

MICHIGAN TRADESMAN

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Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, AUGUST 18, 1915

Number 1665

Forget It

Forget the slander you have heard,
Forget the hasty, unkind word;
Forget the quarrel and the cause,
Forget the whole affair, because
Forgetting is the only way.
Forget the storm of yesterday,
Forget the chap whose sour face
Forgets to smile in any place;
Forget the trials you have had,
Forget the weather if it's bad.
Forget the knocker, he's a freak,
Forget him seven days a week;
Forget you're not a millionaire.
Forget the gray streaks in your hair;
Forget the home team lost the game,
Forget the pitcher was to blame.
Forget the coffee when it's cold,
Forget the kick, forget to scold.
Forget the plumber's awful charge,
Forget the iceman's bill is large,
Forget the coal man and his weighs,
Forget the heat these summer days.
Forget wherever you may roam,
Forget the man who wrote this poem,
Forget that he in social bliss,
Forgot himself when he wrote this.
Forget to ever get the blues,
But don't forget to pay your dues.

Carveth.

The Knocker's Creed

I BELIEVE that nothing is right. I believe that everything is wrong. I believe that I alone have the right idea. The town is wrong, the editor is wrong, the teachers are wrong, the people are wrong, the things they do are wrong and they are doing them in the wrong way anyhow. I believe I could fix things if they would let me. If they don't I will get a lot of other fellows like myself and we will have a law passed to make others do things the way we want them done. I do not believe that the town ought to grow. It is too big now. I believe in fighting every public improvement and in spoiling everybody's pleasure. I am always to the front in opposing things and never yet advanced an idea or supported a movement that would make the people happier or add to the pleasure of man, woman or child. I am opposed to fun and am happiest when at a funeral. I believe in starting reforms that will take the joy out of life. It's a sad world and I am glad of it. Amen.

Good Yeast
 Good Bread
 Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST

The Nation's Leading
 Brands of Flour

Let Us Line You Up
 We Have Some Attractive Prices

Ceresota—Spring Wheat

Aristos—(Red Turkey) Kansas

Fanchon—Kansas Hard Wheat
 Fancy Patent

Red Star—A Kansas Short Patent

Puritan—A Leader from Nebraska

Barlow's Best

Made from Soft Michigan Winter Wheat

Barlow's Old Tyme Graham

JUDSON GROCER CO.

The Pure Foods House
 GRAND RAPIDS, MICHIGAN

Every Citizens Telephone
 Is a Long Distance Instrument



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

14,041 Telephones in
 Grand Rapids.

USE CITIZENS SERVICE

H. LEONARD & SONS

Announce the Opening of Their

**Toy & Fancy Goods
 Department**

(Wholesale Only)

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

Holiday Merchandise

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

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

Toilet Articles, Brass Goods, House Furnishings, Etc.

all marked in plain figures to sell at popular prices.

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

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

Last Fall we were one of the few importers who **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 @ \$3.60—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

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ABANDON THE USAGE.

The recent insulting protest of Representative Buchanan because President Wilson refused to see him during the President's recent brief stay in Washington smacks distinctly of the ludicrous as well as of offended Congressional dignity. Because Mr. Wilson could not receive him, the Congressman insists that the President was opening his doors to advocates of war, when he, Mr. Buchanan, could not appear before him in behalf of peace. When it is considered how earnestly the President has labored to keep us out of the war, it is hardly possible to take Mr. Buchanan's charge seriously. What Mr. Buchanan encountered is what has happened to hundreds of others, for Mr. Wilson is less accessible than any President of late years, so that even Congressmen, who have usually been able to command an audience at any time, can never be sure that they can impress Mr. Smith and Mr. Jones, the leading citizens of the third largest village in their districts, with the ease with which they can obtain an audience with the occupant of the White House. This has been an immemorial right of Congressmen, and they naturally dislike to have it curtailed.

Mr. Wilson is, however, naturally inclined to be by himself, as studious men are. All his life he has insisted on having some free time to indulge in a habit rarely met with nowadays—that of thinking about things when he himself—and it will be admitted that he has had enough to think about since he became President. He welcomes his stays in Cornish because they leave him free to read and study documents and reports as he is not able to in Washington. And, then, as he has himself said, he is a lonely man. His intimates are few, and in Mr. Tumulty and Surgeon Grayson he has two devoted guardians who are bent on shielding him from bores and mere time-consumers. How successfully they protect him is apparent from the fact that during his last visit in Cornish, prior to the present stay, he was by himself for twenty-five days, seeing no one save the newspaper men on duty and the members of his family. Not a visitor crossed his threshold during this period. It gave him the oppor-

tunity to rest and recuperate, to escape the embarrassment of being in the public eye whenever he stirred and to prepare that final note to Germany which won the unanimous approval of every nation on the earth except Germany, Austria and Turkey, who have left humanity and civilization in the lurch while following the Kaiser in his murderous warfare on the world.

It is neither wise nor politic to permit future Presidents to be so accessible as were Presidents Cleveland and Harrison. Paul Lindau, the German novelist, tells how he was one day casually asked in Washington by a friend of Mr. Cleveland's if he would like to see the President. Eagerly accepting the invitation, he enquired whether he should not put on the dress suit of European officialdom or the frock coat of American statesmanship. Being assured that this was not necessary, they walked to the White House, passing a single languid policeman, to be asked in at once to the secretary's office. "You wish to see the President? Walk right upstairs, please. You'll find him in his study." In the next minute they were in the presence of the ruler of the freest of nations. Lindau, who had seen the ceremonial of all the courts of Europe, declared that nothing in his life had impressed him like this simplicity and openness, the absence of guards and chamberlains, aides-de-camp and flunkies.

If all Americans were like our commercial attache at Shanghai, "Made in U. S. A." would decorate every hamlet on the planet. The Chinese, it appears, are fond of sweets. But although a few millions of them chew the betel nut, there are something like 300,000,000 pairs of jaws that are innocent of the agreeable activity that characterizes our more advanced civilization. Think of what these hordes of jaws could do to the product of our gum factories! If statistics count for anything, China ought to be able to out-chew any other nation on earth, even allowing for inexperience. Our enterprising attache enforces his tempting invitation to our captains of industry by pointing out that once condensed milk was unknown to the Celestials, while now its empty cans may be found everywhere. What can be done in the case of a merely useful product like condensed milk ought to be outstripped by a fascinating creation like American chewing-gum. Besides, a few boxes of gum ought to make the work of the missionary much easier.

We have heard of the blessings of poverty, but we can't recall having ever seen any of them.

It is the chap who minds his q's and p's that sleeps on flowery beds of e's.

WHY HOPES RUN HIGH.

More wheat and oats will be harvested this year than ever before in the agricultural history of the United States. A big corn crop is in the making. Immense crops are in sight, which, following the big yields and high prices of last year, mean prosperity for the country at large.

The Government crop report promised for wheat, corn, oats, barley, and rye an aggregate yield of 5,547,000,000 bushels, an increase of 124,000,000 bushels over the July estimate of the Government, and 260,000,000 bushels over the final returns of last year. The big increase for the month was in corn—100,000,000 bushels—while wheat, corn, and oats show large gains over last year, and 24,000,000 bushels above the record yields of 1912.

The Department of Agriculture's statisticians have extremely optimistic ideas of probable yields this season, in their estimate of 1,000,000,000 bushels wheat, 3,000,000,000 bushels corn, and 1,500,000,000 bushels oats, as the final outcome. The wheat and oat figures are records already. To make the high mark estimated by the Government statisticians it will be necessary to swell the estimated yield of winter and spring wheat from the present large aggregate, making no allowance for the losses from floods and excessive rains sustained lately by winter wheat.

A valuation of \$1,000,000,000 is placed on the wheat crop, \$2,500,000,000 on corn, and \$630,000,000 on oats. Here is an aggregate of \$4,130,000,000 for three grains. This is much higher than producers will likely realize, as the uneven character of the quality of this year's wheat crop will make a wide range of values. Yet, considering all this, the country is to be congratulated on the size of the prospective harvest. It is a big one, and unusually well distributed. There is no shortage of any crop in any section.

Kansas is the banner winter wheat State, with 118,000,000 bushels. The four States west of the Missouri River, Kansas, Nebraska, Oklahoma, and Texas, have 248,000,000 bushels, a loss of 54,000,000 from last year, but a gain of 103,000,000 bushels over the five-year average from 1909-13. The Central West has 194,000,000 bushels, or 8,000,000 bushels more than last year.

In the three Northwestern States, Minnesota, North Dakota and South Dakota, there are 239,000,000 bushels, an increase of 85,000,000 bushels over 1914. These States have a promise of equaling the 1912 record of 263,000,000 bushels.

Corn is a most irregular crop this

year. The 2,918,000,000 bushels now suggested is the second largest crop on record. There has been a gain of 100,000,000 bushels over last month, despite unfavorable weather. The seven surplus states where the commercial crop of the country is raised, have 1,522,000,000 bushels, a gain of 86,000,000 bushels above last year's. The South has a big crop of corn, which is about made, while that in the North requires sixty days more to mature.

All in all, the brilliant crop prospect has created a confident tone in business circles. The West has an abundance of grain, the best asset possible anywhere, and with remunerative prices good business is being spelled all around. Manufacturers and merchants are already feeling the effect of the good cheer. Factories are enlarging their output and giving more employment to workers, and there is a general disposition among business interests to go ahead and do things.

The Dardanelles campaign has been spoken of, even in Allied quarters, as a mistake. Yet the mistake was not in the original conception, but in the execution. The great naval assault of last March should have waited for the gathering of an adequate army. Preparations should have been more thorough. Greek intervention should not have been counted on. Other errors may have been made. That the plan in itself is sound appears from this extraordinary fact, that after Russia's great defeats, and in the face of a possible diversion of Austro-German troops to Serbia, the political balance in the Balkans should still be so delicately poised, the probability of Balkan intervention on the side of the Allies still so near. Had the forces which the Allies now have in Gallipoli been thrown in at one attempt before Turkish preparations were perfected, one can imagine the effect on the Balkan situation. The landing of what is virtually a new Allied army in Gallipoli is thus of the highest importance in a political as well as a military sense. The Allies are evidently determined to fight it out on that line. In the light of the Dardanelles, the campaign in the west takes on the strange aspect of a mutual defensive. The Germans are content to stand still in the west while driving hard at the weakest member of the Entente—Russia. The Allies are seemingly content to stand still while driving at the weakest member of the Teutonic league—Turkey.

Probably there is nothing quite so pure as the motive of a man who lend money to another when he is morally certain he will never get it back.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 16.—The Soo business men are making a strong effort to induce President W. R. Callaway, of the Minneapolis, St. Paul & Sault Ste. Marie Railway, to arrange a schedule which will enable people between the Soo and Manistique to come to the Soo, do their trading and get out on the same day. It is almost certain that the railway company has decided to revise its passenger trains schedules in the near future, as the company claims it is losing money under the present schedule. It is stated that the company proposes to revise the schedule so that train 86 which arrives here at 12:50 p. m. daily will arrive in the evening, and train 87, which leaves here at 1:30 p. m., will leave in the morning, which would mean that people living along the Soo line would have to come in here at night and stay all the next day and leave the following morning, whereas under their present schedule it is possible to reach the Soo at 12:50 p. m. from all points along the line, transact business during the afternoon and following morning and leave for home at 1:30 p. m. Train 7, which leaves daily at 5 p. m. is an express stopping at Rudyard and Trout Lake, between the Soo and Manistique. Train 8, also an express, arriving at 10:20 a. m. stops at the same points and it has been suggested to have these trains 7 and 8 make local stops, but Mr. Callaway states this is out of the question. The only recourse of benefit to the Soo is a revision of the schedule which will bring a local train here in the morning and send a local train out in the afternoon or evening. That there is some chance of this, President Callaway admits, and it is hoped that some satisfactory schedule will be arranged, as it will not only be to the interest of the city but to the line as well.

The steamer, Alexander McDougall, of the Pittsburg Steamship Company line, left De Tour last week for Cleveland, where it will go into dry dock. When the steamer went on the rocks at Duck Island, two weeks ago, several large holes were torn in her hull, but she went to De Tour under her own power after being released. However, she was leaking so badly that her cargo of coal was removed to the barge Thomas. Before leaving for Cleveland she underwent temporary repairs made by the Great Lakes Towing and Wrecking Company, putting her in seaworthy condition to make the trip.

"Naval battles are at least shorter than land battles, even if not sweeter."

The Soo officials are very sympathetic, but of the Missouri class, which will be vouched for by Henry Jacobson, who decided to visit the Soo last week, claiming his home to be in Escanaba. He was found by Patrolman Reiger on Hursley avenue last Wednesday morning making a house-to-house canvass begging funds. Patrolman Reiger thought he should have a license before starting out and brought him before Desk Sergeant Roberts at police headquarters, to whom Mr. Jacobson related a very pathetic story, stating he had his shoulder broken sometime ago by a falling tree while working in the woods, this also crippling his right hand. He stated he was 55 years of age and brought forth from his pockets credentials from the city clerk of Escanaba and other prominent men of that city, which letters stated Henry had always been a hard working man and was deserving of help. After hearing his tale of hardships and reading the letters, our officers were in deep sympathy with Mr. Jacobson, but, nevertheless, fulfilled their duty, and after searching Mr. Jacobson, their feelings toward him changed, as

several dollars in change were taken from his pockets, in connection with a tiny book from one of his inner pockets which contained \$45 in bills of one, two and five dollar denominations. Mr. Jacobson did not offer any further explanations, but was given a locker to await his trial, and it is quite evident he will not complete his canvass here.

It is now fully realized by the militia council that Canada is at war and in these times the same rules which apply at the British war office in London should apply to Canada, so they have decided there shall be no more hiding behind a woman's skirts and the man who has been trained for years past at the expense of the government will no longer be able to excuse himself from going to war because of his inability to get his wife's written consent which has heretofore been required by the militia regulations. Another clause that has been wiped out is that requiring young men between the ages of 18 and 21 to have the consent of their fathers. Now every young man between these ages will be free to offer himself for the service if he sees fit to do so. A third clause removed is that which provides that a recruit wishing to purchase his discharge can do so by paying the sum of \$15. It is quite evident that Canada now wants her men in the service and wants them to stick.

"It is the great grandchildren of the present generation who will still be paying for the European war."

Mr. Pollock, of the International Hotel, in the Canadian Soo, reports that, notwithstanding the war times, the tourist trade this season is particularly good. It is hard to get away from the scenic beauty of the Sault's surrounding which are becoming known and appreciated more each year. Mr. Pollock states that he had as a guest at his hotel last week, J. S. Simmons, of Niagara Falls, N. Y., who was sent a letter of introduction by Senator G. F. Thompson, of New York, who was one of the party of twenty-two senators and assemblymen of New York who visited the Canadian Soo last week. In his letter Mr. Simmons spoke of the courteous treatment he had received while in the Soo and hoped the same would be extended to the party of visitors.

While returning from a trip to Manistique last week, G. Alexakes, one of the Canadian Soo's leading candy manufacturers, sustained two fractured ribs in trying to jump on the ferry which had already started to leave the Michigan side and is now confined to his home suffering from the injury.

The water is claiming its victims again this year, the last report being that of George Kearns, who with a number of other boys went in bathing in Carson Lake, the young boy getting beyond his depth. He was 14 years old and the son of Patrick Kearns at Steelton. Three years ago Mr. Kearns lost his little girl in the same way.

"Life is made up of ups and downs. A man must get down to business before he can rise."

The concrete work on the construction of the pier facing Brady Park is completed and work is now being done on the leveling off and filling in of the grounds. When completed, this will make a great addition to the appearance of the water front.

A number of New York senators and assemblymen visited the Soo last week to attend the hearing held by the New York State Legislative Investigation Commission in the administration building at the canal, at which the contrast between state and Federal control of water was brought out. Senator Thompson, before leaving, stated that he was very much pleased with his visit here, as he found the American Soo progressive and awake to improvements that would attract a stranger's attention.

The party also visited the Canadian Soo before leaving for Toronto.

Patrolman Adam Haller was called to Mr. Clemens to attend the funeral of his brother, Matthew Haller, who was accidentally killed when he fell from the side steps of a running automobile. Mr. Haller has the sympathy of his many friends here.

The amount of primary money apportioned to Chippewa county by the State this year amounts to \$64,000. Of this amount \$29,853.55 goes to our city schools.

"Walk fast until you get there, then stand fast."

Edward Jones, superintendent of the Soo hospital accompanied by his daughter, Miss Bessie Jones, left last week for Detroit where they spend a few weeks visiting.

Evidently Charles Manning made a mistake in choosing Friday, the 13th, for his day to go on a little rampage, and the judge, after taking one look at Charley, glanced around the room, cogitating on the punishment which ought to be meted out to him, spied a calendar on the wall and turning to Charley said, "You'll have to pay a fine of \$13 within thirteen hours or serve thirteen days in the county jail." But Charley should not consider the thirteenth his unlucky day, if he only stops to consider what he would have received if he had been arrested on the thirtieth instead.

H. E. Harrington, of Detroit, equipment supervisor for the Michigan State Telephone Co, visited the local exchange last week on official business.

The party composed of Mr. and Mrs. W. H. O'Neill and Mr. and Mrs. C. H. Scott, who left a few weeks ago for Detroit by auto, mention of which was made in the Tradesman at the time, returned to the Soo last week. It took them fourteen days to complete the trip, the speedometer of Mr. O'Neill's car registering 1,400 miles. The route they took was rather round about, as they left the Soo, going to Cedarville, thence to Mackinaw City, through Petoskey, Charlevoix, Elk Rapids, Traverse City, Cadillac, Grand Rapids, Kalamazoo, Ypsilanti, Detroit, Toledo, Jackson, Lansing, Bay City and Saginaw. The party report they had the best of weather during the trip and that the roads were fine.

Charles J. Manager, manager of the Chicago Mill & Lumber Co. mill, at West Neebish, was a Soo visitor last week.

Capt. F. B. Smith and Geo. L. Kubeck, officials of the Pittsburg Steamship Company, of Cleveland, were Soo visitors last week.

H. F. Stafford, of Marquette, Superintendent of the South Shore Railway Company, was in the city last week on one of his regular inspection trips of the road.

Victor Windett, Chief Engineer for the Oscar Daniels Company, of Chicago, who have the contract for constructing the masonry on the fourth lock, arrived in the city last week to inspect the work.

Rev. George Deeganosh, pastor of the Indian Methodist Mission at Sugar Island, stopped off between trains on Tuesday at Newberry on his way to the Indian camp meeting at Pequaning, where he was to read a paper on "Whisky, the Bane of the Indian Race."

"Hope is all right in its way, but men who try to live on it are hopeless."

While making a trip through Canada last week your correspondent met some of the former well-known travelers who wished to be remembered to the boys in Michigan. While they are in the war country, they are still meeting with success in their business ventures. George Laird and J. McKey are the boys. They are still in the oyster business in Toronto and, although the oyster season has not as yet opened up, Mr. Laird is taking the opportunity during the

summer months to make a canvass of the entire Canadian territory, lining up the trade for the winter, while Mr. McKey is spending most of the time at his cosy summer home on Lake Simcoe. They are both auto enthusiasts, being the owners of some of Canada's best known cars and charter members of the American Club and conceded royal entertainers. They enjoyed talking about the good old times they had in Michigan and always have a warm spot in their hearts for their numerous friends in this country.

It was my pleasure to visit Grand Rapids last week and get acquainted with the editor of the Tradesman, Mr. Stowe, also Mrs. Stowe, and to say that they are a happy couple would be putting it mildly. While Mr. Stowe is one of the busiest of busy men in Grand Rapids, he is a royal entertainer and one of the men who makes one feel better for having known him. The time spent in Grand Rapids will long be remembered as one of the most pleasant visits ever made by the writer.

The many friends of J. B. Melody, Swift & Company's soap salesman will regret to learn that he is still at Harper Hospital, Detroit, where he had to undergo an operation. He had been reported doing nicely last week and was expected to return to the Soo, but a change for the worse came as a shock to his many friends, although the operation is reported as having been successful, and it is hoped that his trouble will be of short duration and that we may report his recovery and return home in the near future. William G. Tapert.

Boomlets From Bay City.

Bay City, Aug. 16.—A. H. Irons, Atlanta, spent last Friday and Saturday in Bay City, combining pleasure with business. His daughter accompanied him.

Walter Swafield, Wolverine, has purchased the grocery and meat business formerly conducted by M. Odell, Grayling.

William Story, formerly proprietor of the Story Hotel, Wolverine, has retired from the hotel business and is now engaged in the grocery and millinery trade.

John Nichols, formerly manager of the Yuill Bros. store, at Logan, is now engaged in the grocery business at 914 McKinley avenue, Bay City. The store is known as the Nichols Grocery.

Arthur Bollert, Mt. Forest, has sold his stock of hardware and implements to W. H. Heppner, who has taken possession.

George Hause, Rhodes, is erecting a store building which he will use for the hardware and implement business. He expects to be ready for business early in September.

Wilkinson & Co. succeed Carr & Son, Gaylord, in the meat business.

John D. Merkiel, Gaylord, formerly clerk at the Otsego Hotel, is now a full fledged grocer, having opened a new store last Thursday with a full and complete stock of groceries.

M. H. Wright, Gladwin, one of the most prominent, progressive and successful merchants of that thriving city, has recently increased the capacity of his business quarters by adding 25 x 30 feet to its present size, which gives him increased storage room, as well as a good sized flour room, also an up-to-date butter and egg refrigerator and fruit room. These improvements were necessary in order to accommodate his rapidly increasing business.

W. T. Ballamy.

The W. H. Chase Furniture Co. has been organized with an authorized capital stock of \$15,000, of which amount \$8,420 has been subscribed, \$2,050 paid in in cash and \$6,370 in property.

Lively Notes From a Lively City.

Owosso, Aug. 16.—The annual picnic of Owosso Council, No. 218, over which bad roads, thunder storms and other colossal epidemics of like distinction have no control, was pulled off Saturday, August 7, at McCurdy Park without a hitch in the programme. A good part of the morning was used up in weather prognostications and mild profanity, but at 11 a. m. the sun burst forth from behind the clouds, as did the old-time martial band, and Jupiter Pluvius threw up his hands and fled in dismay. Everybody and their folks arrived at the Grove on time. Promptly at 12:30, under the deft manipulation of the committee of ladies on "chuck," the tables groaned under the load of edibles, from fried chicken to watermelon, and an hour later most of the participants were in a similar condition. The sports and games for the ladies and children, such as throwing baseball at a mark, pitching quoits, sawing contest and driving nails, were entered into with considerable enthusiasm. Under the management of F. E. Evans, who acted as burgomaster for this part of the programme, the old-time martial band discoursed old-time war melodies to the discomfiture of all music lovers until a collection was taken and they were bribed to stop. Everybody declared he had had a good time and went home happy excepting those who had bruises on their shins received during the ladies' quoit pitching contests. A similar event is scheduled to be held a year later, but the men will wear pads, so they may not be permanently injured by wild throws on the part of the lady contestants. They will have to do this and retire to a safe distance to ensure their safety.

There will be a home coming and booster day held at Bridgeville, Gratiot county, on Saturday, August 21. Wesley J. Morrison, proprietor of the general store informs us that he has written to the mayors of the surrounding cities, requesting them not to allow any stunts pulled off in their different localities that would draw the crowd away from Bridgeville and also had asked the Mayor of Grand Rapids if he would dam up Grand River so the water would back up on Maple River flats for boat races. Everybody is invited to attend this event.

Chas. Smallenberger has purchased the restaurant and ice cream parlor of C. J. Brewbaker, at Ashley, and will conduct an up-to-date ice cream, lunch room and tobacco store.

Ed. McCarty, proprietor of the general store at Fenmore, is taking a Western trip with his family, auto, camping outfit and dog. Last we heard from Ed. he was camping in Montana, eighteen miles from Forsyth, one mile to the nearest well, and had lost his dog. Ed. is an old-time sportsman and is well provided with gun and fishing tackle and we predict a pleasant and enjoyable trip for him and his family.

Clark Putt, the up-to-date grocer and baker of St. Johns, is also in on a few other stunts that are worthy of mention. We are informed he has the best crop of lettuce grown in Michigan; also is working a new advertising specialty by putting out bands to be worn on rooster's legs with his advertisement inscribed thereon. Anyone wishing samples of lettuce or bands should consult Fred Hanifan.

W. D. Royce, of Ann Arbor, has been making an extended visit at the home of his old friend, George W. Haskell, and during intervals has been measured for and had constructed a set of new teeth. He is spending the present week at Corunna with his cousin, J. D. Royce, who, in an aggrieved frame of mind, is putting up a strenuous kick that Haskell should entertain him when he couldn't

eat what he wanted (even if he could get it) and then send him over there in the present high cost of living with a full set of new grinders and a long pent-up appetite to practically demolish the entire interior of his larder. Jay says it is his earnest desire to be a good fellow, but he doesn't like to be worked.

We notice that G. H. Graham, of Lansing, is the prize winner of five gold pieces of untold denomination for selling embalming fluid. We are pleased to learn this and extend congratulations. George was an old-time partner of ours in the grocery business, when common molasses was drawn from barrels and soda was called saleratus; and we're not going to try to touch him for any of the gold stock by writing him for a loan. Now, as we understand it, emblaming fluid is a preparation for making folks stay dead. Of course, when a man is dead you can give him anything you have that you cannot use for anything else and in any quantity you wish, without a protest from him, and his widow will pay for it out of the life insurance, but we can't help but ponder on what a more pleasant retrospection of the past George would have had in several hundred years from now had he bent his energies on vending a dope that would have been as effectual in causing people to remain alive. Then his customers could have walked up to him, slapped him on the back and said, "Hello George, glad to see you. If it hadn't been for that stuff I bought of you, I would have been dead 500 years ago."

Nix for us on that dead stuff.
Honest Groceryman.

Honks From Auto City Council.

Lansing, Aug. 16.—We are in receipt of a copy of a very neat and finely edited roster and season's programme issued by our Ladies' Auxiliary, giving dates of their regular meetings and subjects to be discussed at the literary sessions. We give below one of the quotations found there:

"How easily we can settle the question of duty for a tired, tempted and discouraged traveler."

Those who missed the old-time barn dance given by the city of Lansing last Saturday at the new market missed a rare treat. About 15,000 were present.

Edward D. Glancy (Michigan Knitting Co.) has just closed his year's selling season and reports a marked gain in business, especially in the Eastern states.

E. H. Simpkins and some friends suffered the loss of twenty nice bass recently which, after being caught in the regular manner and carried to the car in which they were to be brought to Lansing, escaped by breaking the string and flopped back into the water, a distance of over fifty feet. (?)

S. B. Potter (Emerson-Brautingham Implement Co.) has been transferred to North Dakota. A card just received announces his arrival at Fargo and expresses his opinion of the territory.

Our sixth annual basket picnic, held last Saturday at Pine Lake, was a very enjoyable affair and will be remembered as one of the distinctive social functions in the history of our Council. An electric train furnished by the M. U. T., leaving Lansing at 11:30 a. m., carried to the Lake many happy families, the heads of whom were members of our Council, or holding down a commercial job in the road selling line. Others made the journey in automobiles and a few even rode in fords. A large commercial truck gathered up and safely transported the cumbersome articles necessary for a successful picnic dinner, and at 1 p. m. the long table in the maple grove fairly groaned with its load of good things, such as only the wives of our members know how to prepare. After dinner, athletic contests were indulged in and the successful contestants were as follows:

- Rowing race—F. T. Jury.
- Peanut race for men—P. S. Frantz.
- Peanut race for ladies—Mrs. B. A. Diekey.
- Calling contest—Mrs. W. M. Hagler.
- Boys running race—Arvin Faber.
- Chinning contest—F. T. Jury.
- Bottle throwing contest—Mrs. A. J. Roby.

Our genial conductor, F. T. Jury, proved to be our most efficient athlete, winning two contests and losing a third by a narrow margin.

Mrs. B. N. LaDu, President of our Ladies' Auxiliary, addressed the assemblage in a few well chosen words, taking for her subject the U. C. T. and its social gatherings.

At 4 p. m. J. Pluvius got busy with his sprinkling can and all gathered at the pavilion where for two hours those who wished enjoyed their favorite pastime of dancing. Features in this part of the programme were an old time quadrille by all and a cake walk by Mrs. M. E. Sherwood and Geo. O. Tooley. F. T. Jury put considerable life and enthusiasm into the

occasion by occasionally imitating the old Southern ducky with a double shuffle shakedown to the time "slapped" by two members of our Council. The two pugilists engaged for a ten round go for a \$200 cash prize failed to show up, so a friendly bout with the gloves was arranged between two members of our Council (names withheld), which was decided a draw after several two minute rounds of real sport.

Our out-of-town guests were J. W. Manning, of New York, and Mr. and Mrs. O. T. Graham, of Boston. Mr. Manning, who is visiting his daughter Mrs. M. L. Moody, was formerly a member of the order with twenty-five years of commercial life to his credit, which he spent calling on the Michigan drug trade. Mr. and Mrs. Graham are relatives of Mr. and Mrs. M. E. Sherwood.

While the rain shortened our stay at the Lake, the day was thoroughly enjoyed by all, and the children are already looking forward to a repetition of the event in 1916.

H. D. Bullen.

People who believe everything they hear might be lucky if they were a little deaf.

SAFETY



FIRST

Reynolds shingles cannot rust; will not warp, split nor break. They are flexible, and are just the shingle to use on bungalow roofs and foratched effects.

You'll soon be thinking about the condition of your roof for the coming winter, too. If it is a Reynolds it will not leak; if it is not a Reynolds it is time to call the roofer and have a Reynolds Guaranteed Shingle roof—the Fire-Safe kind—put on.

Cost no more than the best wood shingles.

H. M. Reynolds Asphalt Shingle Co.

"Originators of the Asphalt Shingle"
Grand Rapids, Mich.

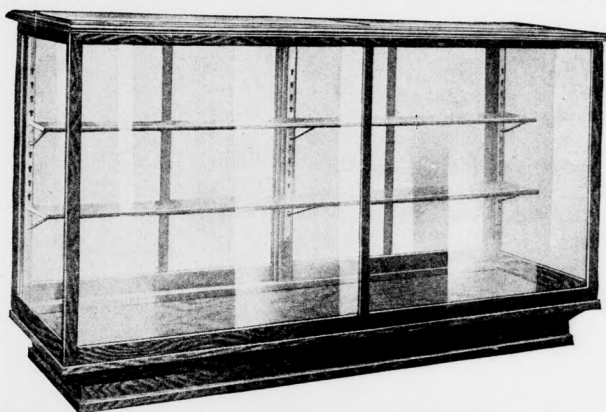
Mr. Merchant, Can You Beat It?

This 6 ft. Bevel Plate Glass Top Floor Case for only \$21.00 Net Cash

- Height—40 in.
- Width—24 in.
- Selected Oak.
- Ball-bearing Sliding Doors.

Finish is of the latest shade Golden Oak, hand rubbed.

Front, Ends and Doors best double strength glass.



We have in stock all sizes from 34 in. to 8 ft. in either Display or Cigar Cases.

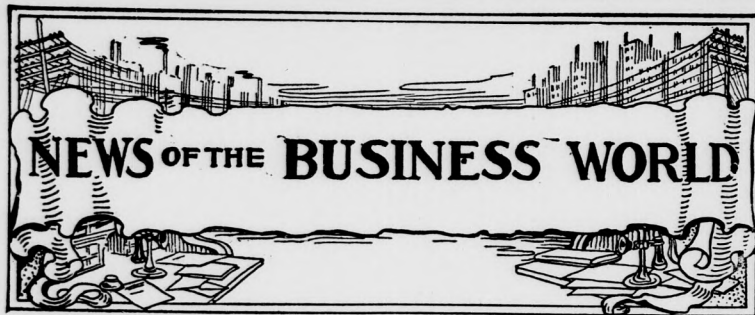
Shelves are pressed steel finished in oak on adjustable nickel brackets.

We are entire Store and Office Outfitters in "NEW or USED" Fixtures for any kind of business

GRAND RAPIDS STORE FIXTURE CO. No. 7 Ionia Ave. N. W. Grand Rapids, Mich.

FRED D. VOS

OTTO A. OHLAND



Movements of Merchants.

Ann Arbor—The Bice-Ernest Co. has changed its name to Ernest Electrical Co.

Cetral Lake—Mrs. Grace Wightman will engage in the millinery business about Sept. 1.

Flint—F. M. Kemano, recently of Plainwell, has engaged in the baking business here.

Lawton—Miss Jennie Johnson succeeds Mrs. Edward Desenberg in the millinery business.

Battle Creek—G. H. Howell will open an electric supply store at 100 West Main street Sept. 1.

Shepherd—H. S. Murwin has sold his grocery stock to F. E. Chaplin, who has taken possession.

Springport—North & Son have sold their hardware stock to B. J. Fowler, of Eaton Rapids, who has taken possession.

Hart—Augustus M. Kobe, grocer, died at Grand Rapids August 14, following an illness of about ten days.

Williamston—George Klunzinger, dealer in harness, died at his home August 10, following a very short illness.

Burton—Thieves entered the general store of Darwin Green August 10 and carried away the contents of the cash register.

Reed City—John Upp has sold his meat stock and fixtures to Earl Ardis, recently of Ewart, who will continue the business.

Douglas—Thieves recently entered the L. W. McDonald general store and carried away merchandise to the value of about \$75.

Lake Odessa—The Farmers Grain & Produce Co. has engaged in business under the management of J. B. Van Sickle, of Ionia.

Pewamo—The Misses Martha Carr and Hazel Cohen have formed a co-partnership and will open a millinery and bazaar store Aug. 28.

Big Rapids—William G. Graham has sold his meat stock and fixtures to Leonard Carlton, of Grand Rapids, who will continue the business.

Ishpeming—D. C. Raphael succeeds S. D. Cohen in the women's ready-to-wear and millinery business at the corner of Main and Pearl streets.

Hesperia—Henry Winteregg has sold his interest in the general stock of Winteregg & Hunt, to his partner, S. R. Hunt, who will continue the business.

St. Ignace—William St. James has sold his interest in the Beveridge Cedar Co. to the other members of the company and retired from the management.

Allegan—C. A. Weny & Co. have taken over the A. B. Seery planing mill and all the accompanying machinery and

rights, as well as considerable land about the mill.

Negaunee—Louis Sher, who lost his stock of men's furnishings and dry goods by fire last January has opened his new store in the rebuilt Pearce building.

Detroit—The Elias Shoe Co. has been organized with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Harbor Springs—H. Welling, of Petoskey, has purchased the J. F. Stein shoe stock and will continue the business under the management of his son, David Welling.

Sparta—Frank N. Rinehart has purchased the interest of his partner in the shoe and grocery stock of Selby & Rinehart and will continue the business under his own name.

Gwin—George Abram & Bro., who conduct a dry goods and men's furnishing goods store at New Swanzy, have opened a similar store here in the Rosenblum building.

Buckley—James McQuire will remove his stock of general merchandise from Kingsley to this place Sept. 1, conducting business in the store building which is being remodeled for him.

Lansing—A. D. Huntington has sold his store building at 110 North Washington avenue to J. L. Zuver, who will remodel it and install five barber chairs and two billiard tables.

Onaway—The D. & D. Mahoney Lumber Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed, \$7,800 paid in in cash and \$2,200 in property.

Battle Creek—The Butcher Black Co. has been organized to engage in the retail shoe business, with an authorized capital stock of \$20,000, all of which has been subscribed, \$2,735.97 paid in in cash and \$16,264.03 in property.

Detroit—Norbury & Brown, dealers in ladies' furnishings, have merged their business into a stock company under the style of the Norbro Shop, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Battle Creek—The J. H. Butcher Co., men's furnishings has merged its business into a stock company under the style of the Butcher-Roberts & Millard, with an authorized capital stock of \$30,000, all of which has been subscribed, \$3,438.76 paid in in cash and \$26,561.24 in property.

Custer—J. B. DeLing has traded his grocery stock and store building to A. C. Hansen, for his store building and stock of general merchandise

at Fern and will continue the business. Mr. Hansen has taken possession and has also purchased the new home which Mr. DeLing recently completed.

Charlotte—The annual picnic of the employes of the Lamb & Spencer Co. was held at Narrow Lake, Sunday. According to the yearly custom, a banquet was held on the top floor of the building following the closing of the store Saturday night. The party left for the lake after midnight in an improvised prairie schooner. Sunday was spent in fishing, boating and other sports. In addition to the employes in the city store, the managers of the branch stores throughout the surrounding country participated.

Manufacturing Matters.

Houghton—The Copper Range Co. has increased its capital stock from \$2,500,000 to \$10,000,000.

Charlotte—The Duplex-Power Car Co. has increased its capital stock from \$100,000 to \$200,000.

Detroit—The Crampton Automatic Pressure Fastener Co. has changed its name to the Detroit Lock Co.

Menominee—The Lloyd Manufacturing Co. has increased its capital stock from \$400,000 to \$500,000.

Detroit—The Bee Manufacturing Co. has been organized to manufacture metal products, tools and machinery with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and \$250 paid in in cash.

Holland—The Flying Dutchman Aeroplane Co. has been organized to manufacture and sell flying machines and all parts of same, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Detroit—The Hasseldahl-Lane Co. has been organized to manufacture plumbing and heating supplies with an authorized capital stock of \$6,500, of which amount \$3,400 has been subscribed, \$920.52 paid in in cash and \$2,229.48 in property.

Detroit—The Savigny Co. has been organized to manufacture paints, pictures, artists' supplies and materials with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed, \$200 paid in in cash and \$2,800 in property.

Clio—The condensed milk factory which was destroyed by fire July 16, will be rebuilt at once by the Detroit Creamery Co., which has bought out the Clio Condensed Milk Co. It is expected that the plant will be ready for operation within two months, and in the interval routes will be established to take care of the milk from farmers who formerly supplied the factory.

Cadillac—At a meeting of the Cadillac Board of Trade, held recently, a proposition looking to the establishment of a shoe factory in that city was presented by R. R. Ley, of Janesville, Wis., who during several past years has been connected with the Ley-Watson Shoe Co., of Janesville. Mr. Ley made a proposition that appealed to those at the meeting as a desirable one for the city, and it

was voted to accept it and to endeavor to have the stock subscribed which the new business will require. The amount of common stock that will be issued has been fixed at \$28,000, with the expectation of issuing \$7,000 in preferred stock.

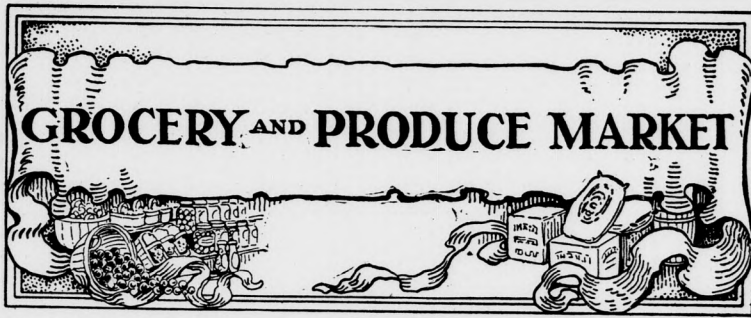
Saginaw—Proceedings leading to the condemnation and destruction of 1,000 unlabeled tin cans, said each to contain five gallons of material represented to be tomato pulp and to be at present in the possession of Hart Brothers' canning plant, South Hamilton street, have been started in the Federal Court in Bay City by District Attorney Clyde Debster. The pulp is claimed to violate the provisions of the pure food and drugs act. According to the brief filed in Bay City, the 5,000 gallons of tomato pulp were shipped by Houghton Brothers, of Underwood, Ind., June 23 and were received here July 3. Hart Brothers state that the pulp was last year's stock, and that, shortly after it had been received Federal inspectors came and took samples of it for inspection. Within two weeks the inspectors returned and ordered the company not to use any of the pulp, and none has been used. The exact nature of the violation of the pure food law is not mentioned in the brief filed, nor did the inspectors tell the canning concern what was the matter with the pulp.

Reaping the Harvest Sown by Mr. Garfield.

When Honorable Charles W. Garfield presented the city of Grand Rapids with twenty-five acres of valuable land for a play ground, it started a ball rolling which increases in momentum as the beneficial results of play grounds and breathing spaces become more apparent to the people.

Dr. William E. Upjohn, of Kalamazoo, was in the city a few weeks ago and stated to a few close personal friends that he had acquired twenty acres of land suitable for play ground purposes in Kalamazoo, but when he was shown the Garfield play ground he went home determined to add to his acreage to the extent of five or ten acres. It is understood that he will not only present this land to the city for play ground purposes, but that he will himself undertake the expense of having it fully developed and beautified by Ossian C. Simonds, the famous landscape architect of Chicago, who has accomplished so many wonderful results along this line that he enjoys an international reputation.

Along a little different line is the long-cherished determination of E. K. Warren, the Three Oaks featherbone manufacturer, to present the State of Michigan with 160 acres of land covered with original timber near his home town. He is undertaking to reach a conclusion as to how he can best perpetuate this gift—whether by turning it over to the University or to the Agricultural College or to the Michigan Forestry Association. It is understood that Mr. Garfield advised him to handle it in the same manner the Grand Rapids Park and Boulevard Association is handling the splendid properties entrusted to its care in this community.



Review of the Grand Rapids Produce Market.

Apples—Harvest varieties such as Transparents, Duchess and Red Astrachans, command 75c 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 is firm on the same basis as last week. There is considerable increase in the consumptive demand and the quality of the current receipts is averaging good for the season. At the advance the market is healthy and no revolutionary change is looked for in the near future. Fancy creamery is quoted at 24@25c in tubs, 25@26c in prints. Local dealers pay 21c for No. 1 dairy, 16½c 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, 50c per basket; Indiana Standards, \$2.25 per crate of 45.

Cauliflower—\$1.25 per doz.

Carrots—15c per doz.

Celery—16c per bunch for home grown.

Cocoanuts—\$4 per sack containing 100.

Cucumbers—60c per doz. for hot house.

Eggs—Receipts are about normal and no immediate change is in sight. The percentage of fine stock is light on account of heat defects. Most of the receipts are selling at shaded prices. Local dealers have increased their paying price to 18c for No. 1 stock, loss off.

Egg Plant—\$1.25 per doz.

Garlic—20c per lb.

Grape Fruit—\$5 per box.

Green Corn—12@15c 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@3.50 per box. Lettuce—Home grown head, \$1.25 per bu.; leaf, 65c 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 \$5.25 @5.50.

Peaches—Receipts of home grown are confined to white varieties, which are slow sale on the basis of 75@\$1 per bu.

Georgia Elbertas are still in large supply and active demand on the basis of \$1@1.25 per bu.

Pears—California Bartlett's, \$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@1.50 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 50c per bu. or \$1.50 per bbl.

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

Squash—\$1 per hamper for home grown.

Tomatoes—Home grown hot house command 50c per 8 lb. basket; Texas fetch 85c per 4 basket crate.

Turnips—20c per doz.

Wax Beans—90c per bu.

Watermelons—\$2.75 per bbl. containing 8 to 10.

Whortleberries—\$2.50 per 16 qt. crate.

The Grocery Market.

Sugar—Both raw and refined sustained a radical advance the latter part of last week, but the market receded this week, so that the quotations of the New York refiners now center around 5.70c for granulated. As to the future movement of the market, much will depend upon the attitude of Europe, whose purchases of 50,000 tons of granulated and 30,000 tons of raws at the recent low levels helped lift the market from the slough into which it had fallen. Some circles see possibilities of a steady movement of considerable proportions to France and Switzerland, which countries took 10,000 tons last week at around 4.50c in bond, refiners subsequently raising their ideas to 5.60c. The United Kingdom, it would seem, should have ample supplies for some time to come, but will be a factor later on. The consumption in the United States has fallen behind that of last year, according to the statistics, but, on the other hand, the invisible supply is claimed to be unusually light, owing to small withdrawals by distributors and manufacturers. Hot weather and the fall preserving demand will act as a stimulus from now on, hence the situation should improve in this respect. Of course, sight should not be lost of the fact that the beet crop will be an active factor in October, for manufacturers will press the same to take advantage of prevailing profitable prices. Western beets, in fact, are already working eastward at conces-

sions under cane refined, although, as yet not a dangerous competitor.

Tea—The market is high and firm, but whether it will continue to be during the next few months is an unknown quantity. Certainly, from the standpoint of the holder, the present situation is very satisfactory. No changes or developments have taken place during the week.

Coffee — The market improved somewhat the early days of the week on more reassuring reports regarding financial conditions in Brazil, where prices were weakly held in the face of a movement of unusually large proportions. The cause of the weakness in Brazils appears to be the situation in Brazil itself. The supply of coffee is increasing down there and it can neither be shipped to Europe nor borrowed upon in Europe. The result is a comparative glut which is having its effect upon markets all over the world. Whether prices will go still lower depends upon whether the Brazilian holders are going to be able to extricate themselves. If the European embargo is taken off coffee, and they let coffee in there, the situation will improve very quickly. If this does not happen, the chance is that the market will go still lower. The demand is for wants only. Mild coffees show no change for the week. They are already very cheap and could hardly go much lower. Mocha is gradually working down and probably ½c decline can be reported for the past week. Java is scarce and strong.

Canned Fruits—The slightly increased demand which is being made for new pack California fruits is the only activity which appears in an otherwise very dull market. Prices on spot goods are usually extremely low, but fail to tempt buyers.

Canned Vegetables—Low prices continue to prevail in practically all lines of the market. Tomatoes are inclined to have a decided weak tendency, with fancy grades of corn maintaining themselves in a firmer position. All lines of peas are weak, with low prices prevailing and only a light demand.

Canned Fish—It is apparently impossible to establish any firm price in canned salmon, and quotations on all lines show a very wide range, with nominal prices being shadowed in several quarters. All operators complain that consumption has failed miserably this summer and that the customary call for salmon which usually appears with warm weather has been almost totally lacking this year. The entire summer is said to have seen only a small demand for canned salmon and last week proved no exception. The consumer has refused to purchase from the retailer, and the reaction in the jobbing market has been to make conditions assume a very quiet attitude. The dull tendency was made more noticeable last week by the near approach of the time when prices are expected to be announced on new pack red salmon. The impression is that quotations may be made the latter part of this week, and with them operators are

hoping for a revival of trade. The most active line in the spot market at the present time and under the existing unsatisfactory conditions is Alaska Red Salmon. Although supplies are said to be more closely cleaned up than in any other line, buyers are apparently finding a better demand for this grade, and appear more anxious to receive stocks of this fish than of any of the cheaper grades. In spite of nominal quotations, which are given out as ranging from \$1.50 to \$1.52½, offerings are still to be found in the market at \$1.45, and sales are reported at that figure. Occasional operators are holding their supplies as high as \$1.55 and say that they are succeeding in selling goods at that price, but only small lots are evidently being disposed of at that figure. Advices received from Eastport say that the run of domestic sardines is showing signs of improvement and that the catch is becoming larger. The demand in the spot market continues to be firm upon the basis of low prices which were made two weeks ago. Orders are said to be arriving from all sections of the country and the sales are reported to be very heavy.

Dried Fruits—Prunes are steady to firm, but are not selling very well. Prices show no change, either spot or future. Peaches, apricots, raisins, currants and the remainder of the dried fruit list are all dull without change in price.

Rice—Advices from New Orleans indicate that the river rice will be cheaper than a year ago, as the crop is large and the quality good. The distributors here have fairly good supplies and will probably be inclined to pursue a waiting game. The carryover in the South is moderate, as is indicated by the light offerings of old crop. Foreign rice is quiet, there being a moderate movement. The lack of shipping facilities is a factor in the situation.

Cheese—The make is a little above normal and the quality is averaging fancy. The market is steady and unchanged with only a moderate consumptive demand. The outlook for the cheese market is steady at about present prices.

Beans—The acreage this year is 25 per cent. larger than last season and present indications are that the Michigan crop will be from 10 to 15 per cent. larger than ever before. The growing crop has been damaged to some extent by the long continued wet weather and of course, much depends on the weather between now and harvesting time.

Provisions—All smoked meats, including picnic, regular and skinback hams, bellies and bacon are steady with a fair consumptive demand. Prices are about unchanged. Pure lard is in normal demand at unchanged prices, while compound is an eighth lower for the week and very dull. Barreled pork, dried beef and canned meats are unchanged and only in fair demand.

Louis Caplan, general merchant at Baldwin, has returned from a four week wedding trip.

STOCKS, BONDS, GRAIN AND PROVISIONS

Features of the Stock and Grain Market.

Chicago, Aug. 17.—Wheat: Values ruled higher throughout the session on buying by shorts. Cash wheat was taken by shippers at premiums which were increased 1 to 3 cents over yesterday's basis due to competition among speculators. The short interest that was created yesterday on better weather conditions and large receipts, took to the buying side with return of wet weather West and a forecast for additional rains to-night. At the advance selling was of an influential character led by cash interests, the latter presumably influenced by the limit spot call. Primary arrivals were 1,698,000 against 1,496,000 a year ago. To-day's inspection here only 456 cars, but it is believed there is considerable on track near Chicago. The market was a weather affair with trade comparatively light. General feeling is bearish but it will be hard to depress prices until the weather becomes more settled.

Corn: Corn ranged higher on colder and wet weather over much of the belt, but at the advance the selling appeared to be of a better class than the buying. Demand for the cash article from the East was fairly good. Aggregate volume of speculative trade on the whole was of moderate proportions and fluctuations followed the trend of wheat. Present prices are high and decline with any show of favorable weather.

Oats: Oats market was affected by the wet weather and created considerable short offering. Cash interests were on the buying side; prices in sample market were at advances of 1/2 and 3/4 of a cent. A great deal of uneasiness was noted, due to the forecast for additional wet weather over most of the oats territory. Towards the end of the session some profit-taking by longs carried prices off fractionally below the top price. Market will be influenced by climatic conditions.

Provisions: Liquidation in ribs dragged the entire list, market ruling heavy throughout the day, the only support being from former sellers. Fairly good demand exists for meats. Otherwise the outlet for product is poor.

Republic Steel resumes dividends by declaration of regular quarterly ferred, extra dividend of 1/2 to ETT dividend of 13 1/4 per cent. on preferred, extra dividend of 1/4 to 1 per cent. was also declared on account of accumulated dividends upon preferred. This leaves 12 per cent. still unpaid on preferred, dividends payable October 1, stock record September 15.

Rome, via Paris: Latest official reports regarding harvest show that Italy needs 44,000,000 bushels more grain for her consumption until next year. Most of this grain, it is understood, will be purchased in America.

Atlantic Refining Co. has declared a dividend of \$5, payable September 15 to stock record August 20.

Great Britain gives International Harvester Co. war orders.

I. C. C. considers reduction in freight rates on anthracite amounting to about 10 per cent. Estimated roads will lose about \$8,000,000 in revenues.

Germany wants new loan of \$2,500,000,000.

Chicago dispatches say Rock Island plan of reorganization is making headway.

Bethlehem Steel Corporation has bought the Richmond, Ind., plant of M. Rumely Company at a price above its appraised valuation, according to local banker. It will be used for manufacturing war munitions and making of shells.

Butte and Superior quarter ended June 30, net operating profit, \$2,107,153, equal to \$7.74 on stock against \$4.27 previous quarter.

Present orders on books of Pressed Steel Car may mean profit of close to \$5,000,000 for common stock. Within the next eighteen months it is estimated company will show earnings of \$10,000 a day on business already booked for that length of time at least. Greater part of this profit will go to common stock, as preferred dividends require only \$875,000 annually on capital of \$12,500,000. A similar amount of common is outstanding and there is no bonded debt. Fact that Pressed Steel Car made exhaustive experiments before accepting contracts for shell forgings has been favorably commented upon. Plants of the company are especially well equipped for turning out the class of war business accepted.

New York, Aug. 17.—While betterment, generally, was the order of things, signs were not lacking of a disposition to realize in the industrial department. For a time buying was quite spirited, but the list encountered heavy offerings on the advances, which served to check the rising tendency.

It was said quite positively that negotiations are in progress having as their object the establishment of a large foreign credit here, either through means of the deposit of gold or the sale of bonds.

Sterling Exchange receded to its former low, but rallied moderately later on. The fact that large deliveries are now being made of materials ordered some months ago accounts for the plentiful supply of bills.

While industrials continue to be the favorites of the trading element, still the technical position of same through the elimination of shorts or the presence of extended long lines is such as to make it advisable that conservatism be exercised as demoralization is likely to result from untoward occurrences.

It is understood that J. P. Morgan & Co. are considering the formation of a syndicate to purchase an issue of one, five and ten year bonds of the British government.

The talk on steel is widely bullish and insiders are reported as saying that this quarter's earnings will be beyond any one's expectations.

The last wave of buying in the war order issues was stimulated by prospects of any early flotation of a large British loan in America. It is argued that the question of foreign payments for supplies would be solved by the successful placing of a loan. The buying of rails has been of good quality, but considerable distribution is being conducted in the industrial department under strength in rails.

NEW YORK STOCKS			
	High	Low	Close
Atch.	103	102 1/2	102 3/4
Anaconda	70 1/2	69	69 5/8
Am. Smelt.	82 1/2	80 5/8	81 1/2
Alka. Gold	34	33 5/8	33 7/8
Am. Can.	64 3/8	60 3/4	61 7/8
Am. Hide	7 5/8	7 3/8	7 5/8
Am. C. & Pdy.	73 1/2	71 5/8	71 3/4
Am. Loco.	58 1/2	56 1/2	56 3/4
Am. Beet Sug.	62	60 3/4	61 1/2
Butte & Sup.	66	64	64
Bal. & Ohio	83 3/4	82 1/2	83
Bkln. R. Trans.	84 3/8	83 1/4	83 1/2
Beth. Steel	28 3/8	28 1/2	28 1/2
Bal'n Loco.	83	80 7/8	81 1/2
Ches. & O.	46 5/8	45 5/8	45 5/8
Can. Pac.	154	152 1/2	153 1/2
Chino.	45 7/8	45 1/8	45 1/4
Colo. Fuel	44 1/2	43	43 1/2
Cent. Lea.	44 3/8	43 1/2	44
Erie	29 1/4	28 1/2	28 1/2
Erie, 1st	45 7/8	44 1/2	44 5/8
Goodrich	64 3/8	62 3/4	63 1/2
Great Nor.	119 1/4	118 5/8	119 1/4
Gen. Motors	219	217	217
Int. Met.	20 7/8	19 3/8	20 1/4
Inspiration	34 7/8	33 3/4	34 7/8
Lehigh Valley	143 3/4	142 3/4	143
Mo. Pacific	2 1/2	2	2 1/2
Maxwell	49	45	48
Nat. Lead	65 1/2	64 1/2	64 3/4
N. Y. Cent.	91 3/4	90 7/8	91
Nev. Cons.	14 7/8	14 1/2	14 7/8
Nor. Pacific	108 1/2	107 7/8	108
New Haven	64 1/2	62 3/4	63 7/8
Psd. Steel Car	66 3/4	64 1/2	65
Penn'a	109	108 1/2	108 7/8
Rep. Steel	47 1/4	45 1/4	45 7/8
Rock Island	19	17 3/4	18 5/8
Ray Cons	29	27 1/2	28 3/4
Reading	150 1/2	147 3/4	149 3/8
St. Paul	83 1/2	82 1/2	83
So. Pacific	90 3/4	89 1/2	89 3/4
Studebaker	120	112	114
Sears	157 1/2	156 1/4	157 1/2
Tenn. Cons.	47 1/2	46 1/2	46 5/8
U. S. Steel	77 1/2	76 3/4	77
Union Pacific	132 7/8	131 5/8	132
Utah Cop.	67 3/8	66 1/4	66 3/4
U. S. Rubber	53 1/2	48 3/4	52 1/4
Westinghouse	120 3/4	117 1/2	119

GRAIN AND PROVISIONS			
	High	Low	Close
Wheat			
May	110 1/2	109	110 5/8
Sept.	106 1/2	104 1/2	105 3/4
Dec.	106 1/4	104 3/4	105 7/8
Corn			
May	65 3/8	64 7/8	65 3/8
Sept.	75 5/8	74 1/2	74 3/8
Dec.	63 3/4	62 1/4	63 1/2
Oats			
May	41 5/8	41	41 1/2
Sept.	39	38 1/2	38 5/8
Dec.	39 3/8	38 5/8	38 3/4
Pork			
Sept.	1370	1345	1352
Lard			
Sept.	787	777	780
Ribs			
Sept.	860	850	857

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

Buffalo, Aug. 18.—Creamery butter, fresh, 23@26c; dairy, 21@24c; poor to common, all kinds, 18@20c.

Cheese—Selling well; new fancy, 14 1/2@15c; new choice, 14@14 1/2c; held fancy, 15 1/2@16c.

Eggs—Choice fresh, 23@24c; fancy 25@28c.

Poultry (live)—Broilers, per lb. 16@20c; cox, 11c; fowls, 14@16c; ducks, 13@15c.

Beans—Medium, \$3.25@3.30; pea, \$3; Red Kidney, \$3.50; White Kidney, \$3.75@4; Marrow, \$3.75@4.

Potatoes—New, \$1.50@1.65 per bbl. Rea & Witzig.

The Buying Mood.

We do certain things in certain moods. Also, in certain moods, we do not do certain things. Buying is a matter of mood.

Commerce is exchange. We pass a man so much money, and the man takes the money and gives us something that we want.

Salesmanship consists in making the "prospect" feel as you do about your products. Fear and hate are closely akin. Jealousy lives next door. The seven hag sisters are: Fear, Doubt, Hate, Jealousy, Indifference, Disdain, Disease.

Money doesn't follow the flag—money follows the mood.

And this is what I was going to say: Any publication that carries with it an atmosphere of gloom, of doubt, and whose recurring theme is defama-

tion, does not foster the buying mood. Hence advertisements in such periodicals will not pay, and advertisers being wise give the gloomsters absent treatment. What we need in this world is the hand-grasp, the smile, the nod of corroboration, the word of good-cheer. A smile can gladden an entire day.

We are all in process, and only a few of us approximate the perfect. A little leeway in conduct must be allowable. In the main, mankind does the right thing, because the right thing pays. Righteousness is in the line of self-preservation.

The thing that makes a periodical pay is its cheerful, frank, intelligent, good-natured, helpful attitude. It does not pamper nor pauperize. Neither does it stand first on one foot, then on t'other, trying to make a good impression. It has the independence that tokens character.

On the other hand, there are magazines that carry with them an atmosphere of gloom. They may be ably edited, but if they are at war with enterprise, and the editor poses as so very much wiser than the rest of us, and is continually "viewing with alarm" and "pointing with scorn," we go into our cosmic clam-shells and pull our check-books in after us.—Elliott Hubbard.

Co-operation Desired.

Woman—Are you fond of children? New Servant—Yes, ma'am, and I hope you are, too! I don't like to have the entire bringing up of them!

LOGAN & BRYAN

STOCKS, BONDS AND GRAIN
305 Godfrey Building
Citizens 5235 Bell Main 235
New York Stock Exchange
Boston Stock Exchange
Chicago Stock Exchange
New York Cotton Exchange
New York Coffee Exchange
New York Produce Exchange
New Orleans Cotton Exchange
Chicago Board of Trade
Minneapolis Chamber of Commerce
Winnipeg Grain Exchange
Kansas City Board of Trade
Private wires coast to coast
Correspondence solicited

Thomson & McKinnon

BROKERS
123 Ottawa Ave., N. W.
Stocks, Bonds, Grain and Boston Coppers
Members of all leading exchanges
Telephone Main 218
Citizens 8063

H. N. Harris & Co.

Stocks, Bonds, Grain and Provisions
Private Leased Wire
Suite 236 Powers' Theatre Building
Telephones:
Bell M. 1900; Citizens 5843

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Aug. 16.—Learn one thing each week about Detroit: One manufacturer of ladies' skirts uses over 25,000 yards of cloth every month.

Charles Grossberg, proprietor of a grocery store at Canfield avenue and Hastings street, has opened another store at 2460 Jefferson avenue, East.

Arbie Schmidt, representative of the Walkover Shoe Co. in Christiana, is visiting in Detroit this week. Mr. Schmidt reports that, despite the war, business remains normal. While in the city he is visiting J. E. Wilson, local representative for the Walkover Co.

F. E. Yakely, general merchant of Quincy, was a Detroit business visitor last week.

The degree of success accomplished by many traveling revivalists nowadays seems to depend on the size of the collection.

One hotel in a fair sized town usually is the bane of the traveling man's existence. One hotel and a careless manager, such as is found in Manistee, is a state of affairs which proves to be a greater annoyance to travelers. We use the milder term "careless," because the manager referred to, August Field, of the Briny Inn, at Manistee, has many qualities which are admirable, but when it comes to giving the service necessary at a hotel such as he is at the head of, he shows great laxness at times. The closing time for dining room doors is 7:30 p. m., according to signs posted about the hotel. One night last week a patron who has been stopping at the hotel for a number of years entered the dining room, the door being one-half open, at, according to several watches, one or two minutes after the prescribed 7:30. He was not stopped and proceeded to seat himself at a table. There were several waitresses and a large number of guests in the room. After being seated a few moments, he was informed that it was too late for service and he could receive no meal. Later he approached the manager, who, refusing to listen to his story, quickly walked away after making the astounding admission that he had no control over the help. A short time ago an automobile party from Grand Rapids arrived at the hotel and registered at 7:20. After spending the time necessary to clean up after such a trip, they were informed they were too late for supper, it being then a few minutes after 7:30. The writer can tell of still another auto party which received the same treatment. The most distressing feature is that Manistee, despite its size and general progressiveness, has but one restaurant that approaches the first-class and that is situated at an inconvenient location. It is to be regretted that in an otherwise first-class hotel and enterprising

city such a state of affairs should exist. The hotel is also conducted on the American plan. The night in question several entered the dining room between 7:30 and 8 o'clock and were served because the meals were ordered previously by them. Yet despite that fact and the fact that help was required to look after their wants the lone traveler was obliged to seek his evening meal elsewhere.

Cliff Knoble has been appointed assistant advertising manager of the Hyatt Roller Bearing Co., of this city. A new building is being erected for the company and, when completed, will be occupied by the office force, including the advertising department, which is considered one of the most important branches of the organization.

M. Davenport, of Milan, was in Detroit in the interests of his general store last week.

Some one threw a brick through the show window of J. H. Garlick's jewelry store, 168 Griswold street, last Friday morning and obtained goods valued at over \$200. Some person has a penchant for robbing the Garlick establishment by the front window route, the store having been robbed on several different occasions by the same method.

The writer had occasion to visit Traverse City during the past week and was greatly impressed by the hustle and energy display by the committee in charge of the U. C. T. convention to be held in that city next June. Those who will be unfortunate enough not to be able to go to Traverse City at that time—or, in fact, at any time—will miss a rare treat. The scenery in every direction alone would repay a visit, to say nothing of the hospitality which abounds everywhere. The hotels, too, are above the average, accounting in no small measure for the number of travelers who manage to spend their Sundays in the city. Those in charge of the 1916 convention are: A. B. Jourden, general chairman; Sam B. Taylor, parade and entertainment; Herman C. Hoffman, music and decorations; Earl C. Knowlton, hotels, transportation, badges, etc.; M. B. Holley, press and publicity, and Fred C. Richter, chairman of registration and reception. The latter also acts as Secretary-Treasurer.

Bulgaria acts like a world's champion, demanding an almost impossible purse to get her in the ring.

H. Mitchell has opened an up-to-date meat market at 1805 Mack avenue. Mr. Mitchell also conducts a grocery and meat market at the corner of McClellan avenue and Louis street.

Thomas D. Merritt, for the past six years manager of the Congress Hotel and well known veteran traveling man, died very suddenly last Saturday while attending to his duties at the hotel. Several years ago he lived in Detroit and traveled for the firm of

Hitchcock & Co. He moved from Detroit to Philadelphia, returning six years ago to take the hotel management. Surviving are two brothers, S. A. Merritt, proprietor of the Congress Hotel, and Dr. F. C. Merritt, of Sayville, N. Y.

C. Castiglione is having an addition built to his grocery store at 306 Division street.

Detroit Council, No. 9, holds its regular monthly meeting next Saturday night, August 21, in its hall in the Elks' Temple. Senior Counselor Welker is desirous of a large attendance, as there will be many matters of extreme interest taken up at that time. There will also be initiation of candidates.

G. Vernier will open an up-to-date grocery and meat market at 1983 Jefferson avenue, East, about August 28.

A man in Crane, Mo., says he will not get a hair cut until Bryan is elected President. This will be all right, providing he doesn't let the hair get in other people's way.

Freddy Richter, ex-Grand Secretary of the U. C. T., has been having reo'll hard luck at the family garage in Traverse City. Despite the fact that he placed several extra padlocks on the garage and his Reo car and slept with one eye open (?), his machine has been borrowed by thieving joyriders on three different occasions. Each time the machine has been found in good condition, having been abandoned in different parts of the city.

C. E. Frankford has opened a grocery and fruit store at 1517 Mack avenue and will conduct a similar store at 196½ Park boulevard under the style of the Ahola Fruit Co.

If Carranza gets real naughty to Uncle Sam he may be the cause of taking the fun out of Funston.

Mrs. K. Campbell, of Brown City, was in Detroit on a business trip last week in the interest of her dry goods store.

We are waiting anxiously for Adolphus Fixel's initial sneeze, so we can announce his annual trip to the North in order to choke the hay fever germs to death, temporarily, incidentally, relieving the minds of a few delinquents. Mr. Fixel is credit man for A. Krolik & Co.

Wahrley Bros. have opened a grocery and meat store in the building recently completed by them at 270 Pacific avenue.

John F. Damm, formerly with Peter Smith & Son, will open a new meat market at the corner of Mack and St. Clair avenues, August 28.

W. S. & R. M. Bowers will open drug stores at 3252 East Jefferson avenue, 986 West Warren avenue and 1525 Hamilton boulevard about September 11 under the style of Bowers Drug Stores.

For a standing army that of Russia has been doing a poor job of it. J. E. Doty will open a first class

grocery on Main street, Royal Oak, about September 1.

The many friends of John W. Fralick in all parts of the country will read with regret his death, which occurred August 11 at his home, 75 Lincoln avenue. Mr. Fralick was a veteran traveler, the last eight years representing the Detroit Blow Pipe Co., and had lived in Detroit since 1886. He is survived by a widow and two daughters.

Raymond E. Kanouse, haberdasher, 24 Fort street, West, will move into larger quarters at 34-36 Fort street, West.

Walter L. Daily, sales manager of the King Motor Car Co., has resigned and will engage in a business venture of his own at an early date. Robert P. Bishop, who has acted as Mr. Bailey's assistant, has been appointed to fill the vacancy.

Traverse City 1916.

James M. Goldstein.

Chirpings From the Crickets.

Battle Creek, Aug. 16.—Nothing but praise for the present service the M. R. Co. is giving its patrons. They get you there and back these days.

The races at Grand Rapids were well attended, thanks to the dandy weather and high class cards. Battle Creek sent a large delegation of harness horse fans.

Charles R. Foster was booking business up Grand Rapids way last week.

H. D. Bullen tries awful hard to get something on James M. Goldstein. It can't be done.

Harry Harwood, of No. 131, has quit the road for the time being and is spending his time with his family working out plans for 131's big picnic next Saturday. If the weather man is good to the boys, the bunch will turn out in large numbers. Here is hoping the boys and their families and friends will be blessed with a good bright hot August day next Saturday.

Joseph B. Day, of Owosso, has gone with the National Grocer Co., at Lansing, as city salesman. He has moved his family to Lansing. The best of good luck to you, Joe.

John S. McIntire, of the Purity Candy Co., this city, is calling on his trade by means of a ford. Some profit in gum drops.

Don't all hanker for a candy job though. Pretty near a well-worked line. Guy Pfander.

Seemed Difficult.

A young man—an only son—married against the wishes of his parents. A short time afterward, in telling a friend how to break the news to them, he said:

"Start off by telling them that I am dead, and then gently work up to the climax."

When Orders Show Shipments Go

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in advance; two dollars if not paid in advance.

Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable invariably in advance.

Sample copies 5 cents each.
Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

August 18, 1915.

WAR PLAN REVERSED.

The temporary set-back Russia has received at the hands of the Kaiser's legions marks a complete reversal in the plans made by the Kaiser when he was finding some pretext to start the present war. According to the Kaiser, Germany's problem was to destroy one enemy and then turn upon the other. By the first week of September, 1914, the first part of the programme was to have been virtually completed. The French armies were to be disposed of, with Paris taken or doomed. Then would come cleaning-up operations against Russia, more deliberate in nature but with preordained result. Up to September 5, 1914, it actually looked as if the first part of the programme were being realized, but then came the utter defeat of the Germans on the Marne, with after-effects in Flanders and in Russia. To-day the situation is reversed. It is Russia that has given way first. But as Berlin might argue, and does argue, this is a matter of detail. The essential nature of the great plan is still the same. The enemy on one side has been struck down. There is now leisure for dealing with the enemy on the other flank. And the implication is that whether France went down first, or Russia, does not really matter.

This implication is not in the least justified. It does make a vital difference whether Russia or France was the first to succumb—assuming for the moment that Russia in a military sense is out of it, so far as the German forces are concerned. The situation is different in one respect, that whereas Germany counted upon beating France in five weeks she has taken a year to beat Russia, and has done it, up to the present, less completely than she expected to put through the job in France in five weeks. The difference in time elapsed is a second factor. It means that the Germany which will turn to deal with France after a year of war can not conceivably be the Germany which would have turned about to deal with Russia after five weeks of war. The strain of a year's efforts, the enormous losses, the gathering economic burdens, have been felt. The German rush against the Allied defenses in the West, if it does come,

cannot come with the fresh ardor, the initial energy of the first onset of last August. The psychology of the situation is utterly different. If Germany's victorious legions had marched against Russia last autumn, it would have been in the easy consciousness that the main part of the work was done, that the remainder of the campaign would be something of a procession. To-day the German armies, if they turn west, must do so with the feeling that the holiday part of the programme is over and that the real work is about to begin.

Specifically, the difference in the problem as it was envisaged by Germany a year ago and as it stands to-day may be thus stated. If the German forces, with France disposed of, had turned against Russia last autumn, they would have marched against an army that might ultimately amount to, say, five or six million men. Of course, there was much wild talk during the early months of the war concerning Russia's unlimited resources. Newspaper arithmeticians spoke of ten million armed Slavs, fifteen millions, any number. Yet it needed only a moment's thought to show that Russia could bring no such forces into the field. Arguing from population statistics meant nothing. It needs organization of a high kind, cultural, economic, military, to bring to bear the potential strength of a nation at war. German efficiency, German preparedness, German military genius, German railways are so far superior to Russia's that as a mere matter of mobilization she could bring more men into the field out of her seventy millions of population than Russia could bring out of her one hundred and seventy millions. If we put the possible military strength of Russia at five or six millions we are near the truth. And against those millions Germany not only would have had equal numbers of her own, but she would have had the Austrians.

To-day, if the German armies in Russia are sent against the Allied line in France, they go to meet as many French and British as they would have had to meet Russians last autumn. England has under the colors at least three and a half million men, of whom two millions have had a minimum of six months' training. The French army, with its reserves, would come close to making up the total of five millions. Italy also counts. The superiority of the French or British soldier, man for man, to the Czar's peasant soldier is unquestioned. The superiority in organization, in resources, in staying powers need not even be discussed. In the matter of leadership it is probable that France, in the person of Joffre, has produced the one genius of the war. On the attacking side, if Germany should choose to attack, there are not available the Austrian forces which are needed to keep Russia in check even in her present condition. In a word, the British and Italian armies to-day are nearly equal in number and superior in total fighting resources to Russia at the height

of her power. So that when Germany faces west now she faces an opposition as powerful as she confronted at the beginning of the war. In other words, at the beginning of the second year of the conflict Germany has the war to fight all over again. Among her opponents are two nations that have just begun to fight—Great Britain and Italy. Plainly, it is not a mere series of cleaning-up operations that Germany faces.

"Eight women, four children, one man"—thus runs the summary of a recent Zeppelin achievement in deaths. What a shocking outcome of the investment in the five raiders of considerably over a million dollars, to say nothing of all the talent and skill devoted to these craft! And what becomes of the boasted chivalry of warriors and war? The truth is that both aeroplanes and dirigibles have utterly failed in this war as offensive military weapons. They have been chiefly destructive to women and children on both sides—not a single soldier has perished because of the Zeppelin attacks on England. As for their power to terrorize, it is plainly nil. The fact is that when they must needs fly so high to escape gunfire they can in no degree control the bombs they throw down. If they do destroy a hangar or a railroad station, it is rather by luck than because of their aim. This attacking of unfortified towns is absolutely inexcusable and indefensible, and a stain on the good name of every nationality that lowers itself to this form of murder of the innocent. As for having any effect on the outcome of the war, it is all ridiculously ineffective.

The future of the Bartlett pear in California was the subject of a long talk at the recent convention of the California State Fruit Growers' Association at Palo Alto, and many of those who took part in the discussion advocated the destruction of the Bartlett pear orchards. This pear is the one great commercial pear in California, but it is also true that the trunk of the Bartlett tree is the greatest enemy to pear culture, since it is very susceptible to blight. Other varieties may be developed that can take the place of this pear, but no organized effort is being made to secure plantings. Growers agreed that the absolute eradication of pear blight was an impossibility, but many expressed the belief that its control is a reasonable and practical expectation by killing the Bartlett variety.

More and more attention is being paid to the flag, and the tendency is to be commended. The Stars and Stripes fly over or in front of many school houses, and teach patriotism to the pupils. Recently the chief of police of Los Angeles ordered all policemen on duty to salute the flag wherever displayed. In this way an example is given the public which is calculated to be impressive. The more respect shown the National emblem the better.

Men talk to amuse others, but women talk just to amuse themselves.

FEEDING BELGIUM.

The story of the feeding of Belgium has been told only in fragments and impressions. For the first time the spirit and machinery of what is probably the greatest charitable enterprise in history have been systematically described in a special supplement of the New Republic by Mabel Hyde Kittredge, whose narrative, for all its avoidance of rhetoric, lays a strong grip on the emotions. The problem has been one of bringing food to a people of seven millions beleaguered with armies. Be it said to the credit of human nature that there is one task to which the spirit of self-sacrifice and the talents of efficiency will rally as quickly as to the call of war, and that is when the calamity of a city or a nation calls upon the pity of the world. Several generations have gone into the fashioning of that German "preparedness" which has awed the world. Only a few months of preparedness created the machinery of the Commission for Relief in Belgium, which functions with a precision and effectiveness that the German General Staff cannot but admire. And it is a legitimate source of pride for us that American enterprise has taken the lead in this vast undertaking, in mapping out the routes and channels of charity, from the departure of the grain ships from our ports through the Dutch harbors and Belgian canals, into the mills, the bakeshops, and the eager hands of the Belgian people. To no group of young men to-day has come such an opportunity as to the American Rhodes scholars whom the Commission has drafted for service in Belgium; an opportunity that has been splendidly risen to.

The belief is probably current that the Belgians themselves are doing little for their own salvation. Miss Kittredge's report shows this to be quite untrue. The only way in which Belgians have been remiss is in the flight of a large section of the well-to-do population during the early days of panic. Were these refugees to return, the benefit would be marked, materially and spiritually. But the prosperous citizens who have remained have given generously of their time and means. Ten million dollars have been contributed to the funds of the Commission by Belgians. The rich pay for their food, including a profit on it; the working classes of small means pay the actual cost—\$1.80 a month will keep one human being alive; the destitute receive food free. The actual task of distributing food and clothing is entirely in the hands of the Comite National de Secours—the Belgians themselves—which operates in 32,000 communal centers. This much should also be said for the conquerors of the country: that they have given every facility for the distribution of relief. The only special passes issued by the Germans for free movement throughout Belgium are those given to members and agents of the Commission. Automobiles, says Miss Kittredge, are now used in Belgium only by German officers, the American Minister, and the Relief Commission.



Nature has built earthworks, the heaviest and the best, for the defense of this country, evidence of which is furnished by the statistics of probable farm yields for the season of 1915. The figures approximate the highest in our history and most likely the value will be the greatest, for Europe is not yet through with us as a source of foodstuffs. If anything pulls the aggregate value of farm products below the maximum, it will be cotton, which, yielding in abundance, is not commanding a high price because of the European blockades. Not only in time of peace are our generous farm yields a great blessing to us. In war they would be an element of strength such as no other country in the world possesses. It is not merely guns that protect against an enemy but a good supply of food. We may therefore rest in confidence as to our future among the nations of the earth if we provide ourselves with reasonable means of defense.

Another form of enrichment and power is exemplified this week in the arrival from Europe in one batch of \$19,534,000 gold and \$34,000,000 of American securities, which presumably are to be used here as security for loans to Great Britain.

Another cause of stimulation is a decision in the Western rate case by the interstate commerce commission. That decision is not so favorable as had been anticipated by some observers but perfect bliss in unattainable in this world even in the railroad business. The street interpreted the decision as good at the outset but a closer examination chastened the enthusiasm of those who held railroad securities and in consequence there was considerable reaction in values on Wall street. The feeling toward the railroad issues has been growing more friendly for some time past, and the previously almost unused side of the stock market has gradually come into prominence so that the trade is once more fairly symmetrical. There is justification for increased confidence in railroad stocks in the fact that the companies are making more and more net out of a given gross and in the fact that larger quantities than usual of farm products will be moved in the next few months. The materials for a boom in railroad stocks hardly exist, however. Traders must bear in mind that a considerable quantity of railroad stocks will be pressing on our market from Europe, while domestic holders naturally part with such

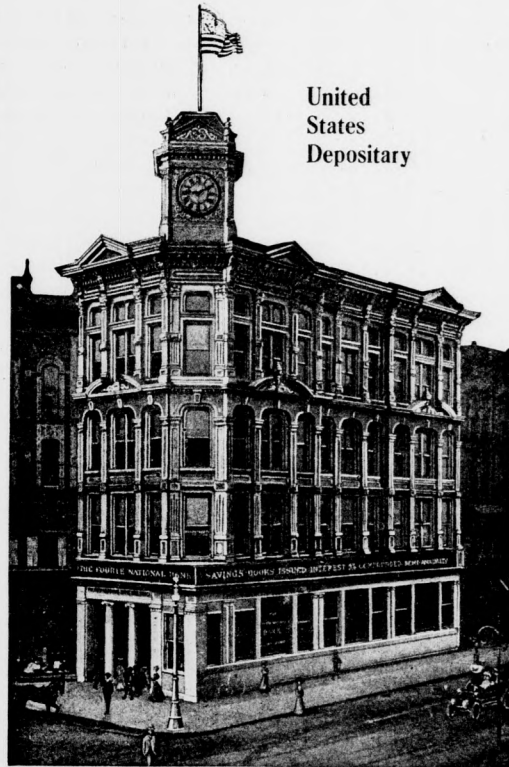
stocks to use their funds in buying the war issues, the price movement of which is much more rapid. The good will of the railroads has not yet reached a point where their bonds are in specially good demand, nor has tonnage except on certain Eastern lines shown a considerable increase. Yields of some of the stocks however, are inviting, and one may assume that, in the absence of extraordinary events which cannot be foreseen, the better class of railroad stocks now have a larger factor of safety in them than heretofore.

Other areas of the business field smell of gunpowder. The chief occupation of our industrial companies now is manufacturing means of destroying Europeans. This activity is still growing and promises to be the distinguishing thing for many months yet. It is running all the time to a larger and larger variety of interests. An evidence of confidence in its profitability is found in an announcement by the Aetna Explosives Company, having plants at Aetna, Ind., and several other points that it will pay at the end of each month to its employes a bonus of 10 per cent. on their wages until those wages have been increased 100 per cent., this plan to last as long as the present extraordinary activity shall last. Increases in wages also have been announced by some of the oil companies, mining concerns and others. The Italian government, heretofore supposed to be little likely to give this country many orders, is contracting with the American Woolen Company for all the army blankets it can make up to October 1. The United States Government also is ordering war materials to a much greater extent than heretofore.

Possible activities between this country and Mexico must be taken into account in any comprehensive study of our affairs.

Reports of failures and bank clearings are specially interesting now, the former because they are evidence of the effect of extraordinary conditions on our traders and the latter because we have compassed a full year from the breakdown caused by the European war. Bradstreet's reports for July 1,443 failures against 1,219 in July 1914 but the liabilities were only \$15,420,950 against \$30,545,567. This increase in number and decrease in liabilities indicates that the casualties are now among the smaller dealers. The difference is still wider when last month is compared with

Fourth National Bank



United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

WM. H. ANDERSON, President
L. Z. CAUKIN, Cashier

JOHN W. BLODGETT, Vice President
J. C. BISHOP, Assistant Cashier

Preserve the Integrity of Your Estate

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

Assured Existence
Financial Responsibility
Collective Experience
and
State Supervision

GRAND RAPIDS TRUST COMPANY

Capital and Surplus \$450,000

Ottawa and Fountain

Grand Rapids, Michigan

July 1913, in which month there were only 1,065 failures but the liabilities reached the great sum of \$55,253,745. The number of failures last month was the largest for any July since 1893. The record for seven months is 12,157 failures with \$193,045,581 liabilities against 8,978 with liabilities of \$205,844,503 in seven months of 1914. The bank clearings in July were 2.9 per cent. greater than those in July 1914 and made a new high record for that month, but the increase was due to New York, where there was a gain of 6.9 per cent. In the country outside of the metropolis the clearings dropped off 1.4 per cent. from those of July 1914, which, however, was a large month. In the seven months there was a decline of 1.9 per cent. for the whole country, a decrease of 1.3 per cent. in New York and a decrease of 2.7 per cent. outside New York.

The industrial activity continues to increase, the report of the United States Steel Corporation showing a gain of 250,344 tons in unfilled orders during July, probably to be followed by still larger gains this month. The steel mills are about as near full operation as they ever get. A war order announced this week is 100,000 tons of steel rails for the Russian government to the Maryland Steel Company, while the same government is reported as placing orders for shrapnel which will amount to \$234,000,000. The equipment companies are doing something also for American railroads. The latest order of the Baltimore & Ohio calls for 17,000 tons of rails and 1,000 steel hopper car bodies, these two purchases amounting to \$1,000,000, carrying two recent orders for equipment by that road up to \$3,500,000. The Pennsylvania is ordering ninety-six locomotives. All this in the face of the fact that idle cars in the United States August 1 numbered 264,243 against 196,665 August 1, 1914. This month's aggregate shows a drop of 11,393 from the total of July 1. Structural and similar shapes are in small demand. The call for steel for various purposes is beyond the capacity of the companies to meet. Billets and wire have advanced materially and pig continues to move up.

Copper has sagged to 17.75 and 18 in New York, the prime source of the weakness being London, and considerable disappointment is expressed by persons engaged in the trade. It is believed, however, by good authorities that within a short time foreign buyers will have to take hold strongly, while the American production of munitions will call for increasing quantities of the metal. Spelter has declined, while lead dropped this week to 4½ cents in New York, comparing with 7 cents at the highest point since the war broke out.

Among agricultural products wheat has fluctuated rapidly in response to conflicting influences. Cotton is still weak with a range in New York of 9.25 to 9.45 in spite of unfavorable weather in certain parts of the field. The restrictions placed on cotton by

the belligerents are getting a little closer all the time. The record of this commodity is by no means bad, so far as concerns distribution, in view of all the circumstances, the world's takings for the crop year ending July 31 being 14,049,519 bales, or 82 per cent. of the supply, against 14,483,312 in the previous crop year, that is 89 per cent. In fabrics war orders are an important factor, notably those from the Italian government, while the domestic demand is reasonably satisfactory. The Amoskeag Manufacturing Company has been obliged to curtail the production of certain classes of goods on account of the shortage of dyestuffs.—Economist.

Mrs. Minnie E. Keyes, receiver for George N. Keyes & Son, bankers of Olivet, has paid to the depositors a 40 per cent. dividend on their deposits. The closing up of the Bank's business was made necessary by the death of Karl D. Keyes last spring. Mrs. Keyes is credited with getting along well in the matter of settling up the affairs of the Olivet Bank, with which her late husband had been connected for many years.

T. H. Shepherd & Sons, proprietors of the Martin Exchange Bank, will erect a new bank building, 26 x 60 feet in dimensions.

Work is under way in the matter of tearing down what remains of the brick walls of the old Anderson House, at Eaton Rapids, which was destroyed by fire several years ago. The tearing down work is being done in preparation for the construction of the new and modern building for the First National Bank of Eaton Rapids, to whom the site was sold some time after the fire. The proposed new building will make a material improvement in the appearance of the principal street of Eaton Rapids.

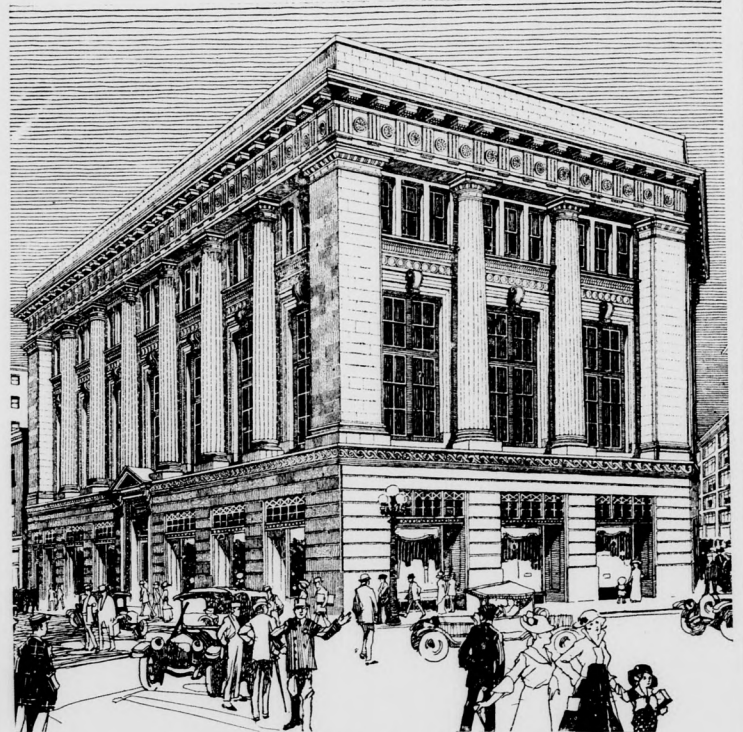
A branch bank, of brick and terra cotta, is being erected by the Ann Arbor Savings Bank, of Ann Arbor. It will be 24 x 70 feet, and will cost in the neighborhood of \$9,000.

The \$50,000 bond issue voted by the taxpayers of Munising on May 24 last is considered illegal by bond buying houses. The reason alleged is that under its charter the city cannot bond for an amount exceeding 2 per cent. of its assessed valuation or about \$29,000. The proposition to bond for \$29,000 will be submitted to the taxpayers at the regular city election to be held the first Monday in September.

Concrete work has been started for the construction of the foundation for the new City Bank building in Battle Creek. This work will consume at least two weeks, after which the steel work for the first story will be begun.

The council of Red Jacket has authorized the clerk to take up \$5,000 in outstanding bonds of the village.

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.

The Care of Securities

Securities require attention. Coupons should be collected promptly; the corporate actions of the Companies issuing them followed and observed; the rights of the stock-holder or bond-holder asserted if necessary. Such protection is afforded by this Company at a reasonable cost under trust agreement and income promptly paid to the owners of such securities.

Send for blank form of will, booklet on descent and distribution of property, and one on this Company as Executor or Trustee.

Audits made of books of individuals, firms, corporations or municipalities.

THE MICHIGAN TRUST CO.

of Grand Rapids

This action has reduced the outstanding bonded indebtedness to \$104,000, which figure will compare favorably with the indebtedness of any village of its size in the State.

The First and Old Detroit National Bank of Detroit has been awarded the bid on Belding's municipal bonds amounting to \$26,000. The price paid was 4½ per cent., the city to pay \$48 toward the cost of printing and legal fees. The funds will be used to pay the city's share of the cost to pave the entire business section of the city.

The English gold brought to New York last Wednesday constituted the largest amount of the metal ever received from abroad in a single consignment. Whether also it constituted the largest amount ever carried in a single ship remains to be disclosed; the amount which came from London, via Halifax, was \$19,534,000, and it was said that a single war vessel carried the entire amount.

If that is true, a new maximum has been set in the value of gold cargoes carried across the Atlantic Ocean. Previously the record was held by the Lusitania; on November 8, 1907, that vessel steamed into New York harbor with \$12,361,150, the gold having been bought at London, literally like so much pig iron, to help relieve the panic. The gold came when a premium of 4 per cent. was offered for it.

Bound outward or inward, no vessel has ever appeared in the Narrows with more gold than the Lusitania carried on that occasion. Last July, just before the outbreak of war, the Kronprinzessin Cecilie left New York with \$10,000,000 gold for Europe—but it was landed at Bar Harbor, Me. The same vessel carried away from New York a similar amount of gold, \$10,000,000, on April 26, 1910. That was the greatest amount ever taken from this port to Europe in a single vessel. On May 14, 1904, a vessel carried away \$9,300,000 gold; before that time the largest single gold shipment was \$7,330,000 sent out November 9, 1901, and the next largest was a \$7,200,000 shipment, on January 26, 1895.

On April 30, 1901, the most active day in the career of the Stock Exchange, 3,202,000 shares were dealt in, of 168 separate railroad and industrial corporation issues. On Wednesday of this week 950,000 shares were dealt in; the number of separate issues represented was 207.

"The first real test of the Federal Reserve system," thinks Trust Companies, "will be witnessed in connection with the coming movement of crops and in supporting the somewhat troublesome cotton situation which is again developing in the South."

Attorney E. R. Loud, who represented the Government in the suit against the directors of the Old National Bank of Albion, recently stated

that the plan of compromise which was decided on at Detroit last week had been accepted by the comptroller of currency at Washington. By this agreement the directors of the defunct Bank will pay \$16,000, which will be divided among the depositors. The former directors will pay as follows: J. C. Eslow, \$5,500; Dr. W. O'Donoghue, \$1,500; A. J. Howell, \$5,000; M. D. Weeks, \$3,000; J. C. Shepard, \$500. Another \$500 will be secured from an outside source.

I Am War!

I am a pestilence
Sweeping the world—
Hate is the root of me,
Death is the fruit of me,
Swift in my stroke;
Blood is the sign of me,
Steel is the twine of me,
Thus shall ye know me;
I am the death of Life,
I am the life of Death,
I am War!

I am a madress
Riding the necks of men,
Champing of nations armed,
Stamping of war-horse hoofs
Charging unbridled;
Clashing of bayonets,
Flashing of sword-blades,
Rumbling of cannon-wheels,
Crumbling of kingdoms,
These are my harbingers;
I am the death of Law,
I am the law of Death,
I am War!

I am a harlot
Seducing the nations;
Diplomats lie for me,
Patriots die for me,
Lovers I lack not—
Cannon mouths speak for me,
Battlefields reek of me,
Widowed wives shriek of me,
Cursing my name:
I am the death of Joy,
I am the joy of Death,
I am War!
—Alter Brody in the Outlook.


The Old National Bank

GRAND RAPIDS, MICH.

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

A bond, being practically a portion of a large loan secured by a mortgage, is more satisfactory to own than a small mortgage of equal amount. There is no annoyance about interest collection when one simply cuts off coupons every half year; no worry about titles, abstracts, insurance, up keep, etc. Most real estate bonds mature serially, and have increasing security behind them each year until the last are retired.

HOWE SNOW CORRIGAN & BERTLES

MICHIGAN TRUST BLDG  GRAND RAPIDS MICHIGAN

INVESTMENT BANKERS

will be glad to send you detailed information on several issues of bonds yielding 5½ % to 6%, and obtainable in \$100, \$500 and \$1000 units.

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.

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

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



We want accounts of merchants and individuals in any form and will pay highest rates of interest paid in Grand Rapids

Incorporated banks of Grand Rapids have never suffered a failure

GRAND RAPIDS SAVINGS BANK

Incorporated 1870

Temporary Quarters Adjoining
Corner Ionia and Monroe Ave.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, July 28—Edward Van Eenenam, of Grand Rapids, has this day filed a voluntary petition in bankruptcy...

- City of Grand Rapids, taxes ... \$ 12.50
Unsecured.
Judson Grocer Co., Grand Rapids \$575.00
J. Vanden Berge Cigar Co., Grand Rapids ... 15.00

An offer has been received for the stock in trade and fixtures from L. De Witt, Grand Rapids, of \$345.70 and an order to show cause has been made...

July 28—Fred A. Gould, of Grand Rapids, has this day filed a voluntary petition in bankruptcy...

- Unsecured.
Armour & Co., Chicago ... \$ 22.45
L. Barber & Co., Grand Rapids ... 9.00
Wm. Brummeler & Sons, Grand Rapids ... 3.00

- Rademaker-Dooge Co., Grand Rapids ... 2.49
Security Trans. Co., Grand Rapids ... 2.31
I. M. Smith Co., Grand Rapids ... 4.00

August 4—Lillian S. Terwilliger, of Ludington, conducting a grocery at that place, has this day filed a voluntary petition in bankruptcy...

- Preferred.
Grand M. Hallett, Ludington ... \$ 70.00
Ludington State Bank, Ludington \$1800.00

- Unsecured.
E. R. Godfrey & Son, Milwaukee \$ 147.00
Saginaw Beef Co. ... 115.00

August 4—Barend Compaan, of Grand Rapids, has this day filed a voluntary petition in bankruptcy...

- Unsecured.
Chattel Loan Co., Grand Rapids ... \$ 75.00
Louis Ebling, Grand Rapids ... 43.00

- Secured.
Young & Chaffee, Grand Rapids \$ 97.20
Liquid Carbonic Co., Chicago .. 1,124.00

- Unsecured.
Alt & Batsche, Grand Rapids ... \$ 174.00
Onderdonk Co., Grand Rapids ... 15.25

August 6—Andrew C. Gongwer, of Hart, has filed a voluntary petition in bankruptcy...

- Preferred.
Joseph Pietch, Milwaukee ... \$ 49.20
G. A. Ulrich, Hart ... 15.00

- Unsecured.
C. W. Slavton, Hart ... \$ 629.43
G. Van Allsburg, Hart ... 20.00

sets of the value of \$2,350 and the liabilities are listed at \$1,614.87. The following are shown as creditors of the bankrupt:

- Preferred.
City of Grand Rapids, taxes ... \$ 35.19
Secured.
William Boukus, Grand Rapids ... \$200.00

Exquisitely Delicious
For cold desserts, pudding, sauces, icings, confections.
Mapleine
The Master Flavor Rich and Mellow

Make Out Your Bills
THE EASIEST WAY
Save Time and Errors.
Send for Samples and Circular—Free.
Barlow Bros., Grand Rapids, Mich.

SUN-KIST CANNED PINEAPPLE
When it comes to Canned Pineapple, why not give your customers the very best—SUN-KIST Hawaiian? There is nothing in the canned goods line which will make such quick and steady customers as SUN-KIST Hawaiian Pineapple.

THE MEAT MARKET

Talks by the Butcher Philosopher.

A friend of mine met with an experience well worth recording. One day two men that he had known for a long time walked into his market with a patent for a pump, which, according to them, would revolutionize the manufacture of that article and make all connected with it rich in a short time. When my friend was asked to go into it he refused, saying that he was a butcher and knew nothing about pumps and, besides, he was not in a position where he could spare the necessary capital.

The patentee showed him then how he could get in on the ground floor without risking any money and all that he could gain through his participation in this direction.

"I'll give you my note for \$1,000," he said, "with the deed of my house as security if you will get the note discounted at the bank. That will give us plenty of money to start manufacturing and, believe me, these are some pumps. That's my line and I am an expert in them, if I do say it myself. You have known me for years and know that I am on the level and I know you to be a good business man. The reason I came to you is because I want to get a man I know into the deal and not one who will hog it.

"Now, we will form a partnership. I will take charge of the making of the pumps, Bill will be on the outside selling them, and later on, when the business is in full swing, you will have to quit this and take care of the office, because I won't be able to take care of everything, as we are sure to need a factory a block long."

To get out of his nice prosperous business, clearing about \$2,000 a year, to become identified with a pump factory a block long was very alluring to my friend, and in due time the partnership was formed on these lines, the risk being covered by the deed of the house.

They agreed to start very small and work up gradually, so the only salary to be paid at the beginning was received by the patentee, who was devoting his whole time to the business. He received \$25 a week to live on, Bill holding his job until the pumps were ready to go on the market, and my friend, of course, holding his business until they actually needed him.

A small shop was leased, lathes, tools, dies and whatever else was needed was gradually bought and installed, and the business was started, small, safe and sure.

Things progressed very slowly and the patentee, although no doubt sin-

cere in his belief in his work, found great difficulty in assembling a good working pump. He kept at it, however, until the thousand dollars was about all used up. He had in the meantime bought about \$2,000 worth of material on about sixty days' time, as the firm had a fair rating, due, of course, to my friend's standing.

When the money gave out and he was called upon for more he became worried, and, taking the drawings of the pump, he went to an expert for advice. While these people said that it was a good pump, they also said that there were several others on the market of simpler construction which did the work just as well. These sold for about half the price that his pump could be sold for, so there was no chance to market it on account of the greater cost of manufacture.

This news left our friend out about \$1,500, although he did have quite a bit of experience to show.—Butchers' Advocate.

Formula for Cooked Pressed Ham.

Good lean pork trimmings are used after being cured. They should show a bright, clear color throughout and be without any dark spots in the center of the meat being used. The trimmings are weighed up in 100-pound batches and about 10 per cent. of lean beef trimmings, which have been chopped fine, is mixed with them. Mixing by hand is the best. After the mixing is complete the mess should be stuffed into large bung ends, usually from 14 to 16 inches long. Care should be taken to stuff as tightly as possible. They should be skewered at the ends and wrapped with heavy twine, each piece having from four to six wrappings of twine, which should terminate with a hanger for the ham. The ham is smoked five hours at a temperature of 130 to 140 degrees F., and the house should be moderately warm before the ham is hung in the smoke. Cook at least two hours and a half at a temperature of 180 degrees F. After it is cooked it is taken immediately to a cooler, where it is pressed in a temperature of from 38 to 40 degrees F. If you have no regular press, place the ham in layers, with a weight on the top board. After they have been under pressure for twelve hours take them out and hang them up so that the boiling hot water can be thrown on and over them to wash off the grease. After being thoroughly washed in this manner remove to a dry cooler and keep them in a cool temperature until sold.

Mustard plasters come under the head of drawing instruments.

G. B. READER

Successor to MAAS BROS.
Wholesale Fish Dealer



SEA FOODS AND LAKE FISH
OF ALL KINDS

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

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co.
Burlington, Vt.

Mr. Flour Merchant:

You can own and control your flour trade. Make each clerk a "salesman" instead of an "order taker."

Write us to-day for exclusive sale proposition covering your market for

Purity Patent Flour

We mill strictly choice Michigan wheat, properly blended, to produce a satisfactory all purpose family flour.

GRAND RAPIDS GRAIN & MILLING CO.,

Grand Rapids, Michigan

Safety First in Buying

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

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

PEACOCK BRAND

On Ham, Bacon or Lard

is the guarantee of

Cudahy Brothers Co., Cudahy, Wis.

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

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

CUDAHY BROTHERS CO., Cudahy, Wis.

"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

AUTOMOBILES AND ACCESSORIES

Police Can End Tire Loss.

"Close the fences and you will stop the stealing of motor car tires," said a former police officer recently.

"It is plain enough that if the thieves could not sell the tires they steal the stealing would stop," he continued. "The thieves sell them to the junk stores. Those junk dealers sell them again to regular dealers in second-hand tires or to dealers who ship them to other cities.

"It is easy to stop the whole disgraceful traffic. The police could stop it all in a week if they wanted to; and it ought to be stopped, not simply because of the loss of tires—that is bad enough—but because it is manufacturing thieves out of boys and young men by the wholesale. It is a veritable school in crime. This is how it works:

"One boy tells another how easy it is to make a few dollars by stealing a motor car tire. For half a dollar he buys a pair of nippers that will clip through the strap or chain holding the extra tire to the rear or side of a motor car. Then they go out to find a car, and that is easy. A car is left standing by the curb. The boys go to it and watch until no one is looking and then—snip, snip. In a twinkling they have the tire and walk coolly off with it.

"They have no trouble in selling it. Any one of fifty junk stores will buy it and pay a dollar or two for it. The dealer resells it for five or ten dollars.

"Once a boy starts in at that he is lost. He graduates from that into stealing the brass journals from railway cars and to ripping the plumbing and fixtures from vacant houses. The junk stores buy it all. It is an easy way to live without work and the boy keeps on until he is a confirmed criminal and lands in the penitentiary.

"I said it was easy to stop it. If anyone questions that I will point them to a time when I was on the force and we closed it down absolutely. We did it by assigning inspectors to watch the junk stores. They dropped in at any time and whenever they found a motor car tire the dealer was arrested right there. You know that motor car owners are not selling good tires to a little junk store which will pay only a dollar or two for it. We found that 95 per cent. of all the tires in the little junk stores had been stolen, and of course the dealer knew they had been stolen when he bought them.

"Too many of the junk stores are just 'fences' for receiving stolen goods

and nothing more. We proved that, and by vigilant espionage we stopped the stealing of tires. Now it has begun again, stronger than ever. It is up to the police to stop it."

Pads and Fancies for the Motorist.

A simple gray linen case, lined with rubber, is fitted as a man's traveling toilet case with ebony fittings. The case shuts like an envelope.

One of the big, warm coats for early autumn touring is made of double faced plaid material. It has a medium black and white check on the outside and a large green and blue plaid crossed with a yellow line on the reverse side. It is in raglan model, very full at the hem and of three-quarters length.

A Victoria case, the size of a small suit case, has as a new feature a deep tray. All of the toilet articles are arranged in the cover. It comes in soft beaver and in the fashionable black crepe leather.

Waterfall sweaters come in all the pastel shades with reverse collars, deep cuffs and fringed sashes. The beauty of the material makes them particularly fine for wear over lingerie frocks.

New coats of silk corduroy are made in semi-Empire model and are trimmed around the bottom, the collar and the cuffs with raccoon fur. They are lined throughout with plain satin. One coat for evening wear is of apple green silk velvet with deep mink collar and trimming.

Wide brimmed hats of soft felt are hand embroidered with flowers or trimmed with crocheted flowers. They are worn with the heavy touring coats. Plain felt hats trimmed with game bird feathers, owl heads and feather pompons are smart. Those wearing the little stitched hats are using the shaded Georgette veils or the veils that fit closely around the head and fasten up the back with snap catches.

Chinese luncheon baskets are the latest for automobile use. They are deep and have high handles, the handles and trimmings being painted a brilliant scarlet.

Parasols for automobile use are now appearing in the long handled, Chinese, cork topped model. They are gathered between the ribs and are hinged at the top to be turned sideways. They are covered in the good coaching shades in plain heavy silk.

Perhaps many a man who boasts of his honesty would go lame if an opportunity worth while was to knock at his door.



See the new Cadillac Eight
It's the Peer of Them All

Western Michigan Cadillac Co., Ltd.
OSCAR ECKBERG, Mgr.
19-23 LaGrave Ave. Grand Rapids, Mich.

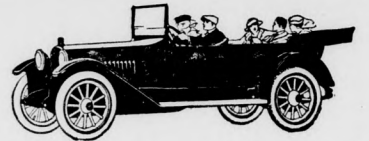


Going on
that
TRIP?

You want
Reliable Tires

Put on
DIAMONDS

SHERWOOD HALL CO. LTD.
Distributors Grand Rapids, Mich.



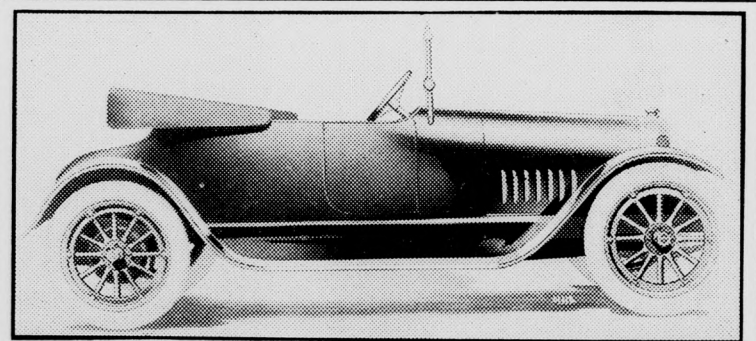
What's in a Name?

Higher Mileage

Unique Body
Power Efficiency
More Comfortable
Oil Saver
Better Service
Increased Value
Less Money
Engine Perfection

By all means see the Hupmobile before buying. Write, phone or call for demonstration.

GEORGE S. THWING & CO.
Cit. 1417, Bell 1428 GRAND RAPIDS



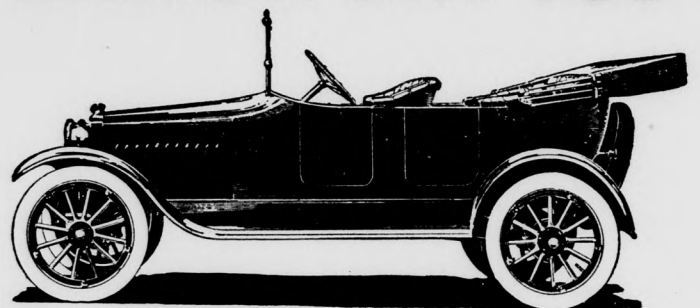
APPERSON SIX—The American Beauty Car

Four Passenger Roadster, Aptly Called The Chummy Car, \$1550
Five Passenger Six, \$1485; Seven Passenger, \$1550

HELPS AUTO SALES COMPANY,
Distributors APPERSON and KING Cars

Michigan St. and Lafayette Ave.
GRAND RAPIDS

SAXON SIX \$785



SAXON COSTS LEAST TO RUN

A Saxon Roadster, with three passengers, just completed a trip of 632 miles, over Northern Michigan roads, which necessitated covering some of the worst roads of the state, averaging 28 miles to a gallon of gasoline, and 126 miles to a quart of oil. The total expense of gasoline and oil was \$3.51. Averaging \$1.17 per passenger.

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

"Jitney" a Western Idea.

The jitney omnibus originated in the West. The term is applied to any automobile or mechanically driven omnibus carrying passengers for a 5-cent fare. The word "jitney" in Western parlance is equivalent to our Eastern nickel.

The expression is said to be a corruption of a Japanese term for a small coin of such little value that it is usually spoken of with great contempt. Others believe the word to be of negro origin, and assert that in the old days of the Mississippi steamboats the dock roustabouts were wont to refer to a nickel as a jitney. Another account avers that a penitentiary trusty named Jedney used to smuggle tobacco, sugar and other supplies to the prisoners, giving them 5 cents' worth for 10 cents, thus resulting in a nickel profit to himself, the transaction being obscurely referred to as a jitney.

It is said that the first jitney omnibus appeared in Oakland, Cal., when a second-hand automobile stopped at the curb bearing the placard, "Will take you anywhere or stop anywhere for one jitney." About a year ago one L. R. Draper, a citizen of Los Angeles, started a business of this kind in that city, and many regard him as the originator of the idea. Be that as it may, California is certainly responsible for setting up the most rapid disturbance in city transportation this country has ever seen.

E. Gordon Lee.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 16.—The late George G. Jenkins, proprietor of the Western Hotel at Big Rapids, besides being an able hotel man, was also one of the most active civic workers in Mecosta county. Mr. Jenkins was prominently identified with Mecosta county development work and the development of Western Michigan. His work along these lines earned for him a directorship in the Western Michigan Development Bureau. As a hotel man he was eminently successful. Under his direction the hotel had grown from a second-rate hostelry of eighteen rooms to a rating as one of the finest equipped of the smaller first-class hotels in the State. Mr. Jenkins purchased the hotel about fifteen years ago and since that time until his death he gave a great amount of his time to the upbuilding of his hotel and looking after the comfort of the traveling public. His son, Wm. F., has assumed the management of the hotel and intends that the policy and principle of his father will be upheld in his management.

J. L. Murray, of 511 Ethel avenue, who suffered a severe injury to his right hand in cranking his big Austin car, is in grave danger from blood poisoning.

Mr. and Mrs. A. P. Anderson are making the upper part of the State and expect to be gone two weeks. Mrs. Anderson is accompanying Pete on his territory and writes that she is having the time of her life. Must be that Pete is some entertainer.

C. P. Lawton, who has been on the sick list for the past six weeks, is once again on the rapid road to complete recovery. About the only result of his illness that is noticeable is a shortage of avoirdupois. If nothing unforeseen develops, he expects to regain all that deserted him.

Oscar Miller, one of the popular proprietors of the Union Store Co., of Kaleva, selected himself a mate

and set sail on the sea of matrimony August 14. Oscar thought he had traveled in single harness long enough and we sincerely hope that his conjugal felicity may never be clouded and that all his troubles will be little ones.

Everett Steffe, of the Lake City Hardware Co., made a trip to Toledo and drove a new Overland car through. He reports a nice trip. Everett is a real optimist and it may be that it was because a sale was in sight that he couldn't see troubles for dust.

The writer wishes to thank our absent brother, Dr. G. W. Ferguson, for the write up and was pleased to learn that someone knew under what conditions a scribe labors and attends to business. Doc, you are one of the biggest hearted and warmest blooded men I know. I absolutely know you to be warm blooded, because when a man can endure B. V. D.s when the mercury is hovering around the 10 below mark, he has some counteracting heat somewhere in his body. Anyhow, I wish to thank you for the timely suggestions and hope that the boys will come across with dope enough to fill a page in our popular Tradesman. I will lend my best efforts, but must have help from the boys making other sections of the State.

Boys, do not forget that August 23 is the last day for the payment of assessment No. 128, so send your remittance early and avoid the rush. Don't let your insurance lapse, as you have one of the best policies for accident that is in existence and the best and only fraternal organization in the world for commercial men.

August 21 is the big day for Grand Rapids Council and their friends. Don't forget that the cars leave promptly at 8 o'clock a. m. from the Muskegon interurban depot. Dig up all the friends you can and join in to help make it a day long to be remembered. The beautiful lake trip alone is worth the money, besides the other features that the committee have arranged for.

L. V. Pilkington.

A critic may be a man with wonderful instinct for discovering the sore spots of his superiors.

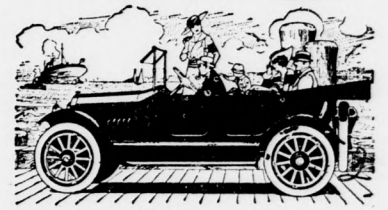
Life in the Country.

"Yes, sir," he said on recovering his breath after his mad race for the 5 o'clock Muskegon interurban, "I tell you it's the country for me! You have good, pure air and good water and nice fruit and vegetables right from your own garden and fresh-laid eggs. I honestly believe that there are more mosquitoes in the city than there are in the country; more stagnant pools of water for them to breed in than there are out where we live. It's a kind of novelty to have a mosquito nip you. Yes, and when the city folks are sweltering in their close little flats we are sitting on our piazzas with a cool breeze always blowing in the evening. If you want to really live, put the city behind you where you can have the fruit of the soil in your own little garden and be free from a lot of things there's no escape from in the city."

And then he inadvertently dropped the following "Things to get in the city" memorandum as he was leaving the car:

- Two bunches radishes.
- One small bunch onions.
- One head of lettuce.
- A little parsley for garnishing.
- One large or two small cucumbers.
- Five-gallon bottle of spring water.
- Fifteen yards mosquito netting.
- See what two electric fans would cost, one for piazza.
- Ask druggist what will soothe mosquito bites.
- Two dozen eggs.
- See about filter for water.
- One yeast-cake (sure).
- One bunch celery.
- One box moth marbles.
- See if we can get our old flat back early in September.

EIGHT CYLINDER KING



King Eight Truths

The King Eight will duplicate any stunt that any automobile, at any price, will perform, and the King Eight sells for only \$1350.

The King Eight can take any of Grand Rapids hills on high so easily that it makes the owners of luxury priced cars sit up and THINK.

Fifteen to twenty miles to a gallon.

Economical on Oil, Tires and Repairs.

Make your Demonstration Appointment

Phelps Auto Sales Company

Western Michigan Distributors for
The New King Car and the Apperson Supplies and Accessories

Michigan Street and Lafayette Avenue
Grand Rapids, Mich.

An Association of Automobile Owners Organized to Save Money on Tires and Accessories
WRITE US
= Automobile Owners Purchasing Club

113 Crescent St., N. W.
Grand Rapids, Mich.



WAIT FOR THE REO Announcement

It will be full of Agreeable Surprises

W. D. VANDECAR

129-131 Jefferson Ave., S. E.

Grand Rapids, Mich.



THE SILENT WORM DRIVE TRUCK

Every unit standardized

One to five ton capacity

SERVICE MOTOR TRUCK COMPANY

A. C. LUCE, Branch Mgr.

GRAND RAPIDS

Announcing

to the grocery trade the enlarged plans and policies of the California Associated Raisin Company for the promotion and increased sale of

SUN-MAID RAISINS and CALIFORNIA RAISIN BREAD *Made with Sun-Maid Raisins*

This is the first of a series of advertisements appearing in this magazine. Their purpose is to acquaint you with our great National Campaign which will take place during the coming year commencing in August. This campaign, briefly, will consist of numerous plans to increase the consumption of Sun-Maid Raisins. But the most important consideration—so far as *you* are concerned—is that *Raisin Bread* will also be featured—creating a double demand among your customers.

So this campaign is really of primary benefit to *you*, for you will make the profit on this bread in addition to that on Sun-Maid Raisins. Your baker will supply you with California Raisin Bread. We have set the wheels in motion in the Bakery trade.

Greater Profit Ahead for YOU

Glance for a minute at the first page advertisement appearing in the national magazines, reproduced in the upper right-hand corner (about one-sixth actual size). Think of the influence a whole series like this will have on American housewives—your customers.

Then let us hint at some other features—such as local newspaper advertisements, window displays, etc., which are available for your use if you merely join us in the great plan we will lay before you.

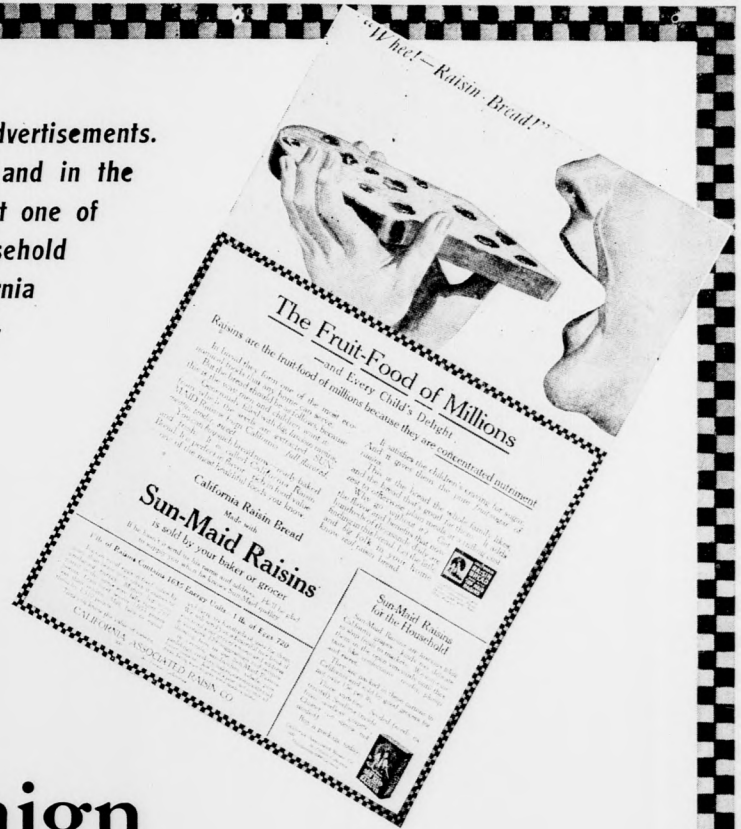
Remember this country-wide campaign is to be handled in a big way—not in one section—but nationally. People in your own town will be systematically approached—not one time and in one way—but many times and in several ways, so that your store will be identified with a big national movement to popularize raisins and raisin bread.

Never Before Any Effort Like This

This is bound to be the biggest and most effective sales campaign ever carried out for American grocers. Nothing has ever been so complete—nothing so carefully strategized. This big drive will surprise even you as it comes out. You will say that this campaign has won for you additional business and new profits. Of course the grocers who see the possibilities and begin to cash in on the energy and expenditures back of this campaign will receive the largest returns. So even though this campaign will have its own tremendous force, you can get the greatest benefit from it if you become an active part of it.

This is merely the first page of one of the new series of advertisements. It appears in the Saturday Evening Post on August 28th and in the Ladies' Home Journal in September. Remember this is but one of a big series. Every housewife who buys food for the household will receive the message about Sun-Maid Raisins and California Raisin Bread in the months commencing with August. Consider the number of people who will read these advertisements. And think of the other ways we will use to make raisins a part of every meal.

Bear in mind, too, that this is merely ONE form of raisin advertising. Every housewife will be appealed to through every effective channel.



Nation-Wide Advertising Campaign

Later we will announce more in detail the scope of this unprecedented advertising campaign. We want you to know all about it, so you can be prepared to meet the demand created. But here we merely want you to know when it commences and to assure you of its power. This advertising campaign will be backed by an intensive sales campaign—the like of which has never yet been known. Never before has there been such a campaign to give you a double demand like this. We help you to sell bread. We help you to sell package raisins.

Millions Will Want Raisins and Raisin Bread

When this great force is let loose, you will be affected. Besides an increase in package sales you will be able to build up a new and profitable business on raisin bread, for this plan has been studied for months. Thousands have been consulted. Experiments and

investigations have been made. The sole purpose, remember, has been to build up an every-day demand. We advise you to immediately prepare for this campaign by familiarizing yourself with every detail.

How to Capitalize on This Big Idea

The first thing to do is to write us at once for our plans to help you. Then study them. Then signify your intention of taking advantage of this opportunity. We will immediately give you all the information and keep you posted as to every move. We will explain all we are going to do to increase raisin demand and consumption. Prepare now for your share of the profits by writing at once, or sending in the attached coupon.

California Associated Raisin Co.

Hearst Building,
Chicago

Home Office, Fresno, California

113 Hudson St.
New York

Send me at once details of the national campaign about to start in which Sun-Maid Raisins and California Raisin Bread are featured.

Name

Street

City State

Mail this to the nearest office of the California Associated Raisin Company



REVIEW OF THE SHOE MARKET

Getting Over the Freak Style Debauch.

Written for the Tradesman.

The shoe industry of America—to be more accurate, that phase of the American shoe industry concerned in the production and distribution of women's footwear—has just passed through one of those strange, sporadic and unwholesome episodes, for which I know no better term than the phrase Style-debauch.

Men lost their heads. Sober, staid, supposedly level-headed shoemen yielded to the siren charms of the "smart" and the "fussy" in female footwear apppareling; and many erst-while sensible and conservative shoe manufacturers were smitten hard by the notion—the Lord only knows where they got the idea—that the better class of trade actually required this gingerbread junk miscalled footwear. And so they vied with one another—ran pell-mell in a free-for-all dash—each trying to out-do all others in novelty, smartness and piquancy of style.

Smart and fussy was the big idea; fussy and smart the aim and goal. Just who started the craze, perhaps nobody knows; but when the thing got under way, others—and just lots and lots of 'em—fell in with the procession, and gingerbread was the big noise. Shoe manufacturers and designers had horrible nightmares and sought to materialize the same in terms of near-freak and freak shoes for the prospective beguilement of style-queered women. The originality and daring of one or of several stimulated the same qualities in others—only the others went their competitors just a little stronger, as they always do. And thus it came about that, in the spring and early summer of the good year 1915, we had a veritable deluge of parti-colored, leather-and-fabric creations, variegations, combinations and conglomerations, designed, built, exploited and proffered for sale—each claiming to be the very latest whisper in female footwear of the most fashionable sort.

To make the situation more ridiculous and distressing from the retail dealer's standpoint, these crazy freak ideas in the high grade shoes were duplicated in the popular priced lines. In just three weeks after some new and spectacular model appeared in the display window of the smart exclusive shoe shop, with a price ticket stating the price as \$5, \$7 or \$9, the same model would be on display in the popular-priced shoe emporiums marked \$2.50 or \$2.75. Of course it would be an imitation, but it would be on hand with the dash and snap—and

that, according to hypothesis, was the main thing.

A Costly Debauch.

This freak style debauch from which the trade is just now recovering has been a costly dissipation. Both manufacturers and retail shoe dealers have suffered.

Always extreme style-departures in footwear are precarious. Fussy, freakish styles, over which quite a number of people were raving only a few weeks ago, have gone out—and they have gone out with a vengeance. Not in recent years has there been such a radical swing of the pendulum of popular taste in footwear.

Many shoe manufacturers were caught—and not a few were crippled. Some of them will not quickly forget the lesson they have learned.

And what is true of manufacturers, is also true of retail shoe dealers. Hundreds of them were left in the lurch.

I know dealers who have resorted to many expedients to reduce their stocks of gingerbread footwear. Fabrics have been colored, prices cut to the quick, and the dynamics of advertising and window trimming and salesmanship applied to make the stuff move. But in spite of all these efforts, there are many retail shoe stores and department stores of the large cities that are just now ruing the day of gingerbread, and wondering how in blazes they ever came to fall for it to start with.

Some of them, to be sure, went in for it rather timidly at first, and against their better judgment; but it seemed that everybody who was anything at all in retaildom was doing it, so they began to think that they must do it too. And they did—to their hurt.

But some didn't. And those who played it safe are now congratulating themselves. I have a friend who belongs to this latter class. He is the shoe manager of a city department store that has a name for high grade, dependable, genteel merchandise. They get their shoes from a famous manufacturer of women's shoes down East. When everybody else was going in for freakish, parti-colored creations, my friend said: "None of that bizarre stuff for mine."

Mayer **HONORBILT SHOES**
In Demand Everywhere

**STOCK UP FOR FALL ON THESE
Pioneer--Good Service Numbers**



**In Stock for
At Once
Shipment**

**Orders
Solicited**

- No. 884—Men's 12 inch Black Norway Chrome Uppers, 1/4 Double Sole, Re-inforced Shank, Nailed Bottom, Fair Stitched, Large Nickel Hooks and Eyes, Four inch Cuffs with Buckles and Straps, Full Bellows Tongue, Blucher, exactly like cut..... \$3.25
- No. 883—Same only Regular six inch Blucher tip 2.25
- No. 878—Same only Regular six inch Blucher plain 2.25

SAMPLES ON REQUEST

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Mrs. Serviceable Footwear

GRAND RAPIDS, MICH.

The "Original Hard Pan Shoe"

Often Imitated—Never Equaled



No. 8308



A Shoe You Can Depend On

To give your customers the greatest value for their money. R. K. L. **HARD PAN SHOES** are made from the best leather money can buy. They are **ABSOLUTELY SOLID.**

If you are not already carrying this shoe, order a trial case. You will find them to be business builders.

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

Early in the season, when the trade began clamoring for freak stuff in my friend's shoe department — and couldn't get it—they called him an "old fogey." And some of them went out and bought elsewhere—bought of the current gingerbread. In less than a month most of them came back and bought something refined and practical. They had had their fling. And now my friend has been dubbed: "The only sensible man in town."

Yes, this recent freak style debauch has cost like smoke. It has hurt business. And there are hundreds of good shoemen all over the country who feel like kicking themselves for having any part or lot in it. As an indication of the drastic nature of the dynamics that had to be applied in an effort to get rid of it, take this as example: A model made up of parti-colored leathers and fabric, turned out by a concern catering to the particular trade, originally marked to retail at \$7 the pair, cut down to \$1 per pair. Some cut, eh? Yes, and they didn't all go at that. Still they'd better be sold at 5 cents a pair rather than be carried for they are dead—hopelessly, incurably, everlastingly dead—and anything at all that can be got for them is so much to the good.

Why Is Gingerbread?

Of course we are all agreed that a man's hindsight is (and ought to be) a blame sight better than his foresight; still the question arises, Why is gingerbread?

Fussiness went to seed. Looking at the matter now, one cannot help wondering how anybody ever fell for this sort of junk. How did sane, intelligent people ever get the notion that this sort of grotesqueness meant style? Who wished this nightmare upon us?

Without rime or reason; sans gentility, durability, service—sans pretty much everything that a shoe ought to have—gingerbread got itself accredited amongst us on the sole ground of novelty. Ye gods, it was sufficiently novel! But who ever dreamed that novelty alone is enough to support and maintain vogue?

A single color—if it be an unusual one—introduces an element of uncertainty; but when you add a second or a third color, the element of precariousness increases in a geometric ratio that makes one dizzy. But, as if this wasn't enough, fabrics and leathers were combined with contrasting colors. This isn't business—it is plain gambling.

No wonder a lot of people got stung. It couldn't have been otherwise. The day of disillusionment simply had to come. And in localities it came over night.

But the most hopeful thing about this whole affair of the freak style debauch is the fact that shoemen are pretty well agreed that nobody is to blame but themselves. They voluntarily went up against long odds, and (most of them) lost out.

So they've learned their lesson; and next time they'll be wiser.

And the costly experiment of 1915 gingerbread will have its effect in paving the way for more rational and substantial styles for another season;

and so, in the long run, will help to hasten the day of better things.

Cid McKay.

"Hello" News of Interest.

Written for the Tradesman.

Since March 1 the Detroit telephone exchange has installed 7,707 new telephones and taken out 4,196, making a net gain for this period of 3,511. The area served by the exchange has gained 141,000 in population since last December according to estimates.

The Michigan Telephone Company has completed the work of rebuilding its Lansing lines, started a year ago, at an outlay of \$90,000. Of this sum \$80,000 was for outside work and the balance for interior improvements.

J. B. Lockwood, Auditor of the United Home Company, has removed his headquarters from Ludington to Muskegon.

Wires of the Michigan State exchange at Union City have been cut over to the Southern Michigan office.

Portland is discussing the advantages of having one telephone exchange.

An expert employed by the Michigan State at Detroit states that it costs the company \$20.41 to train a telephone operator before she becomes of use to the company.

The Michigan State's plant at Hudson has been purchased by the Lenawee County Co. for \$1,500. The deal was authorized by the State Railroad Commission.

Extensive improvements costing over \$15,000 have been made on the new switchboard and exchange of the Southern Michigan at Coldwater.

H. E. Lampman, of Charlotte, succeeds L. E. Johnson as local manager of the Hillsdale exchange for the Michigan State. Mr. Johnson has taken a position with the company in Detroit.

F. L. Francis, in charge of the Citizens' exchange at Portland since its installation fourteen years ago, now has similar duties at Greenville's 900 phone exchange. F. N. Burchard, formerly of Lake Odessa, is now at Portland. Almond Griffen.

The Excuse.

Samuel H. Church, President of the Carnegie Institute, said at a luncheon in Pittsburg, apropos of certain war atrocities:

"The excuse of these atrocities reminds me of the miner bridegroom.

"A young miner got married, and for the first week's housekeeping expenses he gave his wife the good round sum of one dollar.

"The girl, to his surprise, accepted the dollar cheerfully, and that week they lived abundantly enough, albeit plainly.

"So, for the second week, the miner doled out only half a dollar. Then his wife went for him. She told him what she thought of his meanness. The house reverberated with her indignation.

"The miner, in the midst of the storm, clapped on his hat and stalked out, muttering:

"I see what's the matter here. I spoiled ye the first week."

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.

The MICHIGAN DAIRYMAN'S Shoe

Consider This One

A Great Value

Built for Wear



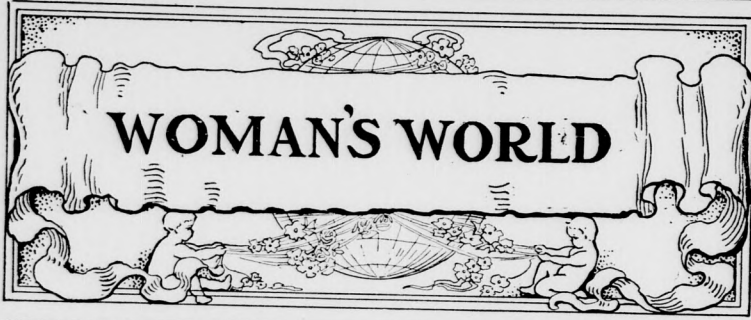
The Black is No. 2302 } The Price is \$1.90
The Tan is No. 2372 }

The discount is 5% in 30 days
The net cost to you is a fraction over \$1.80 per pair

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



Happiness More in Ourselves Than in Circumstances.

Written for the Tradesman.

No saint nor seer nor philosopher ever has explained satisfactorily the puzzles and paradoxes of human happiness. Persons who, according to all reasoning, ought to be miserable in actual fact are blithe and care-free. Others who have all that heart can wish insist on making themselves wretched.

Here is Mr. Averill, nearly 70 years old, earning a scanty living for himself and his aged wife by days' works. Owing not even the very plain little house in which they live, not a dollar ahead, his strength gradually diminishing, his services becoming less in demand with the passing years, he still seems to have no forebodings for the future and no regrets over the past, but whistles and sings at his homely odd jobs, blissfully unconscious that he is what men call a failure.

He is possessed of keen intelligence, always has been an omnivorous reader, and really surprises you with his great store of information on a wide range of subjects. He had as good a chance as other young men, but he lacked the push and initiative. He was a free spender and always was satisfied to live from hand to mouth. An inheritance of three or four thousand dollars he foolishly squandered, and he is where he is. According to all the logic of thrift he should be bemoaning his wasted opportunities. But he isn't. Neither he nor his sunny-tempered wife seem to have thought that unless their friends see fit to aid them they are probably marching straight to the poorhouse.

A striking contrast to happy-go-lucky Mr. Averill is Mr. John Hamlin, a self-made man who is one of the financial pillars of his town. John Hamlin never did a foolish thing in his life. As a boy he improved every opportunity and made opportunities for himself. He worked hard. As he accumulated money he seemed to be guided by a sure instinct in its investment, for his ventures all proved profitable. Scrupulously honest and a man of fine character, he is looked up to by the entire community. He has a beautiful wife and promising children, yet the lines of care and anxiety and extreme weariness in his face betray to all observers the fact that he is not happy.

Some natures rise superior to all adverse conditions and circumstances; others make themselves miserable over the most insignificant trifles. The very expression, a drunkard's wife, is a synonym of woe, nor does popular

imagination exaggerate in the least the miseries of the woman whose husband is addicted to liquor. Yet occasionally—I admit the instances are very rare—the wife of a perfect sot is seen blooming and happy. Such cases, unaccountable as they are, are not more to be wondered at than the scores of wives blessed with excellent husbands, who persist in making themselves miserable because they can not break John or James or Henry of some little fault or peculiarity. The people who set great store by having things "just so" almost never are happy, for it is a world in which it is extremely difficult to get things just to our minds, even in very small matters.

I firmly believe that, speaking in a general way, the virtues—honesty, temperance, thrift, industry, unselfishness, and the like—tend to satisfaction and contentment; while vices and crimes lead to misery. The trite aphorism "The good are happy" is in the main true. Yet some who are very, very good are not happy, while others who are almost hopelessly bad seem to experience no compunctions nor remorse. "Conscience is a terror to the wicked but a comfort to all good men," runs the old saying. Yet who has not known hardened sinners who suffer no pangs of conscience, because their consciences are so rudimentary and undeveloped as to cause no trouble? Who has not also known over-careful and conscientious souls, ever contrite over purely imaginary sins?

Whoever shall discover the preventive or the remedy for those strange mental-physical maladies which we class under the broad general name of "nerves," will do much to solve the great problem of happiness. Provided only that the nerves keep strong and their poise steady, the normal person rises brave and hopeful from the loss of money and property, from the failure of pet projects and ambitions, and even from the bereavement of those who stand nearest and dearest; and, after the first shock of disappointment or grief is over, will be, in the main, cheerful and happy. But let this poise be ever so little disturbed, and friends, fortune and the rewards of virtuous living seem to count for little—the victim suffers from that most inexplicable and intangible of all illnesses, the "blues," to his or her own great distress and the detriment of all about.

It is a common habit to set some big When or If or several small Whens or Ifs between ourselves and happiness. A man now earning \$1,200 says to himself, "When I have

an income of \$3,000 I shall be happy." An author, now poor and unknown, feels that if only he could write a best seller he then could rest content. According to individual taste, a college degree or a twelve-cylinder car or a house spotlessly clean and in order may be the acme of desire.

This setting of some definite goal may be a good method of holding one's energies to continued effort, but it can not be recommended as at all sure to bring happiness. Often the object set up is unattainable. When it is not, getting it rarely if ever brings the expected satisfaction of mind for more than the briefest period. All experience goes to prove that the man who is not happy on \$1,200 will not be at all contented with \$3,000. By the time he will receive \$3,000 he already will have set a higher mark—he will want \$10,000. The author who succeeds in writing a best seller will be eager to write a still better seller, and will see a dozen ways to spend the money he would receive in royalties from the greater work. And as to machines, the family that can not take great comfort with one that costs \$700, will not be really happy with one that costs \$7,000.

Happiness is the normal state of the

normal human creature. It seems to be a kind of mental health, and is best achieved, not by pursuing it directly, but by keeping always some absorbing occupations and some interests outside ourselves, and by maintaining a sane and rational point of view. Happiness is subjective rather than objective—more in the state of mind than in outward circumstances. "If solid happiness we prize, within our breast this jewel lies," sings the poet. If we find we are failing to have the happiness which rightfully should be ours, we generally should apply correction to our own mental moods rather than make more strenuous efforts to obtain the objects of our desire.

Quillo.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS
The Tisch-Hine Co.
237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

TO REACH YOUR PATRONS AND FRIENDS
USE OF A MICHIGAN STATE TELEPHONE

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.

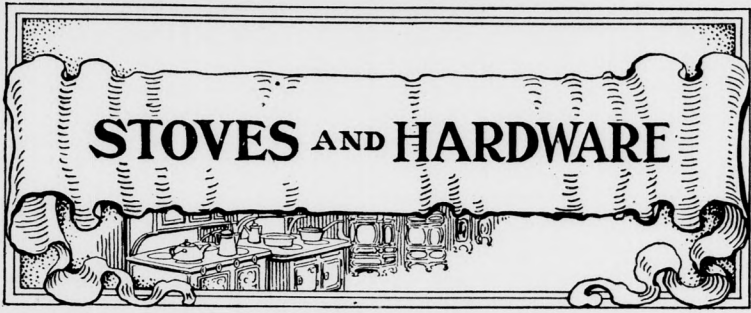
But it does more. It makes selling easier and quicker. Customers know just what they want—no time wasted "wondering" what to buy.

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



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.

Starting the Stove Campaign for Fall.

Written for the Tradesman.

Careful preparation is essential to a successful fall stove campaign. The dealer should start early to lay his plans for the campaign. He should do so for two reasons. First, if he waits until September he will find himself too busy probably, to plan intelligently. Second, stove selling is an educational proposition—the "prospect" must be slowly and steadily educated to the buying point. And "education" takes time.

People do not, as a rule, purchase stoves on the spur of the moment. If a carpenter needs a hammer he drops into the store and buys it; if a housewife wants a stewpan she does not hesitate. These are small purchases. But a stove is a larger matter, involving considerable outlay. Many family councils are a preliminary to the actual decision to buy. Advertisements must be read, stove literature studied, the financial problems figured out, and, generally speaking, the whole question of purchasing or not purchasing has to be gone into with exceeding care. These cogitations may extend over a month or more before the actual purchase is made.

It follows that the merchant who plans a stove campaign to commence several weeks or a month before the actual opening of the season will reach his customers just at the moment when they are becoming interested in the subject. If he can appeal to them before they commence to discuss the problem—if he can start them on the way—so much the better. That gives him the inside track.

With a good many hardware dealers, the stove department is a seasonal proposition; and between seasons it is given very little attention. Of course, stove sales, in actual experience, are made at all times; but during the dull season stoves are pushed to one side.

One aggressive dealer makes a practice, however, of keeping stoves on display all the year round. He may sell a few stoves between seasons, but almost every day customers, waiting their turn, will stray back through the stove department and look over the stock. It is an easy matter for the observant clerk, while

waiting on the customer afterward, to tactfully enquire if the customer has any thought of purchasing a stove. If the answer is "Yes," down go the names on the prospect list.

All the year round, the stove dealer should be on the watch for new prospects. The customer who says, "No, I don't want to buy now but perhaps I will later on" should be the subject of a memorandum for future reference. A good many merchants keep regular prospect books, in which the names of such customers are entered. Names secured in this way, in the store, handed in by clerks, and in other ways, form the basis of the fall stove selling campaign.

The compiling, from odds and ends of such memoranda, of the definite "prospect list" for the fall is one item of preliminary preparation which can be undertaken in August. Indeed, a good many foresighted dealers have their prospect lists in shape before the end of July. And the minute the prospect list is compiled, it is time to start the direct advertising campaign.

The manufacturers, of course, supply much valuable literature. A good many dealers distribute this advertising material promiscuously to all comers—children included; others mail it to a general list of customers and prospects of all kinds. But a carefully compiled list of likely stove purchasers—eliminating the people who bought stoves last year—will avoid the waste of a great deal of good advertising material. Sending out printed matter is often an expensive business where the lists are not carefully supervised.

The dealer, however, should not depend upon the manufacturer alone for advertising literature. He should take a hand in the advertising game himself, and should advertise, not merely the stove, but the store and its service. Almost invariably the most aggressive and successful stove dealers utilize personal letters in connection with their stove campaigns.

Before putting together a prospect letter, the merchant should know his stove thoroughly. He should study all the advertising literature regarding it; and should, from this material, select the strongest selling points and play these up in his letter. He can hardly expect his letter to sell stoves, but he can fairly expect that it will bring customers to his store. That is the object of the merchant's mail advertising—to induce the customer to come in and look at the stove. It is then left for A-1 personal salesmanship to clinch the sale. That the customer comes at all is ample evidence

that something in the advertising matter has impressed or interested him.

A good, strong advertising letter—typewritten or imitation typewritten ten, and personally signed by the merchant—should be, therefore, a feature of the advertising campaign. This letter can be carefully put together weeks before the campaign starts.

And, at the same time, the merchant can map out his entire fall stove advertising, put together his newspaper copy, decide how much space to use, and form some definite idea of the floor arrangement and window display. The summer months, just before the stove season opens, afford ample opportunity to make these important preparations. With his campaign all mapped out, his advertising copy prepared, and his prospect list ready, the merchant will find himself free to throw all his energies into the actual selling.

A stove exhibit at the fall fair is often a good advertising stunt. There the merchant has an opportunity to meet his country customers, get a line on new prospects, distribute advertising matter and demonstrate, or at least explain, his stoves. The season is opportune, just when the stove campaign is getting well under way; and either the merchant himself or a good stove salesman should have charge of the fall fair booth.

It is important to plan the arrangement of the stoves on the floor well ahead of time. They should be arranged neatly, in rows, and, if space permits, the entire stock on the floor, with ample room for customers to examine them from all sides and for the clerk to demonstrate them. The stock must, to produce the best effect, be kept spotlessly clean and bright. One merchant has every stove brushed thoroughly each morning and the nickel work cleaned once a week.

More, all stoves on the floor are mounted on trucks, so that they are easy to sweep under and easy to show. The stoves should never be used as a "catch all" for odds and ends of stock.

Besides the regular newspaper advertising, circulars can be distributed on the public markets, and on market days placed in vehicles at feed stables and hotel sheds. Road advertising is also good, particularly in small towns where there is a large element of country trade to be catered to. One merchant puts up signs at regular intervals on every road for five miles out of town. The best signs are made of galvanized iron, painted yellow or white, and lettered black; and the hardware or tinshop staff can usually contrive such signs at a minimum of expense.

The stove man should, particularly at the commencement of the season, conduct an aggressive canvass of house owners. It is far more profitable for a man to spend an hour or two every day in such a canvass than pottering over petty business in the store. Such a canvass will usually bring the merchant into touch with numerous prospects.

William Edward Park.

It's better to be up and doing than to be down and done.

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

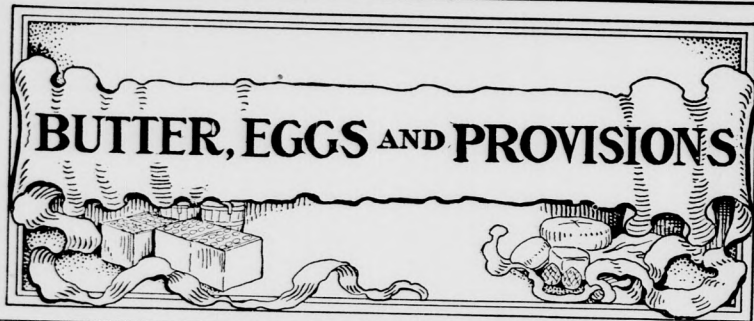
World's Largest Manufacturers of
 Theatre Seating

American Seating Company



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

ASK FOR LITERATURE



Status of the New York Egg Market.

The report of egg stocks in forty-five houses connected with the American Warehousemen's Association shows 3,959,000 cases in storage in forty-five houses August 1 against 3,136,000 cases in the same houses at the same time last year.

Last year forty-six houses reported and the aggregate holdings in these were given as 3,102,400 cases, so that it is evident that there has been some change in the houses reporting other than the change indicated by the number of houses reporting.

On July 1, 1915, forty-five houses (presumably the same as now reporting), showed an aggregate of 3,751,000 cases, so that the increase during July appears to have been 208,000 cases.

The warehouse report indicates a slight increase during July in the excess of holdings compared with last year, while the report of holdings at the four leading markets indicated some decrease in the excess. But both compilations indicate the largest holdings of reserve stock on record by a large majority.

The statistics of receipts and storage holdings at seaboard markets, together with recent reports as to collections in the interior give promise that the month of August will bring us to the point of some decrease in total reserve; but there is a slim prospect that the reduction can be greater than usual. The past years the August reduction in total reserve has been quite variable; for the four market—Chicago, New York, Boston and Philadelphia—it has been reported in this column as follows: August reduction 1914, 31,500 cases; 1913, 134,000 cases; 1912, 84,000 cases; 1911, 44,000 cases; 1910, 164,000 cases; 1909, 63,000 cases; 1908, 170,000 cases. The chances are that we shall enter the fall season with an excess of reserve stock only slightly less than appears at the beginning of August. And unless some strong promise of large fall export outlet comes to light by that time the pressure to force outlets is likely to increase. Already some holders of storage eggs are becoming very nervous over the situation and are offering stock at prices that would not cover cost and expenses.

There has been a good deal of difficulty recently in this market in using the Exchange gradings for purposes of egg quotations in a manner which would give a fair representation of the value of stock arriving and, at the same time, harmonize with such official inspections as come to the reporter's knowledge. The official in-

spection seems to be much more critical than was intended by the trade rules governing grading. This intention was, as I believe, to make the quality requirements sufficiently flexible from season to season so that the various grades of extras, extra-firsts, firsts, seconds, etc., should cover at all times reasonably uniform proportions of the supply. This was to be accomplished in two ways—first by changing the required proportions of "reasonably full, strong bodied eggs" as the general quality varied, and second by an exercise of judgment on the part of the inspector as to what constitutes a "reasonably full, reasonably fresh" egg from time to time.

The egg rules provide that: "With due consideration for the general character of the egg receipts the egg committee shall, from time to time, * * * indicate the approximate degree of maximum shrinkage passable in "reasonably full eggs." The rules also provided that the egg committee shall determine "the proportions of reasonably full, strong bodied, sweet eggs required and the maximum loss permitted, for the different grades in the description of which these are stated to be at their discretion." But although the average quality of eggs has certainly fallen greatly since last spring, and although dealers must of necessity have modified their views as to what eggs are passable in best trade, no change has been made in the quality requirements for the named grades and, apparently, no change has been made by the inspector in the stringency of his judgment as to what constitutes a "reasonably full" egg. Thus the plain purpose and intent of the egg rules has been thwarted, and the result is that official inspections for grade are entirely thrown out of gear with a commercial acceptability of stock at valuations determined by the relative qualities when classified according to a reasonable use of the named grades. For instance, the reporter quotes as "extra firsts" the average range of values of only the few exceptionally fine lots of candled and graded stock from which dealers can candle out as many first quality eggs as the rule demands for that grade; in nine cases out of ten, when official inspections of these goods are called for they are classed as "firsts." Of course most of the eggs are sold without inspection and in formulating quotations based on sales of various qualities the Exchange named grades have been used simply to indicate relative qualities.—N. Y. Produce Review.

Canned Food Statistics.

In a recent bulletin of the National Cannery Association it was stated that, by direction of the Executive Committee, the secretary was instructed to issue statistics on corn on October 1. The date given was an error. The schedule for the publication of statistics on staples should therefore read as follows: Peas, September 1, 1915; corn, November 1, 1915; tomatoes, December 1, 1915.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

"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

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.

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.

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.



Mistake to Have Wrong Kind of Frontispiece.

Written for the Tradesman.

The McAdams store may be called a model of its kind. It is located in a medium-sized city and handles general dry goods, women's and children's ready-made apparel, and shoes. The building is large, light, and well ventilated. In the selection and arrangement of the counters, shelving, tables, show cases, and all the equipment, excellent taste was used together with practical ideas of convenience and expedition in handling trade.

The stock, which is large and complete, is very carefully chosen with a view to the wants and preferences of the classes of people to whom the McAdams cater. The window displays and all the interior showing of goods are so high class as to be really above criticism. The management of the store is extra good, and the salespeople well trained, courteous and attentive. As might be expected with regard to a store embodying so many points of superiority, the McAdams is a very popular place in which to shop, and has a large following of desirable customers.

A month or two ago the McAdams management made a mistake—not an error of great size nor import it is to be hoped, nor one which is likely to seriously diminish patronage—but just a blunder that seemingly is entirely needless and inexcusable, and in a place that is very conspicuous.

They rented a concession, a table directly facing the main entrance as you enter the store, for the demonstration and sale of a line of cosmetics, toilet goods, etc. And the woman in charge of the table is a peculiar looking elderly person with a decided bias toward queer modes of dress. She is altogether unlike the well-gowned saleswomen of the McAdams.

The prominence of the place she occupies—the very stage center of the store so to speak—renders her peculiarities and the difference between her and the others all the more noticeable. The effect is grotesque and can not fail to strike every discerning observer as out of keeping with the good judgment and good taste usually shown at the McAdams.

Why did they do it? Possibly the poor old soul is a relative and they simply felt they had to. Possibly they rented the concession to her firm without first seeing her. Or possibly, if they made the arrangements with her, the price was so high they did not feel they could afford to turn down her offer. At any rate she is there and has been for some weeks.

The letting into a store of any sort

of a demonstrator or concessionaire is something always to be looked at rather guardedly. The kind and quality of the goods, the personality of the demonstrator and the way she will treat customers—all should be considered carefully.

Especially should the very prominent places in a store, the spots that convey the first impression of the establishment, be devoted to particularly attractive lines of goods, presided over by superior salespeople. This in order that the first impression of newcomers always may be favorable, and that previous favorable impressions of old patrons may be again and again confirmed. Other things being equal, it always is better if these places can be occupied by the store's own goods.

If one of these prominent places is let out, it should be only to a concessionaire particularly pleasing and competent. If the exigencies of business or relationship make it necessary to let to a person like the poor lady at the McAdams, she should be given a less conspicuous location.

Fabrix.

Traverse City Travelers Picnic at Alden.

Traverse City, Aug. 16.—Did any one write you of the big doings of the Traverse City U. C. T. that was held at Alden last Saturday? Well, it was some day and believe me it was some time. The early morning Pere Marquette train took up a goodly number which included the families, for the children were not overlooked in any way. The Commercial Club met the boys at the train with autos and took them to the different points of interest. In the meantime many of the U. C. T. boys who own their own cars had gone by the good roads and the town was filled with the gas wagons. By the way, there are twenty-seven members of the U. C. T. Council who have autos to traverse their territory, so as not to overlook a single order. The U. C. T.'s are a bunch of self-starters and not a minute dragged. Sam Taylor was the "official" policeman, and his work was ably abetted by Police Judge Ray Thacker, and the sentences were as freakish as any weather ever thought of being. Taylor never missed an arrest, even when he went into Torch Lake after William Murphy who tried to resist, but nix on that for Sammy. There was a big ball game between the business men of Alden and the visitors and, of course, the hosts were generous and exceedingly polite and the travelers were victors. There were races and sports galore. Ask Ned Lowing and Archie Jourdan about their winnings. Dancing, yes—the wives and daughters shone there. And that feed, there was where the Aldenites got in their crafty work. They fed the U. C. T.'s so full of good things that some say the stores went dry. Anyway, it was one of the best times the boys ever

had and they are loud in praise of their treatment at this resort city.

Merritt B. Holley.

Publicity Pusher for the U. C. T.

Don't sit around and wait for opportunity to knock. Keep the door ajar.

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.



CHICAGO BOATS

Graham & Morton
Line

Every Night

School Days

A few more weeks and this summer's vacation belongs to the past. The children have to resume their places behind their little desks. Mothers are already busy looking over their youngsters' clothing which bears every sign of a "Jolly Good Time."

The stockings especially have had their share.

Wherever the kiddies went they went along until they could not stand the wear and tear any longer.

Now they must be replaced by new ones.

Mr. Merchant, are you prepared to meet this demand which is sure to come? If not, drop us a card.

We carry a complete stock of children's hosiery in well known brands.

Paul Steketee & Sons

Wholesale Dry Goods Co.

Grand Rapids, Mich.

Our Representatives

are now showing the best assortment of

Fall Dress Goods

we have ever assembled, consisting of

Wool Serges Meteor Crepe
Black and White Check
Suiting

and many other lines too numerous
to mention

An inspection will convince you that we can
please you in styles and prices

GRAND RAPIDS DRY GOODS CO.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.



Grand Council of Michigan U. C. T.
 Grand Counselor—Walter S. Lawton, Grand Rapids.
 Grand Junior Counselor—Fred J. Moutier, Detroit.
 Grand Past Counselor—Mark S. Brown, Saginaw.
 Grand Secretary—Maurice Heuman, Jackson.
 Grand Treasurer—Wm. J. Devereaux, Port Huron.
 Grand Conductor—John A. Hach, Jr., Coldwater.
 Grand Page—W. T. Ballamy, Bay City.
 Grand Sentinel—C. C. Starkweather, Detroit.
 Grand Chaplain—A. W. Stevenson, Muskegon.
 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. N. Thompkins, Jackson.
 Next Grand Council Meeting—Traverse City, June 2 and 3, 1916.

Michigan Division T. P. A.
 President—D. G. MacLaren.
 First Vice-President—F. H. Mathison.
 Second Vice-President—W. J. Manning, Detroit.
 Secretary and Treasurer—Clyde E. Brown.
 State Board of Directors—Walter H. Brooks, Chairman; Fred H. Locke, J. W. Putnam, J. E. Cronin, W. A. Hatcher, C. E. York, W. E. Crowell, C. H. Gallmeyer, Frank W. Clarke, Detroit.
 State Membership Committee—Frank H. Mathison, Chairman.

Plea for Contributions for Wolverine Highway.

Grand Rapids, Aug. 10.—Considerable sentiment is being aroused here relative to building what is proposed as the Wolverine Highway from Detroit through Lansing, Grand Rapids to Grand Haven.

The route would be largely over angling roads and the distance measures 185 miles from the Grand Haven dock to the city hall in Detroit; about 154 will be country mileage and the remainder through cities and villages.

The proposal is for building of concrete or otherwise constructing for permanency. It is suggested that a general meeting be held at Lansing in the near future to which interested parties would drive from all along the line and a permanent organization formed; in addition to this a board of local control might be arranged for in each county or in each prominent village through which the road passes.

It is suggested that lithographed subscription blanks be gotten out in certificate form to be attached to the subscriber's letter head and arranged in leather cover slip-leaf binding, which would provide for the payment of one dollar or more, on the part of the signer, for each completed mile of concrete, bituminous or brick road sixteen feet wide. Some men will sign for one dollar or more per mile for the full stretch and others will subscribe the same or larger amount for building on this route between certain towns or in specific counties. All construction would be made under plans of the State Highway Department.

We might have some paid workers to put this enterprise through. The plan would be for procuring all of the full length subscriptions obtainable and also get the farmers and little town folks to subscribe for short distances and eventually the full course should have an equal subscription per mile.

If the right organization is arranged for, we can build a Wolverine

highway so good that it would be pointed to with pride by all of Michigan and touring inclined people everywhere within reach of the thoroughfare.

This road would connect the two largest cities of our State with the capital midway between and would link Lake Michigan at its Eastern shore with the Detroit River at our metropolis. This would be the most useful and desirable business road in the State and would afford unusual pleasure to tourists. Travel to and from the West and Northwest could economically boat across Lake Michigan, which would be an added pleasure to touring. Lake Erie may likewise be boated across.

The great motor travel, like the railroad traffic is east and westward. The Wolverine highway, built to attract, will divert much of the touring through Michigan cities and villages that does not now touch our State. It would be worth almost as much to us as an electric railway along the same route.

This highway passes through many prosperous villages, aside from the several cities that would be interested, and it is a project that I think might be carried through with great pleasure and much satisfaction to the organizers.

Will you join in an endeavor to bring about results?

Alvah Brown.

The Man Who Makes Good.

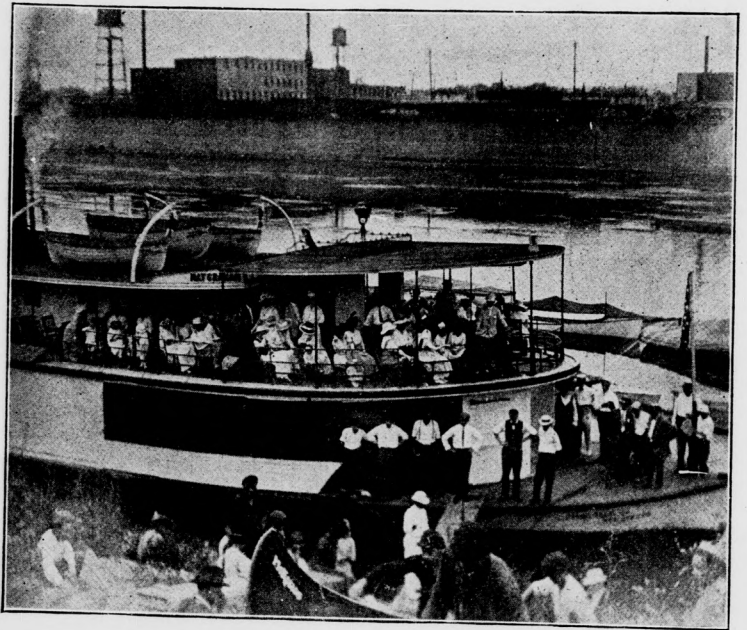
The man who is to make good is not the one who is all the time looking for a way to get out of doing what is put up to him to do. It is the man who shoulders his responsibilities and assumes his duties wherever he finds them, and who looks for the way in which to do to the best advantage the thing he has to do.

If one is looking for the easiest way to slip along through life, one may usually be found, but it will not be the way that leads to success, fame, glory, power, or to any other good thing. The slip-along way is no way for the man with red blood in his veins. It is merely a makeshift way for the man who doesn't care.

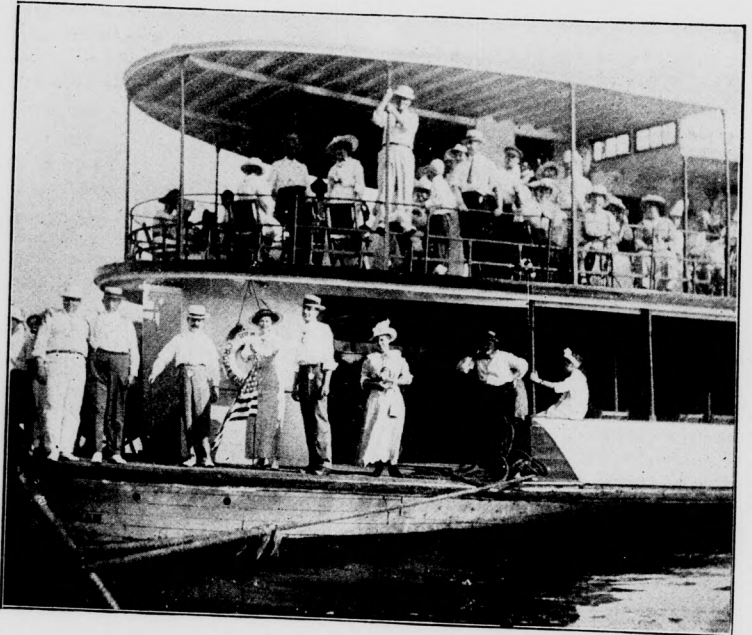
Whether a man is employer or employe the situation is the same. Whether the responsibility is in the form of an order from a superior or in the form of an obvious duty, it should be met squarely. To meet the responsibility, perform the task and leave the accomplished work with one's imprint of character upon it, is the mark of the man who is irresistibly on his way to success. To sidestep, to make excuses, to say, "I was not hired to do that," "I didn't understand it that way," "I didn't think it absolutely necessary," is to write failure across one's pathway to stumble over in the future.

The best some people can do is express second hand opinions.

SCENES ON THE BAGMEN OF BAGDAD PICNIC



Starting From Grand Rapids on the May Graham



Making the Landing at Lamont



At the Dinner Tables at Lamont
 Photos Kindly Supplied by Theo. F. Vander Veen

Late News of Interest to Travelers.

William L. Ballard, of Ann Arbor, has changed houses, having transferred himself from the Coshocton Glove Co. to Bacon Bros., of Toledo. Mr. Ballard will make no change in his territory, in which he has sold gloves for the past ten years.

Six Lansing merchants ducked the Lansing-Jackson-Flint picnic at Pine Lake last Thursday, coming to Grand Rapids instead. The party was composed of Roy Short, Frank Larabee, Thomas Moran, Ernest Barr, Wm. Johnson and Fred Barratt. They took in the races, Ramona theater, the filtration plant—that's what they called it—and incidentally, partook of one glass apiece of the amber foaming fluid whose sale is now unlawful in Ingham county. Mr. Johnson showed them the city market and a few other attractions of similar character. Mr. Barratt lost his cap somewhere in the city and journeyed home bareheaded. The party reached the city on the 10:15 a. m. train and managed to keep busy until the 2:25 train the next morning. They insist there was something doing every minute.

Friends of the Ross Food Company and of Andrew Ross and his associates in the new cereal company at Batavia, N. Y., have lately received sample packages of the company's product, "Ross' Whole Wheat Biscuit." The product is a close imitation of Shredded Wheat Biscuit, but is packed ten biscuit to the carton instead of twelve of the former, and is intended to retail at 10 cents. The carton is an attractive bit of color, featuring the Ross tartan colors and design, of Scotch Highland tradition, with the biscuit printed in natural color and white lettering. Distribution of the product in trade channels is not yet started, although the factory is said to be fast "tuning up."

A Calumet correspondent writes: W. J. Brewster, representing the A. W. Harris Oil Co., of Providence, R. I., and the Bricton Tire Co., of Brookings, S. D., was in Calumet Saturday with his ford runabout, bedecked with posters and banners from nearly every town in the country and with large banners advertising his products, and covered with mud but otherwise showing no ill effects of the long journey it has already completed. Mr. Brewster is really a traveling salesman. Since October 1, 1913, he has been continuously on the road, covering to date more the 15,000 miles. The auto trip, which began in Detroit, October 8, 1913, has taken Mr. Brewster twice to the Florida coast, all through the East along the coast and along the Mississippi valley. The winters he spends in the South, coming North in the summer.

Harold Bradley has been advanced to the position of a traveling salesman by his employers, the Ypsilanti-Reed Furniture Co. at Ionia. The territory assigned him is Ohio, Indiana, Illinois and Wisconsin, and he will leave on his initial trip in about ten days.

Thomas Ford drove his namesake up to Custer last week with his wife

and daughter, leaving them with friends for a couple of weeks. He will go after them the latter part of the week, returning home quite early next week.

Richard Linsley, for some time past clerk at the Stearns Hotel, at Ludington, succeeds George Woodcock as landlord of that hostelry. The new manager started work at the hotel as a bell boy under the management of Fred Reed and was later promoted to night clerk. When Mr. Woodcock assumed the management of the Stearns he was placed in the position of day clerk and in that capacity proven a valuable assistant to Mr. Woodcock.

The Tri-City Picnic at Pine Lake.

Jackson, Aug. 16.—The twenty-sixth annual Jackson grocers and butchers' picnic took place at Pine Lake, near Lansing, last Thursday and, as is always the case with the dealers' excursion, the outing was a great success. It was a tired and rain soaked crowd that returned to Jackson, but a happy crowd. Expressions indicated the picnickers were twice glad—glad they went and glad to get home and under shelter.

Cloudy skies and promised rain, worked havoc with the attendance from Jackson, the expected turnout of 2,000 falling far short. The four special cars were loaded and the two following limited cars were filled. Lansing and Flint dealers joined the Jackson merchants and Jackson residents at Pine Lake and the total crowd was around the 8,000 mark.

On arrival in Lansing, the early cars were stopped at the Reo auto plant and the passengers were conducted on a tour through the immense shop. The Reo band and a large delegation of Lansing dealers met the Jackson visitors and the tour of the plant was a sight-seeing treat of no mean worth. The manufacture of parts and the intricate processes by which a finished car is made possible were elucidated in a manner, which created amazement and admiration. Most of the excursionists reached Pine Lake by noon and those who stopped over in Lansing arrived at the pleasure resort, nine miles southeast of the Capital City, by early afternoon.

At the park, the usual sports, including a baseball game and tug of war and the habitual park attractions provided means of enjoyment. While Jackson was outdone in the minor events, the chief contest of the afternoon went to the Jackson ball players. In the minor events only a few Jackson people entered.

The baseball game developed the fact that there are nine young men connected with Jackson meat markets and grocery stores who know the National game in high class semi-pro style. The Jacksonians had no difficulty in taking Lansing's measure, 17 to 5. In hitting, battery work and fielding, particularly in hitting and pitching, Jackson completely outclassed the foe.

Varied amusements provided entertainment. An ox roast, weighing about 500 pounds, was an appreciated feature. Dancing, bowling, roller skating, band music and several small stands were well patronized. Side trips through the capital building and the School for the Blind were enjoyed by many Jackson visitors.

General Superintendent C. E. Morgan was in charge of the special M. U. T. cars and under his personal direction the service was the best possible. A heated shoe caused a delay in the trip "over" but in both directions the heavy four-car steel train made the distance in a safe and speedy manner. Jackson will probably entertain the Lansing dealers

next year and the local merchants will then give a practical demonstration of the general thanks for the royal good time afforded Jackson people.

To Surpass Those of Previous Years.

Final arrangements for the big outing of Grand Rapids Council, No. 131, and their friends at Saugatuck Saturday, August 21, promise the largest gathering of its kind in the history of the Council. About 200 have signified their intention of taking the trip and many more will no doubt join the party.

Messrs. Borden and Hydorn, in charge of contests and sports, promise an unusually interesting programme with suitable prizes for the winners. The baseball game between the Slims and Stouts will furnish plenty of entertainment.

A feature of the outing which appeals to many of the U. C. T. ladies is the making and taking of lunches optional, rather than the rule observed at former picnics. A dinner will be served on the green at Saugatuck by a capable caterer having all the appearances of the family picnic and none of the inconveniences.

While J. H. Schumacker will act as official photographer of the day, many will carry kodaks along and take advantage of natural and amusing incidents.

The jolly party will leave Saturday, August 21, at 8 a. m. from the Muskegon interurban station for Grand Haven, where they will embark on one of the Crosby line Milwaukee boats for Saugatuck, returning by the same route in the evening.

An Austro-German attack upon Serbia, of which the bombardment of Belgrade may be the preliminary, would be for the purpose of subjugating the Serbian kingdom, and not, as is frequently stated, for the purpose of getting through an army to the aid of the Turks on Gallipoli. Even if Serbia is overrun, the Austro-Germans cannot reach Constantinople without crossing Bulgarian soil. In other words, Bulgaria would have to grant free passage to the Teutonic troops. Under the German conception, this would be no violation of neutrality, since it is what Belgium was asked to do at the beginning of the war. Conceivably, the Bulgarians might take a different view from the Belgians and stand aside for the Teutonic armies; it is conceivable, but highly improbable. At any rate, the Allies would naturally accept such action by Bulgaria as tantamount to hostilities. It is a question, therefore, whether the Kaiser is prepared to expose the Balkan nations to the test. The probabilities, it seems, are that, in case a Servian campaign develops and it proves successful for the Teuton armies, the latter will be content with the actual results of the conquest and the great moral effect on the other Balkan nations. For if these nations are given no alternative to entering the war, it is not yet imaginable to find them arrayed on the side of Austria, with its ambitions in the Aegean, and of their hereditary enemy, the Turks.

If the world doesn't understand a man it calls him a crank.

Celerity in Issuance of Official Record.

Secretary Alfred H. Beckmann, of the National Wholesale Grocers' Association, issued last week copies of the "proceedings" of the recent ninth annual convention of the organization at San Francisco, presenting a complete verbatim report of the doings at the sessions, including copies of all the documents, reports, etc., the whole forming a book of 232 pages, suitably indexed and bound uniformly with previous issues. Mr. Beckmann has also issued the reference book of the Association, containing its "objects" and the new list of officers and committee, together with its arbitration rules, for use by the trade.

We may take it that the new "King of independent Poland" within the Hapsburg monarchy will be some time in coming. His title at present seems to be derived from the war correspondents. This seems to be the regular aftermath of victory. Last autumn the defeat of the Austrians around Lemberg was followed by very much the same "separate peace" talk as we have now, and when the Austro-Germans in September moved against Warsaw and Ivangorod, they were supposed to carry with them an Austrian archduke ready to enter Warsaw as King of Poland. It is certain that Berlin and Vienna will wait for a fairly definite assurance of general victory before they make the dramatic venture. Aside from the question of victory, the erection of a new Slav kingdom under the Hapsburgs is not a matter to be decided in a day, or to be put through without very definite effects on conditions in the Austro-Hungarian monarchy as it is to-day. Will the Hungarians, for example, welcome the addition of some ten million Slavs to the monarchy, with a virtual overturn of the present racial balance? At present Hungary is the dominant partner in the Hapsburg firm. That position she hopes to retain after the war. But if Austria wins emphatically enough to annex Poland, it also means victory over the Serbs in the South; in other words, an enormous addition to the Slav element in the monarchy which would crush Magyar influence under the sheer weight of numbers.

Henry Lentz succeeds Julius Bohr in the grocery business at 901 West Bridge street.

The Hotel Barry

Hastings, Michigan

Re-opened for Good

Parlor Sample Rooms

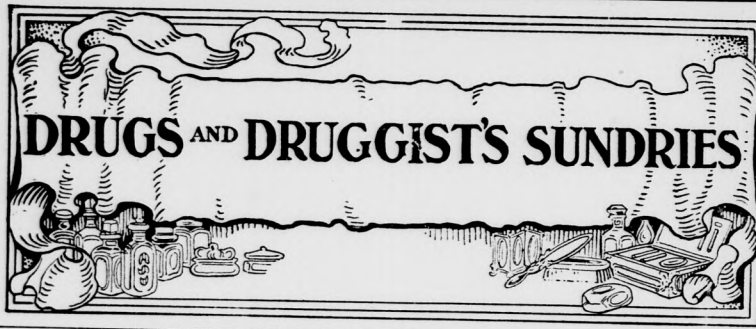
Free Auto to and from all Trains

I will please you if given an opportunity
Ask the Boys**GEO. E. AMES, Prop.****HOTEL CODY**

EUROPEAN

GRAND RAPIDS, MICH.

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



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 24, 25 and 26.

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.

The Necessity of Increasing Prices.

Are pharmacists, in view of the greatly advanced prices of many drugs and chemicals, charging enough? The assertion is made by wholesalers that the retail trade do not watch the fluctuations of prices sufficiently closely and as a consequence in many cases are losing money on prescriptions and drug sales instead of increasing their bank account.

We are in receipt of a monthly price list from a wholesaler in which the prices ruling for July, 1914, are given alongside those for July, 1915, and the advances since the outbreak of the war are in many cases startling. For instance: Acetanilid, 35, advanced to 90 cents; acetphenitidin, \$1.24 to \$5.77; acid carbollic, 20 cents to \$1.75; adeps lanae, 24 cents to \$1.25; antipyrin, \$3.15 to \$12.55; naphthaline balls, 3½ to 16 cents, and so it goes all down the list.

There is no doubt in considering the numerous and very important advances in prices of crude drugs and chemicals which have taken place in the last year that many retail druggists have overlooked them (as many of these advances have been gradual) and that as a consequence the retail druggist has sold a good many items at lower prices than the cost justifies.

The necessity of increasing prices is now greater than ever. It is not merely a question of bearing increased wholesale rates with which we are faced, but the general cost of living has gone up so seriously that something more than an increase in retail rates corresponding to that in the wholesale price is required. Workers in all occupations but theirs are demanding and most of them are receiving, increased pay to meet this increased cost of living; in all occu-

pations but that of the druggist, prices are being quietly raised for the same reason; and druggists whose earnings despite the general idea prevalent with the public, has always been smaller in proportion to the nature of the work they do than those of almost every class, must follow suit.

It is true that it is the mission on earth of the good pharmacist to relieve pain and not to cause pain to his customers in the region of their pocketbooks, but we firmly insist that the knight of the night-bell owes a duty to himself and those dependent upon him to so conduct his business as to make it yield a reasonable profit, and keep the sheriff and the padlock away from the front door.

Keeping Flies Out of the Store.

To keep flies from entering the pharmacy of Roberts & Echols, Glendale, Calif., during the hot summer months, the concern has hit upon a novel expedient, writes Albert Marple in the Bulletin of Pharmacy. The efficiency of the arrangement, which was devised by Mr. Roberts, depends upon the combined use of a large fan and a pair of low screen doors.

Although bothered considerable by the fly nuisance, Messrs. Roberts & Echols did not care to erect full-length screen doors in the entrance of their place of business. Such a procedure would, in a great measure, hide the attractive interior of the store and tend to prevent business growth.

As an experiment a large electric fan was erected above the entrance to the pharmacy. This, however, seemed only to have the effect of driving the flies toward the floor, along which they would then enter into the store.

After watching the course taken by the flies, Mr. Roberts decided to try a pair of low screen doors, about three feet in height. Just as soon as the doors were put in place it was found that the fan and door combination worked like magic.

The flies, in trying to enter the store, are driven downward by the fan, and as they continue toward the doorway they strike the low doors. On account of the downward air currents set in motion by the fan, the flies are unable to make their way to the opening above the doors and are, consequently, compelled to go back again into the street.

Do You Care?

A few weeks ago the drug department buyer of one of the large mail order houses came into my office and offered to buy from us what they

needed in that line on a very profitable basis. He told me how much they would buy and it was a very large amount.

I told him that our business was with the retail druggist; that the retail druggist considered the mail order house his enemy; that it seemed to me that we had no right to sell him as long as the retail druggist was loyal to us, and that we could not take the business he offered.

But here are some of the questions that arose in my mind:

Is it wise to refuse a legitimate and profitable business when it is offered to you?

Have we done right in always refusing to sell physicians and department stores, general stores and some cut-rate drug stores that we thought might be injuring the trade of our customers?

Does the retail druggist care whom we sell?

Does he show it by giving us the preference when he buys?

This mail order house will buy these goods from some one.

Where will it buy them.

Does the druggist care?

James W. Marrison.

It is what a woman doesn't say that keeps a man guessing.

Where Familiar Sayings Originated.

"Two heads are better than one" is from Solomon. In Ecclesiastes 4-9 he says: "Two are better than one."

"A live coward is better than a dead hero," evidently was suggested by Solomon, who wrote, "A living dog is better than a dead lion."—Ecclesiastes 9-4.

"Money talks" may be considered modern slang yet the essence of this expression originated with Solomon, when in Ecclesiastes 10-19 he says, "Money answereth all things."

The expression "Fly in the ointment" was another saying of Solomon, as recorded in Ecclesiastes 10-1, where he says: "Dead flies cause the ointment of the apothecary to send forth a stinking savour."

A Powerful Sermon.

"Bruders and sistahs," said the old colored preacher, "I'se kwine to define de undefinable, I'se gwine to explain de unexplainable, an' I'se gwine to unscrew de unscrutable."

UNIVERSAL CLEANER

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

ORDER FROM YOUR JOBBER

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

RAMONA REED'S LAKE

VAUDEVILLE of the big city variety at Popular Prices.

DANCING in the finest pavilion in Michigan, afternoon and evening.

THE MAMMOTH DERBY RACER has more thrills than the war.

A TRIP THROUGH THE AIR on the giant aerial swing.

Many other special attractions for visitors.

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

Hd. Picked Beans
Lake Herring

Index to Markets
By Columns

Table with columns for market categories (A-M, N, O, P, R, S, T, V, W, Y) and sub-categories like AMMONIA, AXLE GREASE, BAKED BEANS, etc., with corresponding prices.

CHEWING GUM

Table listing chewing gum products such as Adams Black Jack, Adams Sappota, Beeman's Pepsin, Beechnut, Chiclets, Colgan Violet Chips, etc.

CHOCOLATE

Table listing chocolate products including German's Sweet, Premium, Caracas, Walter M. Lowney Co., etc.

CLOTHES LINE

Table listing clothing items like Twisted Cotton, Braided Cotton, Sash Cord, Jute, Sisal, etc.

COCOA

Table listing cocoa products such as Baker's, Cleveland, Colonial, Epps, Hershey's, etc.

COCOANUT

Table listing coconut products including Dunham's, 1/8s, 5lb. case, 1/4s, 15 lb. case, etc.

COFFEES ROASTED

Table listing coffee products like Rio, Santos, Maracaibo, Mexican, Guatemala, Java, etc.

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. 95
Felix, 1/2 gross 1 15
Hummel's foil, 1/2 gro. 85
Hummel's tin, 1/2 gro. 1 43

CONFECTIONERY
Stick Candy Falls
Horehound 9 1/2
Standard 9 1/2
Standard, small 10
Twist, small 10

Mixed Candy
Jumbo 9 1/2
Jumbo, small 10
Big Stick 9 1/2
Boston Sugar Stick 14

Specialties
Auto Kisses (baskets) 13
Autumn Leaves 13
Bonnie Butter Bites 17
Butter Cream Corn 15
Caramel Dice 13
Cocoanut Kraut 14
Cocoanut Waffles 14
Coffy Toffy 14
Dainty Mints 7 lb. tin 16
Empire Fudge 14
Fudge, Pineapple 14
Fudge, Walnut 14
Fudge, Filbert 14
Fudge, Choco. Peanut 13
Fudge, Honey Moon 13
Fudge, Toasted Cocoa-
nut 14
Fudge, Cherry 14
Fudge, Cocoanut 14
Honeycomb Candy 16
Iced Maroons 14
Iced Gems 15
Iced Orange Jellies 13
Italian Bon Bons 13
Lozenges, Pep. 11
Lozenges, Pink 11
Manchus 14
Molasses Kisses, 10
lb. box 13
Nut Butter Puffs 14
Pecans, Ex. Large 14

Chocolates Falls
Assorted Choc. 16
Amazon Caramels 16
Champion 13
Choc. Chips, Eureka 19
Climax 10
Eclipse, Assorted 14
Ideal Chocolates 14
Klondike Chocolates 18
Nabobs 18
Nibble Sticks 25
Nut Wafers 18
Oceano Choc. Caramels 17
Peanut Clusters 20
Quintette 16
Regina 12
Star Chocolates 13
Superior Choc. (light) 19

Pop Corn Goods
Without prizes.
Cracker Jack with
coupon 3 25
Pop Corn Goods with Prizes
Oh My 100s 3 50
Cracker Jack, with Prize
Hurrah, 100s 3 50
Hurrah, 50s 1 75
Hurrah, 24s 85

Cough Drops
Putnam Menthol 1 00
Smith Bros. 1 25

NUTS—Whole
Almonds, Tarragona 22
Almonds, California
soft shell Drake @22
Brazilis 12@13
Filberts 10
Cal. No. 1 S. S. @22
Walnuts, Naples 18@19
Walnuts, Grenoble 17@18
Table nuts, fancy 14@16
Pecans, Large @13
Pecans, Ex. Large @14

Shelled
No. 1 Spanish Shelled
Peanuts 6 1/2 lb 7
Ex. Lg. Va. Shelled
Peanuts 10 1/2 @11
Pecan Halves @60
Walnut Halves @40
Filbert Meats @30
Alicante Almonds @60
Jordan Almonds .. 25

Peanuts
Fancy H P Suns
Raw 5 1/2 @6 1/4
Roasted 7 @ 7 1/2
H. P. Jumbo,
Raw 7 1/2 @8
Roasted 8 1/2 @ 9

CRACKERS
National Biscuit Company
Brands

Table listing various cracker brands and products like Baronet Biscuit, Flake Wafers, Cameo Biscuit, etc.

Other Package Goods
Barnum's Animals .. 50
Soda Crackers NBC 2 50
Fruit Cake 3 00

Bulk Goods
Cans and boxes
Animals 12
Atlantics, Ass'd. 12
Avena Fruit Cakes .. 13
Bonnie Doon Cookies 10
Bonnie Lassies 10
Banquet Wafers 20
Cameo Biscuit 25
Cecenia Biscuit 16
Cheese Tid Bits 20
Chocolate Bar (cans) 20
Chocolate Drop Cans 18
Choc. Honey Fingers 18
Circie Cookies 12
Cracknels 20
Cream Fingers 14
Cocoanut Taffy Bar .. 15
Cocoanut Drops 12
Cocoanut Macaroons 15
Cocoanut Molas. Bar 15
Cocent Honey Fingers 12
Cocent Honey Jumbles 12
Coffee Cakes Iced .. 12
Crumpets 12
Dinner Pail Mixed .. 10
Extra Wine Biscuit .. 15
Family Cookies 10
Fig Cakes Ass'd. 12
Fluted Peanut Jumb 10
Fluted Cocoanut Bar 12
Frosted Creams 10
Frosted Ginger Cook. 10
Frosted Raisin Sqs. .. 10
Full Moon 10
Ginger Drops 13
Ginger Gems Plain .. 10
Ginger Gems, Iced .. 11
Graham Crackers 9
Ginger Snaps Family 9 1/2
Hippodrome Round 9
Honey Fingers Ass't 12
Honey Jumbles 12
Household Cookies .. 12
Household Cooks, Iced 10
Imperial 10
Jubilee Mixed 10
Kaiser Jumbles 12
Lady Fingers Sponge 30
Leap Year Jumbles .. 20
Lemon Biscuit Square 10
Lemon Cakes 10
Lemon Wafers 18
Lemona 10
Lemona Doon 18
Mace Cakes 10
Mary Ann 10
Marshmallow Pecans 20
Mol. Frt. Cookie, Iced 11
NBC Honey Cakes .. 12
Oatmeal Crackers 9
Orange Gems 10
Oreo Biscuit 25
Othello 15
Penny Assorted 10
Picnic Mixed 12
Raisin Cookies 12
Raisin Gems 12 1/2
Reveres Ass'd. 17
Rittenhouse Biscuit .. 14
Snaparoons 15
Spiced Cookie 10
Spiced Jumbles, Iced 12
Sugar Fingers 12
Sugar Crimp 10
Sultana Fruit Biscuit 18
Sweethearts 25
Vanilla Wafers 20

6

Table with 2 columns: Item Name and Price. Includes Butter, Soda, Oyster, Sugar Wafer Specialties, CREAM TARTAR, DRIED FRUITS, PEANUT BUTTER, PICKLES, PLAYING CARDS, PROVISIONS, GRAIN BAGS, HIDES AND PELTS, and Linen Lines.

7

Table with 2 columns: Item Name and Price. Includes Poles, FLAVORING EXTRACTS, FLOUR AND FEED, WINTER WHEAT, KANSAS HARD WHEAT, PEANUT BUTTER, PICKLES, PLAYING CARDS, PROVISIONS, GRAIN BAGS, HIDES AND PELTS, and Linen Lines.

8

Table with 2 columns: Item Name and Price. Includes Tallow, HORSE RADISH, JELLY GLASSES, MAPLEINE, MINCE MEAT, MOLASSES, MUSTARD, OLIVES, PEANUT BUTTER, PICKLES, PLAYING CARDS, PROVISIONS, GRAIN BAGS, HIDES AND PELTS, and Linen Lines.

9

Table with 2 columns: Item Name and Price. Includes Picnic Botted, Sausages, Beef, Pig's Feet, Tripe, Casings, Uncolored Butterine, Canned Meats, RICE, ROLLED OATS, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, Smoked Salmon, Holland Herring, Trout, Mackerel, and Lake Herring.

10

Table with 2 columns: Item Name and Price. Includes SEEDS, SHOE BLACKING, SNUFF, SODA, SPICES, STARCH, SYRUPS, TABLE SAUCES, TEA, and Young Hyson.

11

Table with 2 columns: Item Name and Price. Includes TOBACCO, Plug, Kingsford, Muzzy, Pure Cane, and Smoking.

SPECIAL PRICE CURRENT

15

16

17

12

13

14

Table with columns for product names and prices. Includes categories like Smoking, Pilot, and various tobacco products.

Table with columns for product names and prices. Includes categories like Pilot, Sweet, and various tobacco products.

Table with columns for product names and prices. Includes categories like Faucets, Mop Sticks, Traps, and various hardware items.

Table with columns for product names and prices. Includes categories like BAKING POWDER, Royal, and various food items.

White House Coffee advertisement featuring a can of coffee and text: 'White House, 1 lb. 85', 'Dwinnell-Wright Brands', 'COFFEE'.

Table with columns for product names and prices. Includes categories like Proctor & Gamble Co., Swift & Company, and various household goods.

Table with columns for product names and prices. Includes categories like CIGARS, Johnson Cigar Co., and various tobacco products.

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

Table with columns for product names and prices. Includes categories like Washing Powders, Soap Compounds, and various household goods.

Table with columns for product names and prices. Includes categories like Window Cleaners, Wood Bowls, and various household items.

FITZPATRICK BROTHERS' SOAP CHIPS advertisement featuring a box of soap and text: 'White City (Dish Washing) ... 210 lbs. 3c per lb.', 'Tip Top (Caustic) ... 250 lbs. 4c per lb.'.

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

FOOTE & JENKS' Killarney (BRAND REGISTERED) Ginger Ale advertisement featuring a bottle of ginger ale and text: 'An Agreeable Beverage of the CORRECT Belfast Type.', 'Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns'.

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

CHARCOAL advertisement featuring a box of charcoal and text: 'CHARCOAL', 'Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.', 'M. O. DEWEY CO., Jackson, Mich.'.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Stock of dry goods and general stock of about \$6,000 in rich corn land of Illinois. A small town of 600 people. Have double room with rents very low. Doing a cash business. Would take in part pay a dwelling house with \$1,000. This stock for sale on account of ill health. Address, The Burford Company, Kenney, Illinois. 369

Restaurant, For Sale—Bungalow restaurant at Wellington, Kansas; write for particulars; feed 10 trains per day; just east of Santa Fe depot. Address R. A. Hedden & Co., 511 S. Wash. Ave., Wellington, Kansas. 359

Face cabinet, new invention. Will sell State rights. Every merchant will buy this. Splendid opportunity. Don't wait. Write for information if you want to make money. J. E. Nace, Hanover, Pa. 360

One of the best opportunities in Michigan. Located here 6 years. Ill health forces me to sell the Springport bakery and confectionery. M. L. Hunt, Springport, Michigan. 361

For Sale—A small up-to-date stock of dry goods and notions and fine fixtures. Am retiring from business. Write for particulars to the address of Mrs. Geo. Davidson, 1001 Grand River Ave., Detroit, Michigan. 362

Drug Stock For Sale—The undersigned has for sale at private sale the drug stock and good will of the business belonging to the estate of Albert Morsman, deceased, located at Falls City, Nebraska. This is a good investment for anyone desiring to locate in a thriving town. For further particulars address T. L. Himmler, administrator of the estate of Albert Morsman, deceased, Falls City, Nebraska. 354

For Sale—General feed business in growing town of 3,000. Also poultry supplies and small harness repairs. Low rent. Inventory about \$1,200 including fixtures. Poor health reason. Gillette & Heavener, Royal Oak, Michigan 355

For Sale—Stock of crockery, wall paper, mouldings, sewing machines, carpets, rugs, curtains, etc., located in city of 4,000 population; junction G. T. & M. C. R. R.; surrounded by beautiful farming country. Business established thirty years. Have reduced stock to about \$4,500, including fixtures. Wish to retire from trade. C. L. Yorker, Lapeer, Michigan. 356

House and lot, fine location in thriving town; steady tenants; value \$1,000 to exchange for grocery or mixed stock. Address Exchange, care Tradesman. 357

Turn Old Merchandise Into Cash—Send me all your unsalable merchandise, out of style, dry goods, shoes, clothing, job lots, countermands, etc. Sales every day. Cash returned within 10 days. Highest banking and mercantile references. Joseph Landau, 2002 Beaver avenue N. S., Pittsburgh, Pa. Merchandise Broker and Cash Store Buyer. 358

Merchants Notice. Our system and methods turn the trick. Our business is to get business for your business. Greatest advertising force the world has ever known. Now at your service. The best and largest reference any one can give is to produce results. Rosy promises count for naught. Our staff consists of twenty wide-awake sales managers and eight high class ad writers, our methods are to-day discussed all over the United States as the most original and unique in the sales business. You risk nothing, first we produce results, then you pay us a small commission. Be the leader not the straggler. Contract right now for a sale. Don't let some other merchant beat you to it. We guarantee a positive profit above all expense. Don't hesitate, write to-day for free information placing yourself under no obligations to the live wire concern. Write or wire. Representative will call. United Sales Co., 402 Chamber of Commerce Bldg., Toledo, Ohio. 363

Men's neckwear for special sales—One thousand dozen fine silk open-end ties, 50 and 75 cent sellers, \$1.75 per dozen net. Write for sample dozen. American Neckwear Exchange, 621 Broadway, New York. 364

Wanted—A large second-hand refrigerator, size about four feet in width, seven feet high and two feet deep. Address Mitchell Brothers Co., Cadillac, Michigan. 365

For Sale—A shoe stock in good town of 1,500. Good business. Am compelled to get out of business on account of ill health. Address No. 345, care Michigan Tradesman. 345

For Sale or Trade—Meat market. Old stand. Good location. Complete outfit. Four good country meat routes established. Auto, fitted with refrigerator ice box for meat. Price right. Address Box 302, Red Key, Indiana. 347

For Sale—Prosperous dry goods business in best manufacturing town of 3,000 population 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. For sale at 65 cents on the dollar. Address No. 366, care Michigan Tradesman. 366

For Sale—About 75 feet of modern show cases, also about 125 feet of counters and shelving. These counters are of good white oak and in splendid condition. Can be bought for one-half of real value. Come and see them. Must be moved out before September 20. O. M. Smith & Co., Flint, Mich. 368

For Sale—199 acres stock and grain farm, good buildings, on main traveled road, four miles northeast of Dowagiac. Easy terms. Will take some property in part payment. Wallace, 1419 Forbes avenue, St. Joseph, Michigan. 346

Candy and confectionery store, new, fine outfit, fountain, show-cases, chairs, tables, glassware, charging outfit, electric mixer, everything. Will sell all or part, cheap. Write Al H. Weber, Cheboygan, Michigan. 348

Stock general merchandise—For Sale—Invoice \$434; stored. C. Kohl, Lake Zurich, Illinois. 349

For Sale—Furniture store and stock, building, \$1,000; stock will invoice about \$1,800. Reason for sale—have general store to take care of. Miesen & Steffl, Clements, Minnesota. 350

For Sale—First-class bakery doing fine business in one of the most prosperous towns in Central Michigan. Will inventory. Other business interest demanding my time. Address No. 352, care Tradesman. 352

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

For Sale—Variety stock and store; or will rent store. Will exchange for small farm. F. E. Warren, Colon, Mich. 336

For Sale—General merchandise stock invoicing \$7,000 at 50 cents on the dollar. Address No. 341, care Michigan Tradesman. 341

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

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

Restaurant Fixtures—Good restaurant fixtures, 12-chair counter, showcases, etc., cheap; have poor health. Address Box 148, Lander, Wyoming. 303

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

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

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

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

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. Kruisenga, 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

SITUATIONS WANTED.

Wanted—The job the other fellow failed to make good on. If your store sells dry goods and you want a dry goods man that can advertise, conduct special sales, increase the business and do things. Address No. 367, Tradesman. 367

Bell Phone 860 Citz. Phone 2713

Lynch Bros.
Special Sale Conductors
Expert Advertising—Expert Merchandising
28 So. Ionia Ave. Grand Rapids, Mich.

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

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.



No other Coffee ever suited folks so well No other Coffee ever will

It is of such surpassing deliciousness that it is creating a sensation wherever we have placed it on sale. Thousands of people, all over the United States, regard it as infinitely superior to any other brands, and gladly recommend its use to friends and neighbors.

The people around this section are "wise to" the excellence of "White House;" and the dealer should be just as "wise."

JUDSON GROCER CO.

Wholesale Distributors
GRAND RAPIDS, MICHIGAN

DOLLAR MEASURE OF VALUE.

Last Wednesday there occurred in Wall street two incidents, one dramatic and smacking somewhat of the spectacular, the other quietly unobtrusive, that measured in striking fashion the transformation that has come in the financial relations of the United States and Great Britain because of the Kaiser's war. A year ago England was recalling its capital from the United States on so enormous a scale as to force the balance of international payments in an unprecedented manner in London's favor; her control of the financial markets was so great and her demands so insistent that \$5 was being paid at New York to remit a pound sterling to London — against a normal \$4.86½—and gold was beginning to be shipped under special arrangement to Canada, because there was not enough exchange to make all the remittances to London that it was demanding.

Last Wednesday was the anniversary of the first shipment to Canada under that special arrangement. On that morning there clattered into Wall street from Broadway a squadron of mounted police, heading twenty-three motor trucks that bore to the Sub-Treasury \$19,534,000 gold which had been transferred across the Atlantic from London.

That was the dramatic incident measuring the transformation in the financial relations of the United States and Great Britain. The unobtrusive incident was a decline in the price of sterling bills on London to 4.74½ in the pound. In just the manner that a year ago a \$5 rate for bills on London measured England's control of the financial markets, so did this low rate of bills on London last week measure the control of the markets that has come to America.

Ten days ago even the best-informed bankers—save those who knew that gold was on the Atlantic, bound for New York — would not have predicted such developments as have been recorded for the past week. Since completing the \$3,000,000,000 war loan last month, England's bankers were known to have devoted their attention to remedying the international credit machinery, which had been thrown so badly out of balance, and against England. But that they were contemplating record gold shipments here was not thought of; rather a banking credit or an out-and-out government loan was thought possible.

For reasons known best to themselves, England's bankers have chosen to see their country part with gold instead of negotiating for a loan. That this country would take British credits up to a certain point has all the time been accepted as foregone. French and Russian credits have been accepted. That credits even were offered is not unlikely. But the motor trucks drawn up at the New York Sub-Treasury last Wednesday embodied England's reply to any possible offer of credits. Plainly it had been "No, thank you, we'll pay gold."

As coming from proud Lombard

street, the central market of the world for centuries, there can be no caviling at the magnificence of paying a foreign nation in gold now, when gold is so sorely needed at home. But are there not other considerations? Gen. Pierre Bosquet said of the charge of the Light Brigade at Bala-klava: "It is magnificent, but it is not war." To say the same of the present gold shipments, without knowing all the circumstances and also without knowing the purpose of the millions of British-owned securities that came with the gold, would be premature. But gold is a precious thing in Europe to-day.

Granting a continuance of the war for some time to come, and a further growth of our unparalleled merchandise export trade, what is likely to be the course of exchange? That is a question whose answer puzzles the imagination. Brakes against the decline might be imposed in a number of ways; England might sell more of its vast store of American securities; credits might be arranged with New York bankers for London account; extensive further gold shipments might be made to this country; there might be a general rise in money values abroad, inducing American capital to seek employment there.

In any or all of these ways it would be possible to stem the fall in exchange on London. But he would be a rash man who said that any one of them could definitely check the fall in progress. It is an economic proposition that if England sends enough gold, present sterling rates cannot endure. But enough gold might be an amount equal to England's munition purchases; manifestly so much cannot be sent.

Right now, London is planning to send gold to us from South Africa and Australia; further shipments by the way of Halifax will probably be attempted. The question then is, can England possibly finance the movement of war material, now that immense payments on munition contracts are coming due, unless much larger advances are obtained from this market, either through the sale of short-term paper or the negotiation of one or more direct loans? The answer cannot be long delayed.

AN ALTRUISTIC INTEREST.

The reports as to the situation in Mexico indicate a more favorable prospect than has hitherto prevailed. The obstacle to speedy peace is with the leaders and would-be leaders who are putting forward their personal and individual ambitions, seeking their own gain at the expense of the people. The welfare of the latter does not seem to be taken into any serious account at all. They are not reckoned of as much importance as pawns on a chessboard. Each man thinks that by sheer force he can push himself forward into a position of power with opportunities for gain and that is the only thing he has in mind. That the country is being devastated, its industries paralyzed and its people impoverished does not matter as much to him as the wind that blows. Where these revolutionist leaders get the money

with which to buy their powder and food for their men is a mystery not to say a problem. Certain it is that the country can not stand a continuance of these unhappy conditions very much longer.

The purpose of President Wilson and the representatives of other American republics is simply to restore peace for the good of the country and its citizens. They have no other aim or ambition. They want no territory nor any indemnity, nor any favoritism. They are not particular whether Carranza or Villa or somebody else is finally chosen chief magistrate or administers the government. What they want is to see a solid, stable, safe government established there which shall rule in fairness and wisdom and give the people of Mexico a chance to return to their various industries and make a living by their work. An appeal has been prepared and it will be sent to all those who count themselves leaders, and there are half a dozen of them. When the people understand what has been done they will appreciate that those are the real patriots and the real friends who put the popular interest before their own. Those unwilling to talk and act toward peace will put themselves in the proper light and attitude before their constituents as selfish and self-seeking. Those who respond to the appeal and enter into negotiations will be considered as exponents of national patriotism and the others counted as unworthy of respect and support. There is no desire on the part of the outsiders to interfere except for the benefit of the Mexicans themselves.

APOTHEOSIS OF CRIMINALS.

To a rational and reflective mind, the vivid interest that attaches to crime and its perpetrators will probably always remain a mystery. For years the reading public of our beloved country has had the minutest particulars of the lives of two of our most noted criminals served up for its delectation, ad nauseam, and these items are so arranged with black leaded headlines that one cannot take up a paper without being literally slapped in the face by them. We have had a nine years' dose of Thaw ending up with his triumphal entry into Pittsburg, and more recently we have been confronted with the nauseating details of the death and burial of the departed Becker, with the usual accompaniment of a vulgar crowd of curiosity-seekers and the expenditure of maudlin sympathy and sentimentality over a rascal whose exit from life was a blessing to the community. Those connected with the daily press who set this pernicious stuff perpetually before their readers do two things: First, they fill the matured and serious minded with disgust and utter discouragement. Next, they educate children and youth—for they, too read the papers—not only in the methods of criminals, in a contempt for law, indifference to self-control, and rebellion against authority, but in the conviction that perfect safety lies, for the criminal, in a fat pocket-book.

The men who, whether as lawyers, doctors, jurymen or other officials,

have enabled Thaw to escape the consequences of his crime, have brought discredit upon themselves and their professions and have covered the judiciary of New York with disgrace.

The constant reporting in detail of crime does not produce horror of it; it simply makes it seem a matter of course. Only one murderer out of seventy-four is executed in this country, according to recent statistics. Considering this appalling fact, we cannot wonder at the terrific tragedies that occasionally are visited by the Almighty upon a people so careless. The stern mandate issued by Moses, "Whoso sheddeth man's blood by man shall his blood be shed," is the only law by which a deliberate murderer should be judged, and until our people can be made to realize this, and to make death the absolutely certain fate of such criminals, the present deplorable state of things will continue.

If some of the sympathy and interest so freely granted to murderers and conspirators should be shared by the victims and their families, it might make a marked difference in the results of some of our judicial procedures.

Some thoughtful and kind hearted Americans who probably on their travels had a good time in Paris or some other town in France sent cigars and other forms of tobacco to the French soldiers. The gift is one calculated to call forth real gratitude from the recipients. The donors have been surprised and grieved to learn that the French government refused to forward tobacco to the ranks. The reason is that over there tobacco is a government monopoly and a very important source of revenue. Gifts of this commodity interfere with local business, and hence are discouraged. It will be hard for Americans to understand this attitude on the part of the French authorities. The total donated would not be enough to interfere very much and surely some special consideration should be shown the brave fellows in the trenches. Then, too, there is an ancient adage which says that one should never look a gift horse in the mouth.

Edward Farrell, proprietor of the Grand Rapids Produce Co., has sold his stock to John Steward, who will continue the business at the same location, 742 Wealthy street.

Many a man carries a mortgage because he is unable to lift it.

BUSINESS CHANCES.

For Sale—Stock of dry goods. Invoices about \$4,000; in town of 1,300 Southern Michigan. Enquire 371, care Michigan Tradesman. 371

For Sale—Twenty acres of fruit land, near railroad, with one thousand apple, cherry and pear trees set four years ago, soil specially adapted also to small fruits and melons, to exchange for or toward stock of general merchandise. Address No. 372, care Michigan Tradesman. 372

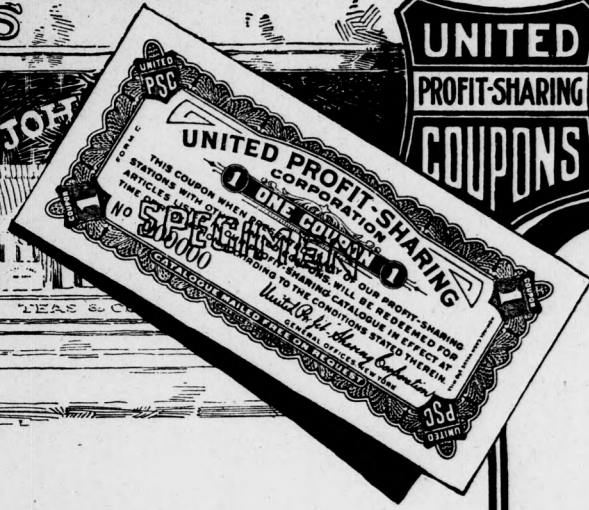
Will trade the leading restaurant and ice cream business in the best restaurant town in Michigan for stock of groceries, notions or something similar. Address 370, Michigan Tradesman. 370

POSITION WANTED.

Position Wanted—Middle aged man with many years of mercantile experience desires a position as manager of general store. Capable of handling every detail of business. Address No. 373, care Michigan Tradesman. 373



GROCERIES



Are you getting all the business you are entitled to?

Do you know that you are losing profitable business?

Your own regular customers do not buy *all* their groceries of you. Some of these are going elsewhere for their tea and coffee, salt, flour, soap, etc.

If you could get all their trade, Mr. Merchant, you could double your business.

You know that.

How can you find out just where this business is going?

We can help you find out.

As a part of our service to merchants who stock and push goods containing United Profit-Sharing Coupons, we have prepared a **TRADE DISSECTIFIER**, a plan whereby you can ascertain for yourself how much profitable business you are losing.

You want this dissectifier of your accounts. It will be immensely valuable to you.

We will send it free with full information. Write to-day.

No obligation on your part.

Use the Coupon

United Profit-Sharing Corp.

44 West 18th Street
New York City

Service Bureau Dept. 18
United Profit-Sharing Corp.
44 West 18th St., New York City.

Sirs:—Please send your trade dissectifier and complete information about your Profit-Sharing Plan and how it will help me get more trade without added cost.

Name

Store Name

Address



"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.

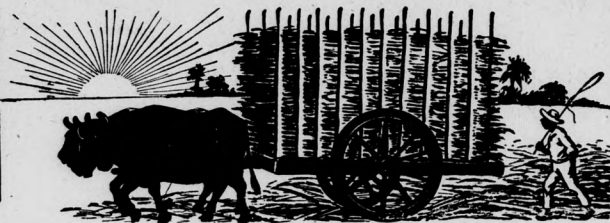
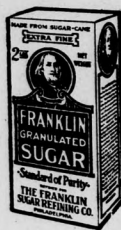
"Little Buster" Popping Corn

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.



Franklin Carton Sugar Is Made From Sugar Cane

Don't forget to tell your customers that FRANKLIN CARTON SUGAR is made from SUGAR CANE, because there is a decided preference for cane sugar on the part of the consumers and that makes it easier to sell. It is also true that FRANKLIN CARTON SUGAR is refined by the most modern processes, and then packed in the substantial cartons with the head of Franklin printed in blue on them, and sealed against dust, dampness and insects. It therefore comes to you as the sweetest, cleanest, daintiest sugar you can offer your customers, and the ready-to-sell cartons save you time and prevent loss by overweight.

Original containers hold 24, 48, 60 and 120 lbs. FULL WEIGHT of all CARTONS and CONTAINERS guaranteed by us

THE FRANKLIN SUGAR REFINING COMPANY
Philadelphia



When You Want Something Particular Nice—

You can always depend upon K C not to disappoint you. The double raise makes doubly certain—nothing is left to "luck." If the batter is a little thin, K C will raise it light and feathery and it will be all the better. Jarring the stove or turning the pan around makes no difference—K C sustains the raise until baked.

When there's a birthday or wedding cake to bake, or refreshments for reception or party to provide, take no chances—

Use K C

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

K C BAKING POWDER

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

JAQUES MFG. CO., CHICAGO

NOT SOLD BY WEIGHT

When we sell the customer a package of

Shredded Wheat

we are charging him not only for the wheat that goes into it, but for the patented process by which it is made digestible in the human stomach. We want our distributors to remember that you can grind up any old thing and call it a breakfast cereal, but Shredded Wheat is not made that way. The whole wheat is steam-cooked and baked in the finest, cleanest food factory in the world.

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.