemona
Lorna Doon
Mace Cakes
Mary Ann
Manlay
Marshmallow Pecans
Mol. Frt. Cookie. Iced
NBC Honey Cakes
Oatmeal Crackers
Orange Gems
Oreo Biscuit
Othello
Penny Assorted
Picnic Mixed
Raisin Cookies
Raisin Gems
Reverses Ass'd.
Rittenhouse Biscuit
Snaparoons
Spiced Cookie
Spiced Jumbles, Iced
Sugar Fingers
Sugar Crimp
Sultana Fruit Biscuit
Sweethearts
Vanilla Wafers

6

7

8

9

10

11

Butter

Boxes

N B C Square 7 1/2

Seymour Round 7 1/2

N B C Sodas 7 1/2

N B C Picnic Oysters 7 1/2

Gem Oysters 7 1/2

Soda

N B C Sodas 7 1/2

Premium Sodas 8

Select Sodas 10

Saratoga Flakes 13

Saltines 13

Oyster

N B C Picnic Oysters 7 1/2

Gem Oysters 7 1/2

Shell 8 1/2

Sugar Wafer Specialties

Adora 1 00

Nabisco 1 00

Nabisco 1 75

Festino 1 50

Festino 2 50

Lorna Doone 1 00

Anola 1 00

Champagne Wafers .. 2 50

Above quotations of National Biscuit Co., subject to change without notice.

CREAM TARTAR

Barrels or Drums 38

Boxes 39

Square Cans 41

Fancy Caddies 46

DRIED FRUITS

Apples

Evapor'ed Choice blk

Evapor'ed Fancy pkg.

Apricots

California 9@12

Citron

Corsican 16 1/2

Currents

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

Imported, bulk 8 1/2

Peaches

Muir's—Choice, 25lb. .. 6 1/2

Muir's—Fancy, 25lb. .. 7 1/2

Fancy, Peeled, 25lb. .. 12

Peel

Lemon, American ... 12 1/2

Orange, American ... 12 1/2

Raisins

Cluster, 20 cartons .. 2 25

Loose Muscatels, 4 Cr. 7 1/2

Loose Muscatels, 3 Cr. 7 1/2

L. M. Seeded, 1 lb. 8 1/2@9 1/4

California Prunes

30-100 25lb. boxes ..@ 7 3/4

30-90 25lb. boxes ..@ 8 1/4

70-80 25lb. boxes ..@ 9 1/2

30-70 25lb. boxes ..@ 10 1/2

30-60 25lb. boxes ..@ 10 1/2

40-50 25lb. 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. 4 50

Original Holland Rusk

Packed 12 rolls to container

3 containers (40) rolls 3 20

Hominy

Pearl, 100 lb. sack .. 2 50

Maccaroni and Vermicelli

Domestic, 10 lb. box .. 60

Imported, 25 lb. box .. 3 50

Pearl Barley

Chester 3 75

Portage 5 00

Peas

Green, Wisconsin, bu. 2 90

Split, lb. 6 1/2

Sago

East India 5

German, sacks 5

German, broken pkg.

Tapoca

Flake, 100 lb. sacks .. 5 1/2

Pearl, 100 lb. sacks .. 5 1/2

Pearl, 36 pkgs. 2 25

Minute, 36 pkgs. 2 75

FISHING TACKLE

1/2 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

FLAVORING EXTRACTS

Jennings D C Brand

Extract Lemon Terpenless

Extract Vanilla Mexican

Both at the same price.

No. 1, F box 1/2 oz. 1 20

No. 2, F box, 1 1/2 oz. 2 25

No. 3, 2 1/2 oz. Taper 2 00

No. 2, 1 1/2 oz. flat 1 75

FLOUR AND FEED

Grand Rapids Grain & Milling Co.

Winter Wheat

Purity Patent 6 50

Fancy Spring 7 40

Wizard Graham 6 20

Wizard, Gran. Meal .. 4 60

Wizard Buckw't cwt. 3 60

Rye 6 60

Valley City Milling Co.

Lily White 6 50

Light Loaf 6 00

Graham 2 80

Granena Health 2 90

Gran. Meal 2 20

Bolted Med. 2 10

Voigt Milling Co.

Voigt's Crescent 6 50

Voigt's Royal 6 90

Voigt's Flourlight 6 50

Voigt's Hygienic Graham 5 45

Watson-Higgins Milling Co.

Perfection 6 35

Tip Top Flour 5 80

Golden Sheaf Flour .. 5 30

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 50

Worden Grocer Co.

American Eagle, 1/2s 6 80

American Eagle, 1/4s 6 70

American Eagle, 1/8s 6 60

Spring Wheat

Roy Baker

Mazeppa 7 20

Golden Horn, bakers 7 10

Wisconsin Rye 5 30

Bohemian Rye 5 55

Judson Grocer Co.

Ceresota, 1/2s 8 20

Ceresota, 1/4s 8 10

Ceresota, 1/8s 8 00

Voigt Milling Co.

Columbia 7 75

Worden Grocer Co.

Wingold, 1/2s cloth .. 8 20

Wingold, 1/4s cloth .. 8 10

Wingold, 1/2s paper .. 8 05

Wingold, 1/4s paper .. 8 00

Meal

Bolted 4 40

Golden Granulated .. 4 60

Wheat

New Red 1 08

New White 1 06

Oats

Michigan carlots 58

Less than carlots 60

Corn

Carlots 84

Less than carlots 86

Hay

Carlots 16 00

Less than carlots .. 13 00

Feed

Street Car Feed 33 00

No. 1 Corn & Oat Fd 33 00

Cracked Corn 33 00

Coarse Corn Meal .. 33 00

FRUIT JARS

Mason, pts., per gro. 4 65

Mason, qts., per gro. 5 00

Mason, 1/2 gal. per gro. 7 40

Mason, can tops, gro. 2 25

GELATINE

Cox's, 1 doz. large .. 1 45

Cox's, 1 doz. small .. 90

Knox's Sparkling, doz. 1 25

Knox's Sparkling, gr. 14 00

Knox's Acidu'd doz. .. 1 25

Minute, 2 qts., doz. .. 1 10

Minute, 2 qts., 3 doz. 3 25

Nelson's 1 50

Oxford 75

Plymouth Rock, Phos. 1 25

Plymouth Rock, Plain 90

GRAIN BAGS

Broad Gauge 18

Amoskeag 19

Herbs

Sage 15

Hops 15

Laurel Leaves 15

Senna Leaves 25

HIDES AND PELTS

Hides

Green, No. 1 14

Green, No. 2 13

Cured, No. 1 16

Cured, No. 2 15

Nelson's 1 50

Oxford 75

Plymouth Rock, Phos. 1 25

Plymouth Rock, Plain 90

POTASH

Babbitt's, 2 doz. 1 75

PROVISIONS

Barreled Pork

Clear Back 22 00@23 00

Short Cut Clr 20 00@21 00

Bean 16 00@17 00

Brisket, Clear 27 00@28 00

Pig 26 00

Clear Family 26 00

Dry Salt Meats

S P Bellies 14 1/2@15

Lard

Pure in tierces .. 11 1/2@12

Compound Lard .. 8 1/2@9

80 lb. tubs advance 1/2

80 lb. tubs advance 1/4

50 lb. tubs advance 1/4

20 lb. pails advance 3/4

10 lb. pails advance 3/4

5 lb. pails advance 1

8 lb pails advance 1

Smoked Meats

Hams, 14-16 lb. 15 @15 1/2

Hams, 16-18 lb. 14 1/2@15

Hams, 18-20 lb. 14 1/2@15

Ham, dried beef sets 29 @30

California Hams 10 1/2@11

Smoked Meats

Hams, 14-16 lb. 15 @15 1/2

Hams, 16-18 lb. 14 1/2@15

Hams, 18-20 lb. 14 1/2@15

Ham, dried beef sets 29 @30

California Hams 10 1/2@11

Old Wool

60@1 25

Lambs 15@ 25

Shearlings 10@ 20

Tallow

No. 1 @ 5

No. 2 @ 4

Wool

Unwashed, med. @24

Unwashed, fine .. @20

HORSE RADISH

Per doz. 90

Jelly

5lb. pails, per doz. .. 2 30

15lb. pails, per pail .. 65

30lb. pails, per pail .. 1 25

JELLY GLASSES

1/4 pt. in bbis., per doz. 15

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

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

MAPLEINE

2 oz. bottles, per doz. 4 00

1 oz. bottles, per doz. 2 25

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

MINCE MEAT

Per case 2 85

MOLASSES

New Orleans

Fancy Open Kettle ... 42

Choice 35

Good 22

Fair 20

Half barrels 2c extra

Red Hen, No. 2 1/2 1 75

Red Hen, No. 5 1 75

Red Hen, No. 10 1 65

MUSTARD

1/2 lb. 6 lb. box 16

OLIVES

Bulk, 1 gal. kegs 1 10@1 20

Bulk, 2 gal. kegs 1 05@1 15

Bulk, 5 gal. kegs 1 00@1 10

Stuffed, 5 oz. 90

Stuffed, 8 oz. 1 25

Stuffed, 14 oz. 2 25

Pitted (not stuffed)

14 oz. 2 25

Manzanilla, 8 oz. 90

Lunch, 10 oz. 1 35

Lunch, 16 oz. 2 25

Queen, Mammoth, 19 oz. 4 25

Queen, Mammoth, 28 oz. 5 75

Olive Chow, 2 doz. cs. 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

7 M. tin pails, 1 doz. 2 85

6 1/2 oz. jars, 2 doz. 1 80

PETROLEUM PRODUCTS

Iron Barrels

Perfection 5 9

Red Crown Gasoline .. 9 9

Gas Machine Gasoline 16 9

V M & P Naphtha .. 3 4

Atlantic Cylinder 29 9

Summer Red Engine 12 9

Summer Black 6 7

Polarine 28 9

PICKLES

Medium

Barrels, 1,200 count .. 7 50

Half bbis., 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 Gof, Satin fin. 2 00

No. 808, Bicycle 2 00

No. 632 Tourn't whist 2 25

Babbitt's, 2 doz. 1 75

PROVISIONS

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Short Cut Clr 20 00@21 00

Bean 16 00@17 00

Brisket, Clear 27 00@28 00

Pig 26 00

Clear Family 26 00

Dry Salt Meats

S P Bellies 14 1/2@15

Lard

Pure in tierces .. 11 1/2@12

Compound Lard .. 8 1/2@9

80 lb. tubs advance 1/2

80 lb. tubs advance 1/4

50 lb. tubs advance 1/4

20 lb. pails advance 3/4

10 lb. pails advance 3/4

5 lb. pails advance 1

8 lb pails advance 1

Smoked Meats

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Hams, 16-18 lb. 14 1/2@15

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California Hams 10 1/2@11

Old Wool

60@1 25

Lambs 15@ 25

Shearlings 10@ 20

Picnic Billed

Hams 19 1/2@20

Bolled Hams 22 @23

Minced Ham 12 @12 1/2

Bacon 15 @24

Sausages

Bologna 10 1/2@11

Liver 9 1/2@10

Frankfort 12 @12 1/2

Pork 11 @12

Veal 11

Tongue 11

Headcheese 10

Beef

Boneless 20 00@20 50

Rump, new 24 50@25 00

Pig's Feet

1/2 bbis. 1 00

3/4 bbis., 40 lbs. 2 00

1/2 bbis. 4 25

1 bbl. 8 50

Tripe

Kits, 15 lbs. 90

1/4 bbis., 40 lbs. 1 60

3/4 bbis., 80 lbs. 3 00

Casings

Hogs, per lb. 35

Beef, rounds, set 20@21

Beef, middles, set .. 85@90

Sheep, per bundle 90

Uncolored Butterline

Solid Dairy 12 1/2@16 1/2

Country Rolls 13 @19 1/2

Canned Meats

Corned beef, 2 lb. 4 70

Corned beef, 1 lb. 2 50

Roast beef, 2 lb. 4 70

Roast beef, 1 lb. 2 50

Potted Meat, Ham

Flavor, 1/2s 48

Potted Meat, Ham

Flavor, 1/2s 48

Deviled Meat, Ham

Flavor, 1/2s 48

Deviled Meat, Ham

Flavor, 1/2s 48

Potted Tongue, 1/2s .. 48

Potted Tongue, 1/2s .. 48

RICE

Fancy 7 @7 1/2

Japan Style 5 @5 1/2

Broken 3 1/2@4 1/4

ROLLED OATS

Roll'd Avenna, bbis. 6 35

Steel Cut, 100 lb. sks. 3 15

Monarch, bbis. 6 00

Monarch, 90 lb. sks. 2 85

Quaker, 18 Regular .. 1 45

Quaker, 20 Family .. 4 50

SALAD DRESSING

Columbia, 1/2 pint 2 25

Columbia 1 pint 4 00

Durkee's, large, 1 doz. 4 50

Durkee's small, 2 doz. 5 25

Snider's large, 1 doz. 2 35

Snider's small, 2 doz. 1 35

SALERATUS

Packed 60 lbs. in box

Arm and Hammer .. 3 00

Wyandotte, 100 3/4s 3 00

SAL SODA

Granulated, bbis. 80

Granulated, 100 lbs. cs. 90

Granulated, 36 pkgs. .. 1 25

SALT

Common Grades

100 3 lb. sacks 2 60

70 4 lb. sacks 2 40

60 5 lb. sacks 2 40

28 10 lb. sacks 2 25

56 lb. sacks 40

28 lb. sacks 20

Warsaw

56 lb. sacks 26

28 lb. dairy in drill bags 20

Solar Rock

56 lb. sacks 26

Common

Granulated, Fine 1 10

Medium, Fine 1 15

SALT FISH

Large, whole @ 8

Small, whole @ 7 1/2

Strips or bricks .. 9@13

Poilock @ 5

Smoked Salmon

Strips 9

Chunks 19

Holland Herring

Y. M. wh. hoop bbis.

Y. M. wh. hoop 1/2 bbis.

Y. M. wh. hoop kegs

Y. M. wh. hoop Milchers kegs

Standard, bbis. 11 75

Standard, 1/2 bbis. .. 6 13

Standard, kegs 80

Trout

No. 1, 100 lbs. 7 50

No. 1, 40 lbs. 2 25

No. 1, 10 lbs. 90

No. 1, 2 lbs. 75

Mackerel

Mess, 100 lbs. 15 50

Mess, 40 lbs. 6 75

Mess, 10 lbs. 1 75

Mess, 8 lbs. 1 50

No. 1, 100 lbs. 14 50

No. 1, 40 lbs. 6 30

No. 1, 10 lbs. 1 65

Lake Herring

100 lbs. 4 00

40 lbs. 2 10

10 lbs. 60

8 lbs. 54

SEEDS

Anise 20

Canary, Smyrna 9

Caraway 15

Cardamon, Malabar 1 20

Celery 5

Hemp, Russian 5

Mixed Bird 9

Mustard, white 12

Poppy 16

Rape 10

SHOE BLACKING

Handy Box, large 3 dz. 3 50

Handy Box, small .. 1 25

Bixby's Royal Polish 85

Miller's Crown Polish 85

SNUFF

Scotch, in bladders .. 37

Maccaboy, in jars 35

French Rapple in jars .. 43

SODA

Boxes 5 1/2

Kegs, English 4 1/4

SPICES

Whole Spices

Allspice, Jamaica .. 9@10

Allspice, lg Garden @11

Cloves, Zanzibar .. @22

Cassia, Canton 14@15

Cassia, 5c pkg. dz. @25

Ginger, African @ 9 1/2

Ginger, Cochin @14 1/2

Mace, Penang @70

Mixed, No. 1 @17

Mixed, No. 2 @16

Nutmegs, 5c pkgs. dz. @45

Nutmegs, 70-180 @30

Nutmegs, 105-110 .. @25

Nutmegs, 105-110 .. @25

Pepper, Black @15

Pepper, White @25

Pepper, Cayenne @22

Paprika, Hungarian

Pure Ground in Bulk

Allspice, Jamaica .. @12

Cloves, Zanzibar .. @28

Cassia, Canton @22

Ginger, African @18

Mace, Penang @75

Nutmegs 18

Pepper, Black @35

Pepper, White @32

Pepper, Cayenne @24

Paprika, Hungarian @45

STARCH

Corn

Kingsford, 40 lbs. 7 1/2

Muzzy, 20 1lb. pkgs. .. 5 1/2

Kingsford

Silver Gloss, 40 1lb. .. 7 1/2

Muzzy, 40 1lb. pkgs. .. 5

Gloss

Argo, 24 5c pkgs. 90

Silver Gloss, 16 3lbs. .. 6 1/2

Silver Gloss, 12 6lbs. 3 1/2

Muzzy

48 1lb. packages 5

16 3lb. packages 4 1/2

12 6lb. packages 6

50lb. boxes 3 1/2

SYRUPS

Corn

Barrels 28

Half barrels 30

Blue Karo, No. 1 1/2

4 doz. 3 45

Blue Karo, No. 2, 2 dz. 1 95

Blue Karo, No. 2 1/2 2

doz. 2 35

Blue Karo, No. 5, 1 dz. 2 30

Blue Karo, No. 10, 1/2 doz. 2 20

Red Karo, No. 1 1/2 4 doz. 3 80

Red Karo, No. 2, 2 dz. 2 30

Red Karo, No. 2 1/2, 2dz. 2 75

Red Karo, No. 5, 1 dz. 2 70

Red Karo, No. 10 1/2 doz. 2 60

Pure Cane

Fair 16

Good 20

Choice 25

Folger's Grape Punch

Quarts, doz. case 6 00

TABLE SAUCES

Halford, large 3 75

Halford, small 2 25

TEA

Uncolored Japan

Medium 20@25

Choice 28@33

Fancy 36@45

28@30

Basket-fired Med'm

Basket-fired Fancy

No. 1 Nibs 30@32

Siftings, bulk 9@10

Siftings, 1 lb. pkgs. 12@14

Gunpowder

Moyune, Medium 28@33

Moyune, Choice 35@40

Moyune, Fancy 50@60

Ping Suey, Medium 25@30

Ping Suey, Choice 35@40

Ping Suey, Fancy 45@50

Young Hyson

Choice 28@30

Fancy 45@55

Oolong

Formosa, Medium 25@28

Formosa, Choice 32@35

Formosa, Fancy 50@60

English Breakfast

SPECIAL PRICE CURRENT

12

13

14

15

16

17

Smoking

Big Chief, 16 oz. 30
 Bull Durham, 5c 5 85
 Bull Durham, 10c .. 11 52
 Bull Durham, 15c .. 17 28
 Bull Durham, 8 oz. ... 3 60
 Bull Durham, 16 oz. ... 6 72
 Buck Horn, 5c 5 76
 Buck Horn, 10c 11 52
 Briar Pipe, 5c 5 76
 Briar Pipe, 10c 11 52
 Black Swan, 5c 5 76
 Black Swan, 14 oz. ... 3 50
 Bob White, 5c 6 00
 Brotherhood, 5c 6 00
 Brotherhood, 10c ... 11 10
 Brotherhood, 16 oz. ... 5 05
 Carnival, 5c 5 70
 Carnival, 1/2 oz. 39
 Carnival, 18 oz. 40
 Cigar Clip'g, Johnson 30
 Cigar Clip'g, Seymour 30
 Identity, 3 and 16 oz. 40
 Darby Cigar Cuttings 4 50
 Continental Cubes, 10c 90
 Corn Cake, 14 oz. 2 55
 Corn Cake, 7 oz. 1 45
 Corn Cake, 5c 5 76
 Cream, 50c palls 4 70
 Cuban Star, 5c foll. ... 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
 Gail & 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 palls 3 90
 Just Suits, 5c 6 00
 Just Suits, 10c 12 00
 King 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. ... 96
 Lucky Strike, 10c ... 80
 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 ... 5 76
 Mayflower, 5c 5 76
 Mayflower, 10c 96
 Mayflower, 20c 1 92
 Nigger Hair, 5c 6 00
 Nigger Hair, 10c ... 10 70
 Nigger Head, 5c 5 40
 Nigger Head, 10c ... 10 56
 Noon Hour, 5c 48
 Old Colony, 1-12 gro. 11 52
 Old Mill, 5c 5 76
 Old English Crve 1 1/2 oz. 96
 Old Crop, 5c 5 76
 Old Crop, 25c 20
 P. S., 8 oz. 30 lb. cs. 19
 P. S., 3 oz., per gro. 5 70
 Pat Hand, 1 oz. 63
 Patterson Seal, 1 1/2 oz. 48
 Patterson Seal, 3 oz. ... 96
 Patterson Seal, 16 oz. ... 5 00
 Peerless, 5c 5 76
 Peerless, 10c cloth ... 11 52
 Peerless, 10c paper ... 10 80
 Peerless, 20c 2 04
 Peerless, 40c 4 08
 Plaza, 2 gro. case ... 5 76
 Flow Boy, 5c 5 76
 Flow Boy, 10c 11 40
 Flow 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 foll. 5 76
 Rob Roy, 10c gross ... 10 52
 Rob Roy, 25c doz. 2 10
 Rob Roy, 50c doz. 4 10
 S. & M., 5c gross ... 5 76
 S. & M., 14 oz., doz. ... 3 20
 Soldier Boy, 5c gross 5 76
 Soldier Boy, 10c ... 10 50

Pilot, 7 oz. doz. 1 05
 Soldier Boy, 1 lb. 4 75
 Sweet Caporal, 1 oz. ... 6 60
 Sweet Lotus, 5c 5 76
 Sweet Lotus, 10c ... 11 52
 Sweet Lotus, per doz. 4 60
 Sweet Rose, 2 1/2 oz. ... 30
 Sweet Tip Top, 5c ... 5 76
 Sweet Tip Top, 10c ... 1 00
 Sweet Tips, 1/4 gro. ... 10 08
 Sun Curc 10c 98
 Summer Time, 5c ... 5 76
 Summer Time, 7 oz. ... 1 65
 Summer Time, 14 oz. 3 50
 Standard, 5c foll. ... 5 76
 Standard, 10c paper 8 64
 Seal N. C. 1 1/2 cut plug 70
 Seal N. C. 1 1/4 Gran. 48
 Three Feathers, 1 oz. 48
 Three Feathers, 10c 11 52
 Three Feathers and Pipe combination .. 2 25
 Tom & Jerry, 14 oz. 3 60
 Tom & Jerry, 7 oz. ... 1 80
 Tom & Jerry, 3 oz. ... 76
 Trout Line, 5c 5 90
 Trout Line, 10c 11 00
 Turkish, Patrol, 2-9 5 76
 Tuxedo, 1 oz. bags ... 48
 Tuxedo, 2 oz. tins ... 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 Leader, 5c ... 6 00
 Union Workman, 1 1/4 5 76
 Uncle Sam, 10c 2 25
 Uncle Sam, 8 oz. 5 76
 U. S. Marine, 5c ... 5 76
 Van Bibber, 2 oz. tin 98
 Velvet, 5c pouch 48
 Velvet, 10c tin 96
 Velvet, 8 oz. tin ... 3 84
 Velvet, 16 oz. can ... 7 68
 Velvet combination cs 5 76
 War Path, 5c 6 00
 War Path, 20c 1 60
 Wave Line, 8 oz. 40
 Wave Line, 16 oz. ... 40
 Way up, 2 1/2 oz. ... 5 75
 Way up, 16 oz. palls ... 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 85
 Case, medium, 12 sets 1 15

Faucets

Cork lined, 3 in. 70
 Cork lined, 9 in. 80
 Cork lined, 10 in. ... 90

Mop Sticks

Trojan spring 90
 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
 16-in. Cable, No. 2 .. 7 00
 16-in. Cable, No. 3 .. 6 00
 No. 1 Fibre 16 50
 No. 2 Fibre 15 00
 No. 3 Fibre 13 50
 Large Galvanized 8 25
 Medium Galvanized ... 7 25
 Small Galvanized 6 25

Washboards

Banner, Globe 3 00
 Brass, Single 3 75
 Glass, Single 3 60
 Single Acme 3 50
 Double Peerless 5 25
 Single Peerless 3 85
 Northern Queen 4 15
 Double Duplex 3 75
 Good Enough 3 85
 Universal 3 80

Window Cleaners

12 in. 1 65
 14 in. 1 85
 16 in. 2 30

Wood Bowls

13 in. Butter 1 75
 15 in. Butter 2 50
 17 in. Butter 4 75
 19 in. Butter 7 50

WRAPPING PAPER

Common Straw 2
 Fibre Manila, white ... 3
 Glass, Single 3 50
 Fibre Manila, colored 4
 No. 1 Manila 4
 Cream Manila 3
 Butchers' Manila 2 1/2
 Wax Butter, short c't 10
 Wax Butter, full c't 15
 Wax Butter, rolls ... 12


YEAST CAKE

Magic, 3 doz. 1 15
 Sunlight, 3 doz. 1 00
 Sunlight, 1 1/2 doz. ... 50
 Yeast Foam, 3 doz. ... 1 15
 Yeast Foam, 1 1/2 doz. 85

YOURS TRULY LINES

Pork and Beans 2 70@3 60
 Condensed Soup 3 25@3 60
 Salad Dressing 3 80@4 50
 Apple Butter @3 80
 Catsup 2 70@6 75
 Macaroni 1 70@2 85
 Spices 40@ 85
 Herbs @ 75

AXLE GREASE



1 lb. boxes, per gross 8 70
 3 lb. boxes, per gross 22 70

CHARCOAL

Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.

M. O. DEWEY CO., Jackson, Mich.

BAKING POWDER
K. C.

10 oz., 4 doz. in case 85
 15 oz., 4 doz. in case 1 25
 20 oz., 3 doz. in case 1 60
 25 oz., 4 doz. in case 2 00
 50 oz., 2 doz. plain top 4 00
 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. Chicago.

Royal

10c size ... 90
 1/4 lb cans 1 85
 6 oz cans 1 90
 1/2 lb cans 2 50
 3/4 lb cans 3 75
 1 lb cans 4 80
 3 lb cans 13 00
 5 lb cans 21 50



CIGARS

Johnson Cigar Co.'s Brand
 Dutch Masters Club 70 00
 Dutch Masters, Inv. 70 00
 Dutch Masters, Pan. 70 00
 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

Roasted
Dwinell-Wright Brands



White House, 1 lb.
 White House, 2 lb.
 Excelsior, Blend, 1 lb.
 Excelsior, Blend, 2 lb.
 Tip Top Bland, 1 lb.
 Royal Blend
 Royal High Grade
 Superior Blend
 Boston Combination
 Distributed by Judson Grocer Co., Grand Rapids;
 Lee & Cady, Detroit; Lee & Cady, Kalamazoo; Lee & Cady, Saginaw; Bay City Grocer Company, Bay City; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.



Royal Garden Tea, pkgs. 40
THE BOUR CO.,
TOLEDO, OHIO.

SOAP
Lautz Bros. & Co.

Acme, 70 bars 3 05
 Acme, 100 cakes, 5c sz 3 75
 Acorn, 120 cakes 2 40
 Cotton Oil, 100 cakes 6 00
 Cream Borax, 100 cks 3 90
 Circus, 100 cakes 5c sz 3 75
 Climax, 100 oval cakes 3 05
 Gloss, 100 cakes, 5c sz 3 75
 Big Master, 100 blocks 3 90
 Naphtha, 100 cakes .. 3 90
 Saratoga, 120 cakes .. 2 40

Proctor & Gamble Co.

Lenox 3 20
 Ivory, 6 oz. 4 00
 Ivory, 10 oz. 6 75
 Star 3 35

Swift & Company

Swift's Pride 2 85
 White Laundry 3 50
 Wool, 6 oz. bars 3 85
 Wool, 10 oz. bars ... 6 50

Tradesman Co.'s Brand

Black Hawk, one box 2 50
 Black Hawk, five bxs 2 40
 Black Hawk, ten bxs 2 25

A. B. Wrisley

Good Cheer 4 00
 Old Country 2 40

Scouring

Sapolio, gross lots .. 9 50
 Sapolio, half gro. lots 4 85
 Sapolio, single boxes 2 40
 Sapolio, hand 2 40
 Scourine, 50 cakes .. 1 80
 Scourine, 100 cakes .. 3 50

Soap Compounds

Johnson's Fine, 48 2 3 25
 Johnson's XXX 100 5c 4 00
 Rub-No-More 3 85
 Nine O'Clock 3 50

Washing Powders

Armour's 3 70
 Babbitt's 1776 3 75
 Gold Dust, 24 large 4 30
 Gold Dust, 100 small 3 85
 Kirkolline, 24 4lb. ... 2 80
 Lautz Naphtha, 60s .. 2 40
 Lautz Naphtha, 100s 3 75
 Pearlina 3 75
 Roseine 3 90
 Snow Boy, 60 5c 2 40
 Snow Boy, 100 5c ... 3 75
 Snow Boy, 24 pkgs., Family Size 3 75
 Snow Boy, 20 pkgs., Laundry Size 4 00
 Swift's Pride, 24s ... 3 65
 Swift's Pride, 100s .. 3 65
 Wisdom 3 30



The only
5c
Cleanser
Guaranteed to equal the best 10c kinds
80 - CANS - \$2.90

FITZPATRICK BROTHERS' SOAP CHIPS

White City (Dish Washing) 210 lbs. 3c per lb.
 Tip Top (Caustic) 250 lbs. 4c per lb.
 No. 1 Laundry Dry 225 lbs. 5 1/2 c per lb.
 Palm Pure Soap Dry 300 lbs. 6 1/2 c per lb.

FOOTE & JENKS' Killarney (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

A Partial List of Authorized Bottlers: A. L. JOYCE & SON, Grand Rapids and Traverse City, Mich.; KALAMAZOO BOTTLING CO., Kalamazoo, Mich.; KILLARNEY BOTTLING CO., 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

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—Prosperous dry goods business in best manufacturing town of 3,000 population in Michigan in center of excellent farming section. Factories busy, despite depression elsewhere. This is a rare opportunity to get into a well established business. Stock about \$7,000. Big discount for quick sale. Address No. 325, care Michigan Tradesman. 325

Wanted—Ten to fifteen second-hand clothing cabinets. Must be cheap for cash. Address Shafer & Schult, Elkhart, Indiana. 327

For Sale—Stock and fixtures. Grocery and meat market. Annual business \$30,000. Building can be bought or rented. Judson Grocer Co., 18 Market St. 328

For Sale or Exchange—Double brick store and stock general merchandise, situated in good town. Want good farm, 80 to 100 acres. H. C. Herkimer, Maybee, Michigan. 329

For Sale—Clean grocery stock doing good business. Fine location. Cheap if taken at once. Good reason for selling. Address No. 330, care Michigan Tradesman. 330

Finest location in best little city in Northern Michigan for merchandise business. Solid brick building on paved street. Will sell on terms, or trade. W. A. Loveday, Lansing, Mich. 331

Wanted—Small mercantile stock, or late model car, for \$1,000 equity in Saginaw dwelling. W. A. Loveday, Lansing, Michigan. 332

For Sale—Small bakery in good city of 2,000 population. Only bakery in town. Can get big shipping business. Address No. 333, care Michigan Tradesman. 333

Partner to back drama; big money, sure winner. I furnish star and leading man. Booked for California. W. E. Harvey, Fruitport, Michigan. 334

Plumbing and sheet metal business for sale. An exceptionally good opportunity. Address Stenger & Behrend, Herington, Kansas. 335

For Sale—Variety stock and store; or will rent store. Will exchange for small farm. F. E. Warren, Colon, Mich. 336

Missouri blue grass farm to exchange for hardware or combination hardware; close town. W. A. McDavitt, Elmer, Mo. 337

For Sale—Stock of new hardware and fixtures. Inventory at \$1,800, for 85 cents on the dollar. Place has paid well on the investment. Parties interested call or write. Edwin F. Garvey, 526 Allagan street, Lansing, Michigan. 338

Location wanted for harness shop—Have good stock and money to run the business and am a first-class all around harness maker; want location in good farming community. Will pay for any information that is to my interest. Address Harnessman, care of Tradesman. 339

We raise money for you Mr. Merchant at our expense. We pay half the advertising. Let us conduct a sale for you 7 to 20 days and turn 1/4 to 1/2 your stock into cash. We take all the chance so write us to-day. U. S. Sales Corporation, Advertising Building, Chicago, Ill. 340

For Sale—General merchandise stock invoicing \$7,000 at 50 cents on the dollar. Address No. 341, care Michigan Tradesman. 341

For Sale—3 1/2 acres good ground; fine buildings, fruit trees, grapes loaded with fruit. Also ice cream parlor. F. E. Clayton, Chase, Michigan. 342

For Sale—Stock of shoes and rubbers. Inventories about \$3,000. O. E. Robinson, Portland, Michigan. 343

Wanted—To buy building material and fuel business good Michigan town. Address No. 323, care Tradesman 323

Drug store wanted in good live town of 2,000 to 10,000 population in Michigan. Address 324, care Tradesman. 324

Wanted to Buy—Merchandise stock. Am financially able to handle deal up to \$30,000. Prefer to deal with owner. Address No. 318, care Michigan Tradesman. 318

Good paying mercantile business. Real money maker; stands close investigation. \$2,500 will take it for quick sale. Write for particulars. Address No. 320, care Tradesman. 320

Here is a chance for someone. Clean department store stock for sale in live manufacturing town, surrounded by rich farming country. Stock consists of notions, dry goods, china, etc. Good reasons for selling. C. J. Tucker, Grand Ledge, Michigan. 321

For Sale—Furniture and undertaking business. Town of 1,300. Reason, death of owner. Only store in county. L. C. Dawes, Rapid City, Michigan. 319

For Sale—In prosperous farming community, a modern equipped elevator with storage sufficient for handling hay, potatoes, apples and other produce. For information write D. M. Sherman, Allegan, Michigan. 322

Live, up-to-date grocery stock and fixtures for sale. Inventory about \$2,000; cheap rent; good location. Apply promptly to box 221, Birmingham, Michigan. 309

For Sale—Drug store, first-class, good location, business steadily growing; ill-health compels sale. Drug 24, care Tradesman. 310

Business For Sale—With profit of over \$32,000 in the last 9 years. Address W. X. Y. Z., Janesville, Wis. 313

MR. MERCHANT is your store overstocked? If so, it is the biggest drain and parasite in your business. To-day if you are a thinker you can no longer be willing to admit that being overstocked is a necessary evil because my personal services are a remedy for this great economic waste. Hundreds of merchants have employed me to their satisfaction; my methods are endorsed by leading wholesale houses; also, if you wish to dispose of your business, remove, reorganize, etc., write me for my services contain I believe the most inexpensive, practical proven and permanent solution of these great problems. W. G. Montgomery, Hotel Charlevoix, Detroit, Michigan. 315

Restaurant Fixtures—Good restaurant fixtures, 12-chair counter, showcases, etc., cheap; have poor health. Address Box 148, Lander, Wyoming. 303

For Sale—One of best stocks of general merchandise in Michigan. Established in same place 43 years. Stock always kept clean; very little old goods. Invoice \$15,000; always money maker. Will reduce to suit purchaser. Located in hustling town of 800 population in best farming and dairying section of State. We own the two-story brick, steam heated, electric lighted corner building which will lease or sell. Never offered for sale before. Might consider good improved Michigan farm part payment. Old age and poor health reasons for selling. If you want good business opportunity here is your chance. Address No. 295, care Tradesman. 295

For Sale—Grocery, old stand, in a good neighborhood, corner store, large order route and good transient trade; clean stock, store and fixtures up to date; will sell at a reasonable price. Grocery 45, care Tradesman. 296

For Sale—Clean stock of men's furnishings, shoes and clothing in live town of 5,000 in Central Michigan. Stock and fixtures invoice about \$3,000. Low rent and long lease, if desired. On account of poor health, will sell for 65 cents on the dollar. Address No. 307, care Michigan Tradesman. 307

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, 546 Houseman Bldg., Grand Rapids, Mich. 859

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

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

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

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

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

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—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, Feal Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

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. Kauffer, Milwaukee, Wis. 925

Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wisconsin. 963

Stocks Wanted—If you are desirous of selling your stock, tell me about it. I may be able to dispose of it quickly. My service free to both buyer and seller. E. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

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

Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

- File and 1,000 printed blank bill heads..... \$2 75
- File and 1,000 specially printed bill heads..... 3 50
- Printed blank bill heads, per thousand..... 1 25
- Specially printed bill heads, per thousand..... 2 00

Tradesman Company, Grand Rapids.

Grand Rapids Store Fixture Co.

Complete Store and Office Outfitters in "New" or "Used" Fixtures

See our line of FLOOR SHOW CASES before buying

No. 7 Ionia Ave., N. W.

Grand Rapids, Michigan

SOMETHING MORE

THE chances are that you want something more than printing when you want a job of printing—ideas, possibly, or suggestions for them; a plan as likely as possible to be the best, because comprising the latest and the best; an execution of the plan as you want it and when you want it. This is the service that we talk about but little, but invariably give.

Tradesman Company :: Grand Rapids

Biggest Bank Urges People to Economize.

The National City Bank, of New York, in its August circular, urges the people of the United States to make a study of practical economy, calling attention to the fact that by saving the people do not only provide for a rainy day but that they are contributing to the general good of society as a whole by providing capital for industrial development.

"In these days of growing social consciousness perhaps not enough emphasis is laid upon the results of saving," says the Bank. "No great undertaking, the purpose of which is to increase the supply of articles to common consumption, can be carried out without capital, and capital is provided by savings. If the war has checked the progress of the world, as we know it has, savings, wherever made, will help to counteract the effects.

"There is a common but mistaken idea that people of wealth render a public service by spending money in extravagant living. This is on the theory that they are 'distributing' it, but they would distribute it just as effectually if they paid it out for any industrial investment, and in that event instead of there being nothing to show for the disbursement there would be a permanent addition to the productive wealth of the country. Thus, if \$10,000 is spent upon a dinner, there is, indeed, a 'distribution' for music, flowers, service, etc., but if the same amount be spent for draining a swamp a similar 'distribution' occurs, and there is also a permanent increase in the food supply of the community.

"The people of this country are far more able than any other people to increase their savings, first, because their income is always much larger, and again, because they are now suffering less from the war than any other people. This country, therefore, has it in its power to do more than any other to repair the ravages and make good the losses of the war.

"There are other reasons especially applicable to ourselves for encouraging saving at this time. There is now afforded the best opportunity this country will ever have to buy back its own securities from foreign owners, thus coming into more complete ownership of the properties they represent, and there is also the opportunity to make the United States a creditor nation by means of investments in other countries, particularly the developing countries of this hemisphere. The people of these countries are now, more than ever, expectant and hopeful that we will become interested with them, and relations may be established that will become of great mutual value. Furthermore, when the war is over, there will be extraordinary opportunities for the use of American capital in other parts of the world, not only for direct profit, but in ways that will create permanent outlets for American goods.

"It would be a fine thing for every citizen of this country to save money enough to provide in comfort for his old age; that is an admirable purpose in itself, but when it is considered that in

so doing he would not only protect himself but help to place his country in the forefront of the world's industrial progress, another motive is added, worthy in itself of a national propaganda."

William Judson's Ideas on the Trend of Trade.

Grand Rapids, Aug. 2.—I have read with much interest your article in the Michigan Tradesman of last week on the Trend of Trade.

I think a jobber is a merchant, not a manufacturer. I do not admit that some very large wholesalers buy on inside quotations because they are so much greater an outlet for manufacturers. I am of the opinion that a manufacturer will sell to a strictly jobbing customer with just as much care and attention as to price and delivery on a \$100,000 order as he would if the order was \$1,000,000. I am also sure that manufacturers esteem very highly the natural channel of distribution—through the jobber to the retailer and then to the consumer. That is an economic trade condition. No branch of the trade needs a protecting wing. Each stands upon its own economic value to the public. My observation leads me to believe that houses well founded upon these well-established foundations are the ones which enjoy the highest credit rating and are the most successful from a money making standpoint over a period of years.

I believe that the element of service can be well considered. I believe the jobber can serve the retailer better by making deliveries of goods than the retailer can serve himself in that particular direction, just as the retailer can give his customers (the housekeepers) better service with his light, quick deliveries.

I do not believe that the majority of retailers are deeply in debt to the wholesaler. I believe in nearly all cases the retailer is well financed and worthy of credit. There are so many retail merchants discounting their bills, more and more all of the time. I have never been willing to tie a string to a customer. A big debt or a chattel mortgage is not a good way to retain friendships in trade. Good service, right prices and strict attention to quality are essential.

Admittedly much value comes from trade conferences and many changes are constantly being made in the way of methods and service I am confident that the strictly jobbing houses will indefinitely continue and serve the economic purpose that has established them so firmly in the trade.

William Judson.

Concord to Hold Harvest Festival.

Concord, Aug. 3.—The business men of Concord have decided to give a harvest day festival Tuesday, August 17. All farmers and residents for miles around are invited to come and enjoy the day at the expense of the Concord business men. The ladies' band of Reading will keep all entertained with music. There will be two ball games, Hanover Independents vs. Albion Independents in the morning, and Concord vs. Parma in the afternoon; \$65 is hung up as a prize.

Bouldry & Tucker offer a good set of dishes for the largest load brought in before 10 o'clock. There will also be \$50 in other prizes for sports such as 100-yard dashes, three-legged races, greased pole and all the good old contests which please old and young.

The following officers will have charge of the affair: President, J. C. Reynold; Secretary, F. W. McKenzie; Treasurer, A. K. Tucker; officer of the day, F. E. Hengerford. The various committees will be appointed by the President.

Grand Rapids Grocers and Meat Dealers.

The first meeting of the new organization known as the Grand Rapids Retail Grocers and Meat Dealers' Protective Association was held in the Association of Commerce rooms Tuesday night. The officers assumed their new duties with great pride and the outlook for a promising and successful year among the retail grocers and meat dealers is very bright. Each officer is determined to do his best to make the work of the Association count for more this year than ever before in the history of the organization.

The new by-laws were given careful attention and passed the first reading with but few corrections. It will be necessary for the by-laws to be read at three regular meetings before their final adoption.

The new organization now stands among the strongest organizations in regard to reporting and collection system of like character in Grand Rapids. The great aim of the organization will be to guard against the extension of poor credits and the collection of delinquent accounts. The success along this line for the past six months, surpasses that of any previous year, which is a great encouragement to members who are devoting much time and attention to the cause. It is the opinion of the members who are now using the service of the offices that grocers and meat dealers cannot afford to do without the assistance of the office, as it is the only organization in existence to which a merchant may become a member which has a direct bearing upon his business.

This being the first meeting of the new organization, great encouragement was given, due to the interest taken in the work. The regular meeting nights will be the first and third Tuesday evenings of each month.

Wm. P. Workman, Sec'y.

Willis C. Munro and family, of Cincinnati, are spending their vacation in Grand Rapids. Mr. Munro was a resident of Grand Rapids from 1870 to 1876, working as a compositor in the office of the Daily Democrat. He learned stenography and later obtained employment in the main office of the American Cotton Seed Oil Co., of Cincinnati. He now holds a responsible position in that company. Mr. Munro has witnessed a wonderful development of the cotton seed industry and states that fully 50 per cent. of the refined oil is used for culinary purposes. Compounded butter and lard, including Cottoline and Crispo, contain a large percentage of the oil, and it is used quite generally as a substitute for pure olive oil. A great many bottlers combine the oil of the cotton seed and the olive in equal proportions in the preparation of salad dressings. Nothing is wasted in the cotton seed trade. The thin fuzzy cotton which the gin fails to remove from the seed is gathered by a machine constructed especially for that purpose. It brings from 6 to 7 cents per pound. The shell of the seed is fed to cattle and the meats taken therefrom by the use of machinery are ground and mixed with other materials, producing food that is used in fattening sheep, hogs and other animals.

Mr. Munro says the business of the company has not been seriously affected by the war now in progress in Europe. Its export trade is very heavy, especially in South America. From ten to thirty car loads of refined oil are shipped from the works in Cincinnati every day, either in tanks, barrels or packages. Formerly the shells were burned.

The Bel-Car-Mo Nut Butter Co., which was referred to in the Tradesman last week as being in the bankruptcy court, is the company which went out of existence three years ago. It has no connection with the present company of the same name which purchased the assets of the old company and is continuing the business under new management and ample capital.

Cornelius DeBode, formerly a member of the firm of Stehouwer & DeBode in the bakery business on Alpine avenue, has severed his connections with that business, and is now erecting a concrete bakery in the rear of his residence, 1107 Eleventh street, and will hereafter operate individually at this address.

Owosso—W. L. and E. M. Lloyd has leased the Matthews building at the corner of Main and Water streets and will occupy it October 1 with a plant for manufacturing all kinds of leather goods, including harness and novelties, under the style of Lloyd & Son.

The Rental Clock Co., a million dollar Arizona corporation, has recently been organized. Walter Ioor, of this city, is one of the principal stockholders. The McDowell Machinery Co., in the Murray building, is agent for the clock in this district.

Allen J. Buxton, who was for a number of years employed by the Grand Rapids Gas Light Co., has started in the gas fitting and lighting fixture business at 554 Eastern avenue. His father is associated with him in the business.

Solomon Jacobs, formerly in the restaurant business at 11 Division avenue, South, has succeeded C. Frey in the grocery business at 363 Grandville avenue. Mr. Jacobs came to this city from Chicago about two years ago.

Vanderbilt—S. Jackson has removed his stock of dry goods, clothing and shoes to his store at Croswell and will devote his entire attention to the business there.

Bay City—M. L. Wilcox, of Saginaw, has purchased the assets of the Wilcox-McKim Co. and will reorganize the company and continue the business.

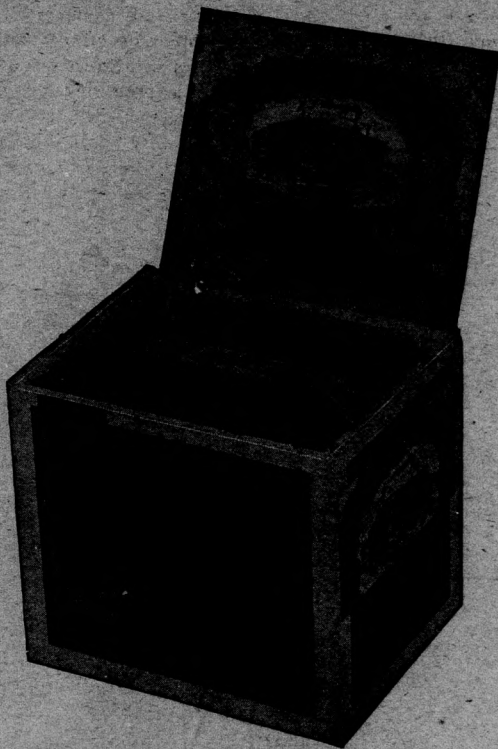
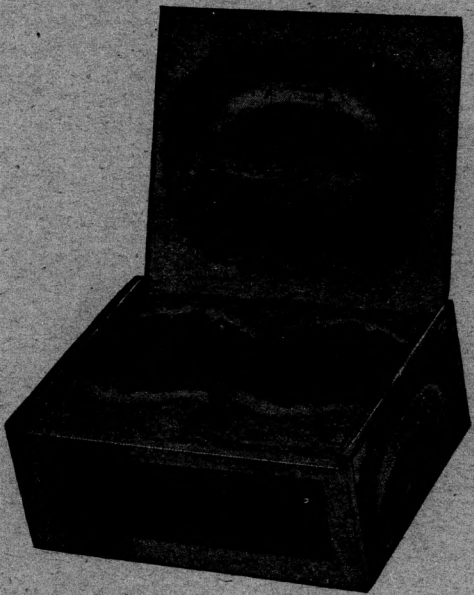
Holland—The French Cloak Co. is building an addition to its store building and will add a line of millinery goods to its stock.

Few men are able to appreciate getting the short end of a joke.

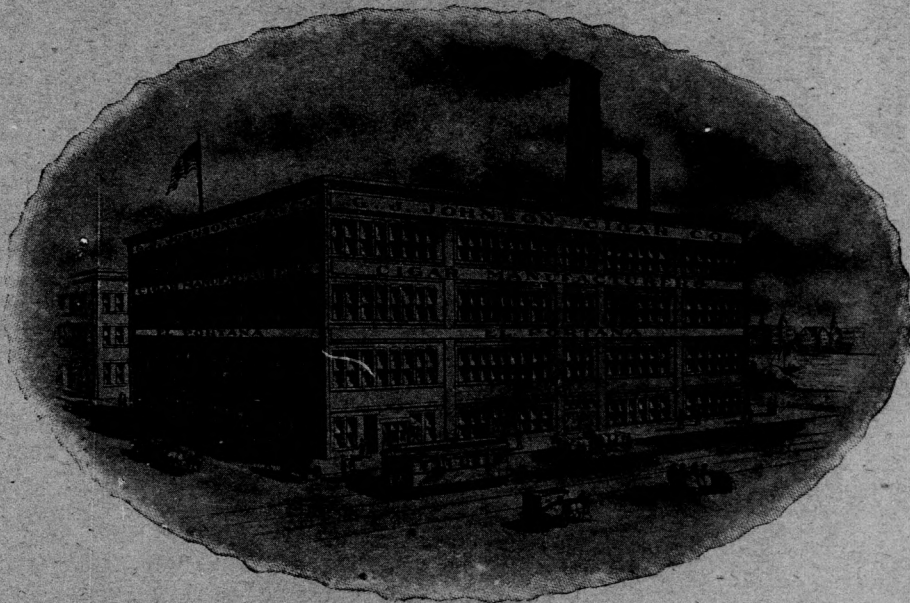
BUSINESS CHANCES.

For Rent—One of the best buildings in the best location in Cedar Rapids, Iowa; two floors and basement; suitable for clothing, dry goods or ladies' ready-to-wear, and a good opening here for any of these lines. Address W. H. Burrows, Cedar Rapids, Iowa. 344

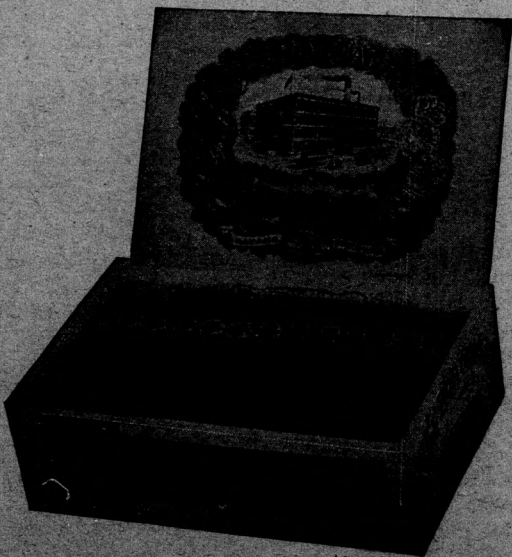
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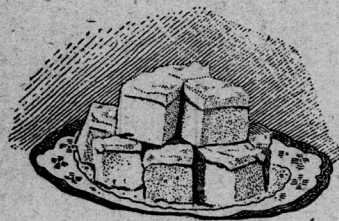
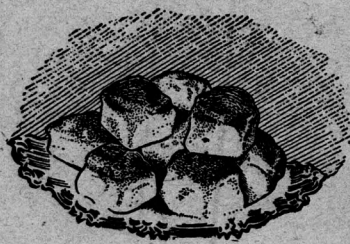
Makers

Grand Rapids, Mich.





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