

## Whatever Is, Is best

I know as my life grows older,  
And mine eyes have clearer sight—  
That under each rank wrong, somewhere  
There lies the root of Right;  
That each sorrow has a purpose,  
By the sorrowing oft unguessed,  
But as sure as the sun brings morning,  
Whatever is, is best.

I know that each sinful action,  
As sure as the night brings shade,  
Is somewhere, sometime punished,  
Tho' the hour be long delayed.  
I know that the soul is aided  
Sometimes by the heart's unrest,  
And to grow means often to suffer—  
But whatever is—is best.

I know there are no errors  
In the great Eternal plan,  
And all things work together  
For the final good of man.  
And I know as my soul speeds onward,  
In its grand Eternal quest,  
I shall say as I look back earthward,  
Whatever is—is best.

*Ella Wheeler Wilcox.*

## To-Day

Sure, this world is full of trouble—  
I ain't said it ain't.  
Lord! I've had enough, an' double.  
Reason for complaint.  
Rain an' storm have come to fret me,  
Skies are often gray;  
Thorns an' brambles have beset me  
On the road—but, say,  
Ain't it fine to-day?

What's the use of always weepin',  
Makin' trouble last?  
What's the use of always keepin'  
Thinkin' of the past?  
Each must have his tribulation,  
Water with his wine.  
Life it ain't no celebration.  
Trouble? I've had mine—  
But to-day is fine.

It's to-day that I am livin'  
Not a month ago,  
Havin', losin', takin', givin',  
As time wills it so.  
Yesterday a cloud of sorrow  
Fell across the way;  
It may rain again to-morrow,  
It may rain—but, say,  
Ain't it fine to-day?

*Douglas Malloch.*

## Quality Delivery Boxes

You advertise "Prompt Delivery," yet in your haste to deliver orders promptly, do you use precaution to see that they are not damaged in transit? The safest, surest way to have every order reach every customer in perfect condition is to equip every wagon with "Quality" Delivery Boxes. They protect your groceries and enable the driver to carry a maximum load safely.

**John A. Grier & Co.**

1031-35 18th St.

Detroit, Michigan

## DUTCH MASTERS CIGARS



Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

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

When You Buy

## High Class Furniture

it is the joy and pride of the family, it lasts a long time and retains its beauty, and if you decide to move to Alaska, your good Furniture will command a better price.

**Klingman's**

The Largest Furniture Store in America

Corner Ionia Ave. and Fountain St., Grand Rapids, Michigan

## H. LEONARD & SONS

Announce the Opening of Their

## Toy & Fancy Goods Department

(Wholesale Only)

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

### Holiday Merchandise

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

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

Toilet Articles, Brass Goods, House Furnishings, Etc.

all marked in plain figures to sell at popular prices.

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

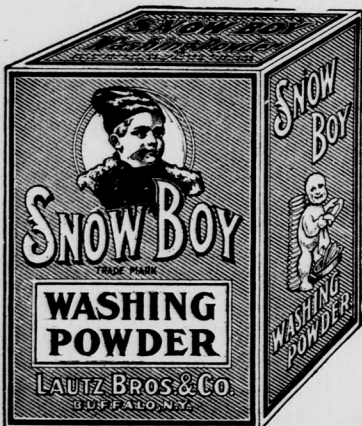
**OUR IMPORTED LINES** are, with a few exceptions, all in stock now.

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

**H. LEONARD & SONS**

Cor. Fulton and Commerce

GRAND RAPIDS



## 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

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 8, 1915

Number 1668

## SPECIAL FEATURES.

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## NOT A GREAT SUCCESS.

Movements in this country are quite apt to go in waves. A while ago there was a great deal said in speeches and newspapers about "Back to the Land." An industrious and persistent effort was made to induce those who found difficulty in getting proper work and wages in the cities to try their hand out in the country at agricultural pursuits. There is plenty of land and very considerable need for people to work it. In all the Eastern states there are abandoned farms, which if properly cultivated, would earn a good living and more, and for most people they are more attractive than the wide expanse of Western lands requiring special facilities and information for successful management. Some very interesting statistics along this line have been made by George K. Holmes, one of the experts in the Federal Department of Agriculture. After pretty thorough investigation, and the result of enquiries sent to something like 45,000 correspondents, he comes to the conclusion that the back-to-the-land movement has not been very wonderfully successful. Quite a little was accomplished along these lines in the Eastern states, and a good many abandoned farms were taken up, but when compared to the total area of farm land, or the total population, the percentage is small.

One of the faults or failings incident to the back-to-the-land movement was the failure to recognize the fact that farming is a trade, a business, or a profession, just like anything else. It is a mistake to suppose that because a man is a good laborer, a good mill hand, or can do some other work pretty well that he can go out on a farm and make a success of it the first year, or the second, either, for that matter. It requires special and a certain sort of technical information, supplemented by energy and enterprise. According to the statistics given by Mr. Holmes, 83 per cent. of the people in this country were engaged in farming in 1820. That proportion has been constantly growing less, and fell to 32.4

per cent. in 1910. Even this would indicate that about a third of the population, or something like 30,000,000 persons, are dependent upon farming, or at least upon the land for a living. This is rapidly becoming a great manufacturing Nation and that this is so is really to the advantage of the farmers, because it makes a larger population with mouths to feed and money with which to buy agricultural products. There are more people engaged in farming than in any other one line of industry in the United States, and because of increased industrial activity the business is the more attractive because prospectively the more profitable. If more young men would seek work as farm hands and thus avail themselves of the opportunity to learn so that later they might themselves become lessors or owners of land, the success of the movement would be more noticeable. In order to succeed in cultivating the soil, one must know how, and a year or two as a helper will lay the foundation for individual success.

All honor to the medical scientists who through study and research have made wonderful discoveries as to diseases, their cause and their remedies. Human longevity has been contributed to very materially by these students and to them the world owes a heavy debt of gratitude. There is an old saying, however, that there can be too much of a good thing and now and then some medical scientist more enthusiastic than sensible, devotes a lot of time and attention to something which is unimportant if not unwise. One such has recently declared that John Bunyan, the famous author of Pilgrim's Progress, was a hypochondriac. Just how he arrives at that conclusion is at best only a matter of theory. This medical man never knew Bunyan, felt his pulse, or looked at his tongue. He knows nothing about him except what the great man wrote and what his biographers said about him, and biographers in those days were perhaps not as explicit as they ought to be as a foundation for a pathological or psychological diagnosis. Whether Bunyan was a hypochondriac or paranoiac, or whatever else, is not important. What happened to him in Bedford jail, what he said and did and wrote will live long after this particular doctor and his belated diagnosis are forgotten.

After a girl gives her hand in marriage she may discover later that she put her foot in it.

Some married men make good danger signals for bachelors.

## CHANGING METHODS.

Whenever the business of the country, its present conditions, and its prospects are under consideration, the statement is inevitably made that the railroads are not doing as good a business as formerly. This is undoubtedly true and one of the reasons for it is found in the automobiles. The number of these vehicles has been increasing in recent years by leaps and bounds. Many big manufacturing concerns are turning them out rapidly and finding sale for all they can make, and the end of this activity seems to be nowhere in sight. Highway improvement is being carried on constantly and the areas thus reached are being annually increased. People who have these machines take their vacations that way instead of using the railroads for transportation.

Anyone living on a good road who will take the trouble to count the number of automobiles passing in a day, and especially on Sunday, can scarcely fail to appreciate the situation. That would be an unpopular thoroughfare on which four or five hundred machines did not pass between dawn and dusk. The average number of occupants would be three or four, which means that from 1,500 to 2,000 people are carried. Of course not all of these would go anywhere by railroad if they did not go in this way, but some of them would. Many people living in the suburbs of cities instead of being commuters as formerly, have machines of their own with which they go and come. Those planning a vacation tour take the gas wagon, going where they like and hurrying from place to place. Its effect upon the hotel business is probably to lessen the average length of the stay and increase the average number of patrons. That does not matter to the proprietors, provided of course that the total aggregate is as large one way as the other. As yet the automobile has not very seriously interfered with the freight business of the railways, and not at all except for very short distances and probably it will be sometime before it will, if it ever does. The new vehicle has manifestly come to stay and it is changing conditions of traffic and travel very materially and those interested must accustom and accommodate themselves to it. The change is like that from horse drawn to electric propelled street cars, or from gas lighted to electricity lighted houses and places of business. It is simply an incident of the progress of the times.

## STANDARD OF CLEANLINESS.

Courage and persistence cannot be denied to the anti-vaccinationists, since the battle they fight is plainly

a losing one. While they may score a slight success here or there on the specific question of vaccinating against smallpox, the general cause of inoculation makes great conquests in other fields. The anti-typhoid vaccine is a case in point. The war in Europe has supplied a test on an enormous scale, and there has been no divergence of opinion as to the usefulness of inoculation for the armies in the field. That the special conditions created by war do not offer the only useful field for action is indicated by a report of the United States Public Health Service regarding the spread of anti-typhoid inoculation among the civilian population in this country. In 1914 about 100,000 persons were immunized. This year the number will probably be 300,000. In certain parts of the South systematic campaigns for immunization are under way. The results among the general population are not so easily recorded as in the army experiments. There the showing is extraordinary. The Health Service states that since the discovery of the anti-typhoid vaccine the number of cases in the army has been reduced from a ratio of 536 per 100,000 to 3 per 100,000, which means, of course, the virtual extirpation of the disease.

The standing argument against compulsory vaccination for smallpox is that, whatever may have been the usefulness of the practice in days gone by, modern sanitation and general improved conditions of living have rendered it obsolete. Smallpox is a filth disease, and when you abolish dirt you wipe out smallpox. The same argument logically applies to typhoid. Destroy the conditions which create typhoid, and there is no need for vaccines. But that is just the point. It has taken the world some hundreds of years to attain a standard of cleanliness in which smallpox is negligible among civilized peoples. How long will it take to wipe out the conditions which lead to typhoid? Safeguarding the water-supply is a tremendous task in this country, with its enormous stretch of non-urban territory, and given the outdoor habits of the people. It is a fact that city folks bring typhoid with them from their vacations in the woods and mountains. The problem is altogether a different one from that existing in a highly urbanized and compact country, like Germany, where by strict attention to the milk and water supply, typhoid has been reduced to a minimum. If, then, only as a temporary measure, inoculation is fully justified.

You don't need bank references in order to borrow trouble.

## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, Sept. 6.—Learn one thing each week about Detroit: One manufacturing plant has a capacity of stamping 4,000,000 small die parts per day.

A. W. Lind, former Cadillac business man, returned from a two weeks' fishing and pleasure trip in the Northern part of the State last week. He was accompanied on the trip by Mrs. Lind and on the return trip by his own fish pole.

George Netschke, haberdasher at the corner of Chene street and Gratiot avenue, and Frank Schneider (J. F. Hartz Co.), returned last week from a 2,000 mile automobile trip through the East. They were accompanied on the trip by their wives. All returned with one thought uppermost in their minds—that Detroit is the greatest city in the world.

Contracts have been awarded for the erection of a one-story addition to the factory building of the Detroit Forging Co. on Mt. Elliott avenue.

In speaking of the European armies, it is always understood which one of them is rushin'.

The hosts of friends of ex-alderman Otto Reinhardt, manager of the local branch of the Hubmark Rubber Co., will be pleased to learn that he is recovering from a severe attack of rheumatism. Otto is one of Detroit's popular citizens and there is strong talk of placing his name in nomination for Mayor at the coming election. There are in the neighborhood of 20,000 traveling men residing in Detroit and a man of the caliber of Otto Reinhardt should receive at least 19,999 of their votes—allowing one for possible backsliders to good government.

Mr. Bloom, department manager for J. B. Sperry's department store, at Port Huron, was a Detroit business visitor last week.

The Michigan State Fair dates are September 6 to 15 inclusive. There is still plenty of time to decide to go to Detroit.

Jacob E. Fisher, son of I. Fisher, general merchant of Shelby, is now a full fledged attorney and has opened offices at 1015 Ford building. He recently passed his examination before the Supreme Court with high marks.

Thomas Edison stopped work long enough to make the remark that there is seven years of prosperity in store for the United States and we for one place great faith in Edison's prophecies.

About twenty-five years ago when Clinton B. Southworth, then a young man full of vim and energy, purchased the Park Hotel, at Monroe, and eliminated the bar room feature of the hostelry, many were the predictions of the wisecracks of dismal failure in the venture for this young man with the courage of his convictions. Nothing daunted, Mr. Southworth set about to conduct his hotel as a hotel should be conducted and let it be said right here that, despite the fact that Monroe is situated midway between two big cities and with better than hourly railroad and car service, he has made the venture a financial success—without the aid of a saloon annex. Mr. Southworth is not a temperance crank in any sense of the word, but does believe a hotel can be made a greater success without than with any connection with the liquor interests. His has been a model hotel in every respect. Hospitality radiates throughout the place, the service is superb, and most of all, it is the acme of cleanliness. That's why Clinton Southworth has made a success of the hotel business, incidentally eliminating the objectionable features previously mentioned. Monroe, by the way, has always refrained from joining the arid counties.

Would that there were more Southworths and Hetheringtons (Belding) in the hotel business!

At this writing, one day before the advertised opening of the State Fair, the city is crowded with visitors, showing that the opportunity to look over the town, as well as the Fair, could hardly be passed by.

E. Peterson, Cashier of the Busy Big Store, at Ludington, is in Detroit on a pleasure trip.

"Wherein Lies the Balance of Peace" was the title of an article in last week's issue of the Tradesman. There have been so many lies sent out about peace that it would be hard to guess where the balance is.

The Scotland Woolen Mills Co., 212 Woodward avenue, opened two new stores in different parts of the city last Saturday, one at 2984 Woodward avenue and one at 2536 Jefferson avenue, East. All three stores are under the management of the Emanuel Goldberg.

W. T. Parker, member of the firm of Culver & Parker, general merchants at Brooklyn, was in Detroit last week on a business trip. The firm is recognized as one of the most progressive in the State.

The Dime Savings Bank has approved contracts for a branch bank building to be erected at the corner of Milwaukee and Woodward avenues.

A. McMillan, department manager for Burnham, Stoepel & Co., was called to Chicago on account of the sudden death of his brother, John McMillan, Commercial Freight Agent for the Michigan Central Railroad. Deceased was a former Detroit boy and leaves many friends here to mourn his loss. He was known as a gentleman of the old school and always had a cheery word for those about him. He began his railroad career in this city and his promotion to the Chicago office demonstrated that his sterling worth and ability was recognized by his employers. Surviving are a widow, a brother and two sisters of Detroit.

It is courage for a dying man to go, in weakness and in agony, to confront an almighty and eternal God.—Pascal.

Mr. Palmer, of Palmer Bros., Yale, was in Detroit last week in the interests of the firm's clothing store.

Oliver Glennie has purchased the interest of Mr. Smith in the men's furnishing goods store known as Smith & Glennie, in the Peter Smith building, and will continue the business. It is understood that Mr. Smith will resume his old vocation as a knight of the grip.

William T. Gregory, after thirty-four years' service for the American Express Co., has resigned his position as commercial manager of the company. Mr. Gregory entered the employ of the American Express Co. in 1881 as a freight handler at the old M. C. depot and by steady application to his duties, aided by his natural ability, he advanced to the responsible position he held at the time of his resignation.

J. F. Hartz, of the Williams Pickle Co., has returned from a lake trip which was spent with friends.

The Staatsverband at their convention held in Jackson this week severely arraigned President Wilson and called American neutrality hypocrisy. This is another privilege that is not enjoyed in the Fatherland.

The eleventh annual convention of the Michigan Retail Shoe Dealers' Association will be held in Detroit September 14 to 16. Headquarters will be at the Griswold House.

What is more accessible than a Georgia jail to a mob of lynchers?

Adolph Friedman, of M. Friedman & Co., owners of one of Grand Rapids' leading department stores, was in Detroit last week on a business trip.

That business has shown a wonder-

ful improvement in the Upper Peninsula is the report brought back to Detroit by Theodore Ward, of the J. F. Hartz Co. Mr. Ward has just returned from a trip through the copper country and found conditions there to be better than in years.

E. J. Mayers (Edson, Moore & Co.) who we reported as recovering from a siege of sickness, took a turn for the worse and was removed to Harper Hospital, where an operation for an abscess was performed. At this writing he is recovering rapidly and it is the earnest hope of his hosts of friends that he will soon be able to resume his duties as city representative.

The reason so many people are worried when they feel indisposed is because they believe in the old axiom that the good die young.

J. E. Carlson, formerly with the Hupp Motor Car Co., has been appointed factory manager for the King Motor Car Co. and has assumed his new duties.

Abe Gordon is now covering a portion of the territory formerly traveled by H. D. Murray for A. Krolik & Co. Mr. Gordon has been with the firm for a number of years and is covering the new territory in addition to that formerly traversed by him.

C. D. Hamilton, general merchant of Fowlerville, accompanied by his wife, was in Detroit on a business visit last week.

Fred Schoenfeld, representative for the Manson-Campbell Co., of this city, manufacturer of fireless cookers, grain graders and separators, has returned from a trip to Columbus, Ohio, where he had charge of an exhibition of grain graders and separators at the Ohio State Fair and has taken charge of a similar exhibition at the Michigan State Fair.

According to reports, an American dollar will purchase more foreign money than ever in history, but foreign money doesn't make a good meal anyway.

William Trebine is taking a well earned vacation and is accompanied by his mother and father on the trip. Mr. Trebine is one of the best known traveling men on the road and has represented the Ridgley Steel Co., of Detroit, for a number of years. At a recent meeting of stockholders of the company he was elected Treasurer. He will continue to travel as before, covering Michigan and Indiana.

Detroit is having a slight business depression, building permits having shown a gain of but \$864,145 for August.

Lafer Bros., pioneer Detroit grocers on Cadillac square, have closed a lease for the E. W. Voigt property on Broadway, near the Broadway market, and will erect an eight-story concrete building.

E. M. Friedman, of Tawas City, was in Detroit last week, looking after the interests of his dry goods store.

LaMeasure Bros. have purchased the plant formerly occupied by the Paige-Detroit Motor Car Co., at the corner of Porter and Twenty-first streets, and will occupy it with their laundry. An addition will be erected for the dry cleaning department.

E. L. Seleck, Manitou Beach; H. Schlanger, Standish; Mr. Adams, of Edwards & Adams, Carleton, and A. J. Hamlin, of Fairhaven, were among some of the out-of-town business men who were in Detroit last week.

Another one of the leading features of the State Fair is the city of Detroit.

A. G. MacEachron, prize U. C. T. booster and who for services rendered the order should be elevated from his office in the Grand Council to an office in the Supreme Council, is one of the timers at the Fair this week. Understand us correctly, dear reader, we said timer not old timer.

The English pound acted a bit like

some of our American pounds last week—a trifle underweight.

J. A. McMahon and Erskine McLeish, for a number of years with Edson, Moore & Co., have opened a modern haberdashery store in the Holden block (formerly Bamlet) under the style of Mac & Mac. The store is the last word in modern equipment and with the experience and wide acquaintance enjoyed by both young men, as well as having a store in one of the most desirable locations in the city, the success of the venture is almost an assured fact.

At least the Mexicans have so far spared the women and children in Texas.

"Temptation," writes G. Young, "is the banana peel in a man's brain that causes him to slip."

The roar of a lion can be heard farther off than the sound of any other living creature.—Scientific note. They could never have heard the head of wife's family.

James M. Goldstein.

## Boomlets From Bay City.

Bay City, Sept. 6.—The store building on the corner of Sixth and Birney streets, formerly occupied by Fox Bros. as a grocery, is being remodeled and fitted up for a drug store and will be occupied by Arthur A. Gray with a full line of drugs and drug sundries.

The board of trustees of the Bay City Hospital have decided to spend \$25,000 in the construction of an annex to the present building, located on Cass avenue. When completed, with the installation of new equipment, the Hospital will be one of the most up-to-date in the State.

Louis Rosebush, Linwood, has sold his brick store building and stock of general merchandise to Bennett & Harris, of Saginaw, who have added a line of drugs, which was badly needed in the town.

J. W. Grant, Gaylord, has sold his bakery, which was partially destroyed by fire some time ago, to Ernest Moore, who will continue same in connection with his restaurant business.

Bert W. Sweet, who represents the Globe Tobacco Co., Detroit, in Northern Michigan, has returned home after spending the past three months at his summer cottage at Crystal Lake, Benzie county.

W. T. Ballamy.

One way to improve the memory is to assume for a moment that you have everything you want.



Write me for special delivered prices for September.

**J. H. Smith**  
Mine Representative

521-522 Ashton Bldg.  
GRAND RAPIDS, MICHIGAN

**CROP CONDITIONS.**

**Extent of the Damage by Frost and Drought.**

With a view to ascertaining the extent of the recent frosts in Michigan, the Tradesman addressed the following letter to a hundred Michigan merchants, produce dealers and bankers in various parts of the State:

"Will you kindly favor me with your idea of the percentage of damage to crops in your county by recent frosts?"

"What proportion of the corn, potato, bean and other crops has been injured and destroyed?"

The responses, which have been usually prompt and comprehensive, are as follows:

**Cedar, Sept. 4**—In my opinion corn and potatoes are damaged about 50 per cent.; beans, about 60 per cent.; buckwheat and cucumbers, about 75 per cent. The continued dry weather will make the loss much greater. Wm. N. Sweet.

**Ingalls, Sept. 4**—Corn, 90 per cent.; potatoes, 25 per cent.; beans, 90 per cent.; buckwheat, total. Damage beyond estimation now. Ira Carley.

**Benzon, Sept. 4**—At least one-half of the corn, bean and potato crop of Benzie county was destroyed and maybe 25 per cent. injured to some extent. E. B. Judson.

**Luther, Sept. 4**—Our locality I think on the whole fared better than some parts of the State. Corn is damaged 20 per cent.; potatoes, 25 per cent.; beans, 35 per cent. E. E. Crandall.

**Leland, Sept. 4**—About 25 per cent. Leland Mercantile Co.

**Central Lake, Sept. 6**—The frost has injured and destroyed fully 60 per cent. of the bean crop; potatoes, by frost and dry weather, 50 per cent.; corn, fully 75 per cent. Nearly all the buckwheat is gone. We believe this estimate is not far out of the way. Hastings & Hastings.

**Omena, Sept. 5**—Damage very slight near lake, but about three miles inland damage was considerable, some farmers losing everything, even buckwheat. A. F. Anderson.

**Petoskey, Sept. 5**—Should judge the loss would average 50 per cent. The crops on high lands are not hurt to any great extent, while the low lands are cut to the ground. Smith & Lake.

**Clarion, Sept. 4**—Practically all of the buckwheat was injured and about 85 per cent. of the beans; 50 per cent. of the potatoes; 75 per cent. of corn, cucumbers and tomatoes. Lynn Clark.

**East Saugatuck, Sept. 4**—The frost has done no injury to the corn, potatoes and cucumbers around here. Beans are not raised in the vicinity of East Saugatuck. As to the injury over the whole of Allegan county, I cannot say. As to that part north of the Kalamazoo river and west of Overisel township, the frost has done very little harm except in some low places in Laketon township. The pumpkins, squash and cucumbers were hurt some, as I have been told. John Lubbers & Co.

**Coleman, Sept. 6**—Twenty per cent. on corn; 60 per cent. on potatoes; 60 per cent. on beans; oats and wheat and hay pretty fair crop. T. B. Simmons Mercantile Co.

**Thompsonville, Sept. 4**—Can't say for the whole county, but in this vicinity I think corn about 20 per cent. of a crop; early potatoes about 70 per cent. of a crop; late potatoes about 40 per cent. of a crop and beans about 20 per cent. of a crop. A. B. Chattaway.

**Tustin, Sept. 4**—We think the damage by frost will be not less than 30 per cent. and may reach 50 per cent. of crop of corn, potatoes, beans and buckwheat. The continued drought is extending the damage. There is less moisture in the ground around this locality now than any time before this season. Several weeks since any rain at all. Tustin Warehouse Co.

**Pierson, Sept. 5**—Not over 5 per cent. of various crops are damaged in our vicinity. Corn is suffering most. Beans and potatoes well advanced and will mature. A. F. Petrie.

**Lake City, Sept. 4**—Ninety per cent. of beans destroyed by frost; 85 per cent. of corn destroyed by frost; 60 per cent. of potatoes destroyed by frost; and 95 per cent. of buckwheat destroyed by frost. Fred E. Rose.

**Stanton, Sept. 4**—Within a fifteen mile radius of Stanton, center of the county, the crops actually destroyed, 5 per cent.; crops permanently injured, 10 per cent.; a total of 15 per cent. This applies in

general to potatoes, corn, beans and cucumbers, the latter possibly showing heaviest loss. This, of course, is not authoritative, but is the judgment of six of the wise heads in this neighborhood and would apply in general to the remainder of the county. One day of rain and two weeks of hot weather will do wonders for us here. M. McIntosh.

**Reed City, Sept. 5**—The continued dry weather since frost is increasing the percentage and makes it difficult to estimate same. Babcock Grain Co.

**Oakley, Sept. 6**—Very fortunate. No damage by frost in this vicinity. Excessive wet weather has caused heavy damage to beans, potatoes and beets. Beans run about 50 per cent. Potatoes and beets are rotting in some localities badly. M. L. Clise.

**Howard City, Sept. 6**—Corn, 25 per cent.; beans, 25 per cent.; potatoes, 15 per cent. A. McDonald.

**Kalkaska, Sept. 4**—As far as we have been able to communicate with the farming districts in this county we find that about 75 per cent. of the corn crop, about 75 per cent. of the bean crop and about 50 per cent. of the potato crop was killed by the recent frosts in this county. C. W. Provost.

**Clare, Sept. 4**—We are located in the extreme south end of the county and have been less severely affected than the northern townships, which have suffered severely. I would judge. Cucumber crop (contract), total loss; beans in county damage and loss one-third; corn, one-third; late potatoes, one-half. Early potatoes are safe. Tomatoes cleaned up. I am going to Houghton Lake to-morrow and will write you more fully, as I can better judge by looking over the extent of damage. J. W. Calkins.

**Irons, Sept. 6**—Just about half a crop can be expected in this part of the county. Potatoes are not harmed. Corn and beans are about half gone. The cucumber crop is a total failure. Henry Soldan.

**Carson City, Sept. 6**—Corn, beans and potatoes in sections tributary to us here are not damaged over 15 per cent. by the recent frosts. Just on low ground, all high grounds being untouched. Rockafellow Grain Co.

**Empire, Sept. 4**—We consider our section particularly fortunate. We have gone over the situation very carefully and feel safe in saying that we are not injured more than one-third on all the crops, including potatoes, corn, beans, cucumbers. Possibly buckwheat went about one-half. Nessen Bros.

**Spencer, Sept. 6**—As yet it is very hard to estimate damage to potato crop but would think fair to estimate one-third of a crop in this locality. No corn at all. Beans possibly one-half crop. Tice & Carpp.

**Barker Creek, Sept. 6**—The damage to corn, potatoes and beans is about 75 per cent. Hewitt & Moran.

**Mesick, Sept. 4**—There will not be any salable corn in this section this fall. Buckwheat and beans were hit quite hard with the frost, but if we could get a rain I think there would be about one-half a crop. George Joseph.

**Buckley, Sept. 6**—It is a pretty hard matter to make an estimate of the damage as it is so spotted that it has to be guessed at. There are fields of corn, beans, and potatoes and gardens that are frozen flat and while adjoining the same field the same crops apparently are uninjured. Corn where it was polarized is coming on surprisingly and will make considerable corn. Beans planted early have well formed pods and will make quite a yield if the weather from now on is not too dry. Taking it all in all, I would venture the "guess" that corn is injured 50 per cent.; potatoes, 30 per cent. and beans 50 per cent. Personally, I do not think it will be that heavy, but most parties place it that much or more. D. W. Walker, Cashier, Buckley Bank.

**South Boardman, Sept. 6**—I am not competent to give a very accurate estimate of the damage done in the entire county, but have an idea about what has been done in south half of the county. Very little if any corn will mature and make sound grain. The fodder will be about half a crop and must be put into silos soon in order to get that out of it. I estimate that the early potatoes, and the acreage is never large, will be 75 per cent. of normal crop. The late potatoes are hit very hard and a great many fields will not be dug. In fact, it would not be profitable to dig them. The average yield will probably be about 10 per cent. of a normal crop. The acreage is large this year, which may raise my estimate some, but I doubt it. Beans are a very small crop in this county anyway but they will not be over 10 per cent. of normal. Buckwheat is also hit hard, especially the late planted. The early will be perhaps 25 per cent. of normal, but the late will not be anything. My idea is that the exceedingly dry weather since the frost has done as much if not

more harm than the frost did. Those that I have talked with seem to think that the north half of the county suffered worse than the south half from frost. Geo. A. Stone, Jr.

**Morley, Sept. 6**—It is hard to give you any reliable information, as frost was very bad to some people and not much harm to others. Morley Mercantile Co.

**Gladwin, Sept. 4**—From personal observation, and information from the farmers, we find most damage was done to the cucumbers, not much damage to corn, beans or potatoes. These were damaged on the lower lands only. I think 10 per cent. on corn, beans and potatoes and 50 per cent. on cucumbers a large percentage. J. M. Miller.

**Beaverton, Sept. 4**—Probably not over 5 per cent. by frost. Much damage was done, however, by the rain, especially to beans, which were about 50 per cent. destroyed. Woodward & Burt.

**Doster, Sept. 6**—No damage by frost in this vicinity as yet. Corn, beans and potatoes are backward. S. C. Doster.

**Belding, Sept. 4**—I have talked with several good farmers to-day in regard to beans and, as near as I can judge, should think that 15 per cent. of the bean, corn and potato crop was injured by frost. E. E. Fales.

**Ellsworth, Sept. 4**—I think from what I have seen that the corn crop is damaged fully 75 per cent. There will be but very little mature in this section this season. Corn was late. Potatoes hurt as much as other crops, owing to the heavy growth of vines, checked their growing and starting them to ripening. Cucumbers are badly damaged not more than a third of a crop if there is that much. W. A. Boss.

**Alma, Sept. 6**—5 per cent. on corn; 50 per cent. on cucumbers; nothing else of consequence. C. F. Brown.

**Wolverine, Sept. 6**—Corn, total loss; potatoes, three-fourths of the crop destroyed; beans, total loss. Cook Bros. & Co.

**Chester, Sept. 6**—No frost around here. This is God's country. John W. Carskadon.

**Fulton, Sept. 6**—Am pleased to report that the two or three light frosts we had here did not damage the crops in the least in this vicinity. L. E. Quivey.

**Lucas, Sept. 4**—I think the potato crop is damaged at least 50 per cent.; corn, 80 per cent.; beans 60 per cent. Taylor Bros. Co.

**Greenville, Sept. 4**—We believe the damage to corn, potatoes, beans, etc. in this section will not exceed 10 per cent. of total crop. Greenville Produce & Supply Co.

**Allegan, Sept. 4**—So far as I can find out the frosts were not severe in this section, practically no damage being done, except to cucumbers. Burrell Tripp.

**Conklin, Sept. 6**—No crops destroyed here to our knowledge. Conklin Lumber Co.

**Amble, Sept. 6**—Scarcely any damage to crops in this section. Amble Mercantile Co.

**McMillan, Sept. 4**—Corn is all killed—no good except for silo purposes. Beans are all killed—no crop at all. Potatoes, about 40 per cent. of a normal crop. H. J. Skinner & Co.

**Cedarville, Sept. 6**—To the best of our knowledge about 75 per cent. of the corn was damaged and from 40 to 50 per cent. of the potatoes were damaged. About 10 per cent. of the beans and other crops have also been damaged. H. P. Hossack & Co.

**Edgetts, Sept. 4**—Late potatoes on low lands are frozen beyond help. Very little corn except on real high ground escaped. Beans are nearly all frozen. We have had no rain in three weeks and crops at present are burning up from the effects of frost and drought. Fred Liekert.

**Hart, Sept. 6**—I am glad to be able to write you that very little if any damage has been done here by the frost, but some portions of the State have been hit hard, while other portions have not suffered from killing frosts, but the corn crop in Michigan is going to be very short, according to what it would have been under normal conditions; also other crops. The writer this past week rode over a strip of country about forty miles between Lakeview and Newaygo where nearly every crop was killed by the frost. W. R. Roach.

**Mancelona, Sept. 4**—In our judgment and what we can learn, the loss by frosts is as follows: Potatoes, 75 per cent.; corn, 75 per cent.; beans, 90 per

cent.; buckwheat, 90 per cent.; cucumbers, total loss. At the time of the frost we were suffering for rain which was certainly no help to frost conditions. It is raining here this week which will help some. Mancelona Grocery Co.

**Harbor Springs, Sept. 6**—From personal observations, in trips through this county and from information received through farmers, I conclude corn has suffered to the extent of 75 per cent.; buckwheat and beans, 85 per cent.; potatoes, 50 per cent.; and small garden stuff fully 50 per cent. Oats and wheat were safe before frost and show the largest crop ever grown in Emmet county, while hay was much better than last year. Farmers are saving considerable of the corn touched by frost by filling their silos. Wm. J. Clarke.

**Millbrook, Sept. 6**—Think the frost has injured crops 10 to 50 per cent. and everything is suffering for rain. Don't look for over half a crop in general. T. O. Pattison.

**Manton, Sept. 6**—Corn, three-fourths; potatoes, two-thirds; beans, two-thirds; buckwheat, seven-eighths; and if the dry weather holds out another week this will be cut still more. Manton Produce Co.

**Suttons Bay, Sept. 4**—The frost damage in our county is as follows: Corn, 25 per cent.; potatoes, 25 per cent.; beans, 35 per cent. Balance of crops look good. L. E. Bahle & Son.

**Grant, Sept. 6**—In our immediate vicinity on low lands farmers having cucumbers, beans, potatoes and corn lost about half their crops, and, as we do not have very much low lands except in the Rice Lake district in Grant and Enslay townships, the percentage of damage was light elsewhere. J. A. Phillips.

**Mecosta, Sept. 6**—The injury by frost in this locality is as follows: Corn, 25 per cent.; potatoes, 25 per cent.; beans, 25 per cent.; pickles, 25 per cent.; buckwheat, 75 per cent. Beans were also injured 25 per cent. by insects. M. Carman & Co.

**Fishville, Sept. 6**—My opinion is that beans were injured 25 per cent.; corn, 15 per cent.; potatoes, 10 per cent.; buckwheat, 15 per cent. Insects and drought have injured beans as much as the frost. All crops are shortened by excessive dry cold weather, even when the foliage does not show damage by frost. Robert Evans.

**Grayling, Sept. 6**—Corn, buckwheat and millet are all gone also the bean crop. Potatoes, about one-half. Other crops are all right. Grayling Mercantile Co.

**Mears, Sept. 6**—The damage to crops in the immediate vicinity is almost nil. We are suffering for rain. It is the driest weather we have had all summer and just when we need moisture. However, north of us from Pentwater across the county to Walkerville, I should judge by reports that the frost damage is 40 per cent. The crops on high land escaped. Those on low land were almost wiped out. Mears lies high and dry and nothing ever happens here anyway. Ches. Brubaker.

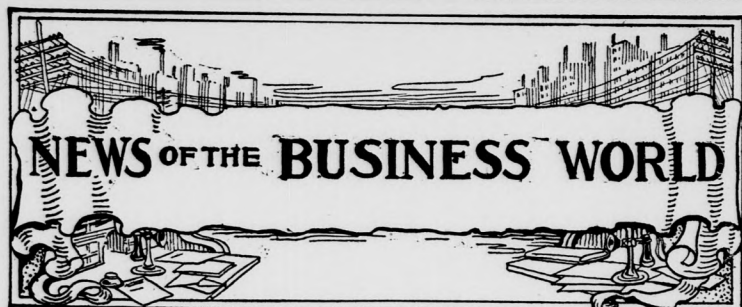
**Barrel Act Effective.**

The standard barrel law passed by the last Congress became effective last month and manufacturers and dealers generally are preparing to conform to its provisions. For fruit and vegetables and other dry commodities the law provides that the barrel must be made of staves 2 1/2 inches long, with heads 17 3/8 inches in diameter and a distance of 26 inches between the heads. The outside measurements of the bulge must be 64 inches. Although the barrel may be made in other forms, it must contain 7,056 cubic inches.

The use of any other than the standard barrel or any of its multiples will be punishable by a fine of \$500 or imprisonment or both.

When there is a family reunion the men present enjoy it almost as much as they do a funeral.

If your eyes need attention, don't hesitate. Get my expert advice now.  
**Glen F. Smith**  
 OPTOMETRIST :: OPTICIAN  
 Eyes Examined, Glasses Fitted  
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#### Movements of Merchants.

Manistee—John Loudon has opened a clothing store at 69 Maple street.

Kalamazoo—Erb & Erb have opened a flower store at 104 West Main street.

Burr Oak—F. J. Millard & Son succeed E. L. Dorrance in the sheet metal business.

Reeds—G. A. Kelley succeeds A. W. Putnam in the dry goods and grocery business.

Birmingham—R. H. Smead, recently of Menominee, has engaged in the grocery business here.

Corunna—Howard Wallace has sold his shoe stock to Walter Hatch, who will continue the business.

Honor—The Honor Produce Co. has been incorporated to deal in all kinds of grain and produce.

White Cloud—Mudgett & Weoster succeed Mudgett & Wantz in the garage and auto repair business.

Amble—Fire destroyed the Butler & Zimmerman store building and stock of general merchandise Aug. 27.

Battle Creek—Mme. Creyts, of Lansing, will open a millinery store at 98 West Main street about Sept. 15.

Bay Port—The Wallace & Orr Co., dealer in implements, grain and hay, has changed its name to the Wallace & Morley Co.

Woodbury—William Leight and Lawrence Hildinger have formed a copartnership and engaged in the meat business.

Port Huron—G. A. Preston has closed out his bakery and removed to Lexington where he will conduct a similar business.

Kent City—E. J. Jones has leased the Putney warehouse and will buy produce and all sorts of products from the farmers.

Hastings—O. A. Fuller has sold his grocery stock and store fixtures to Clyde Brown, who will take possession about Dec. 1.

Ionia—A. E. Wilkinson has purchased the W. A. Perrin fruit and confectionery stock and will take possession Sept. 15.

Ontonagon—The Hecox-Scott Hardware Co. has purchased the Casper Roosen hardware stock and will continue the business.

Traverse City—Mrs. F. C. Brookshire has engaged in the baking business at 233½ East Front street under the style of the Pie Shop.

Munising—Saul Saulson, recently engaged in trade at St. Ignace, has opened a men's furnishing goods store on West Superior street.

Kalamazoo—R. G. Wagner and George Keller have formed a copart-

nership and engaged in the meat business at 217 East Main street.

Ludington—The Waters Hardware Co. has closed its branch store in the Fourth Ward and will consolidate the stock with its Main street stock.

Ishpeming—D. C. Raphael has opened a women's ready-to-wear store at the corner of Main and Pearl streets under the style of the Style Shop.

Boyne City—Jos. McNamee has opened a clothing, men's and women's shoe and men's furnishing goods store in the McNamee block on Water street.

Adrian—The Wilcox Hardware Co. has been organized with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Nashville—O. M. McLaughlin, who has conducted a clothing and shoe store for the past fifteen years, is closing out his stock and will retire from business.

Alpena—Anthony F. Kendzioriski, clothing and shoe dealer, has purchased the John M. Worniak shoe and clothing stock and will consolidate it with his own.

Battle Creek—The Turner Furniture Co. has been organized with an authorized capital stock of \$7,000, all of which has been subscribed and paid in in property.

Hartford—Miss May Fitch and Miss Avis Stanley have formed a copartnership and purchased the M. J. Olds & Co. millinery stock and will continue the business.

Kent City—A. H. Saur & Co., dealers in general merchandise, are remodeling their store building, putting in a cement walk and otherwise improving their property.

Munising—B. C. Bruce has taken over the interest of his partner, Mr. Florence, in the Superior Machine & Repair Shops, and will continue the business under the same style.

Menominee—John S. Peterson, manager of the Thompson drug store for the past eight years, has purchased the stock and will continue the business at the same location on Main street.

Ishpeming—J. B. Quayle has purchased the interest of his partner, Martin Olesen, in the ice cream and confectionery stock of Quayle & Olesen and will continue the business under his own name.

Kalkaska—Phinney & Peters, flour, feed, produce and implement dealers, have dissolved partnership. The business will be continued by W. K. Phinney, who has taken over the interest of his partner.

Saginaw—Christ Nelson, Gratiot avenue grocer, has purchased the store building and grocery stock of the late L. Birney, at 317 North Hamilton street and will continue the business as a branch store.

Battle Creek—George S. Turner, furniture dealer at 92-96 West Main street, has admitted to partnership his sons, Donald and Howard, and the business will be continued under the style of the Turner Furniture Co. after Sept. 15.

Whitehall—Andrew Krogstad, who has conducted a grocery store here for more than forty years, has sold his store building to Philip Peterson and removed his grocery stock to his residence, where he will continue the business.

Kalamazoo—Van Peenen & Schrier, retail clothiers, have merged their business into a stock company under the same style, with an authorized capital stock of \$20,000, of which amount \$20,000 has been subscribed and paid in in property.

Grand Haven—Beaudry & Co., dealers in dry goods and ladies ready-to-wear garments, have merged their business in a stock company under the style of the Beaudry Co., Ltd., with an authorized capital stock of \$20,000, of which amount \$19,160 has been subscribed and \$19,150 paid in in stock.

Adrian—The Val F. Fox Co. has been organized to engage in the wholesale and retail confectionery, ice cream and soft drink business, with an authorized capital stock of \$1,000 all of which has been subscribed, \$20 paid in in cash and \$980 in property.

Jackson—James H. Fuller, of Fuller & Kirtland, grocers and bakers at 129 South Mechanic street, died at his home Aug. 31, after an illness of seven weeks. Mr. Fuller was 59 years of age and had conducted a grocery store here for more than thirty years.

St. Johns—Bressien Bros. have sold their hardware stock to C. L. Silsbury, who will take possession about Sept. 15.

#### Manufacturing Matters.

Ypsilanti—The Consolidated Hosiery & Novelty Co. is being organized with a capitalization of \$25,000.

Lakeview—H. A. Black has sold his creamery to Frank Bettis, his foreman, who will continue the business.

Detroit—The Jasne Manufacturing Co., manufacturer of hair tonics, has increased its capital stock from \$5,000 to \$50,000.

Detroit—The Bennett-Dluge Co. has changed its name to the Planet Steam Specialty Co.

Saginaw—The Saginaw Creamery Co. has decreased its capital stock from \$40,000 to \$20,000.

Kalamazoo—The William Shakespeare, Jr. Co., fishing tackle manufacturer, has changed its name to the Shakespeare Company.

Holland—The Farrand Piano Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$2,000 paid in in cash and \$3,000 in property.

Detroit—The Michigan Tool Co. has been organized to manufacture and sell tools and machinery, with an authorized capital stock of \$15,000, all of which has been subscribed and \$10,000 paid in in cash.

Detroit—The G. R. Schimmel Co. has been organized to manufacture and sell dental and surgical instruments and supplies, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Sparta—The Sparta Manufacturing Co. has its machinery and stock all packed and is moving to Grand Rapids. The concern will be operated in connection with the National Piano Co., which is conducted under the same management.

Detroit—The Auto Service Manufacturing Co. has been organized to manufacture, buy, sell and deal in automobile parts and accessories and repair automobiles, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

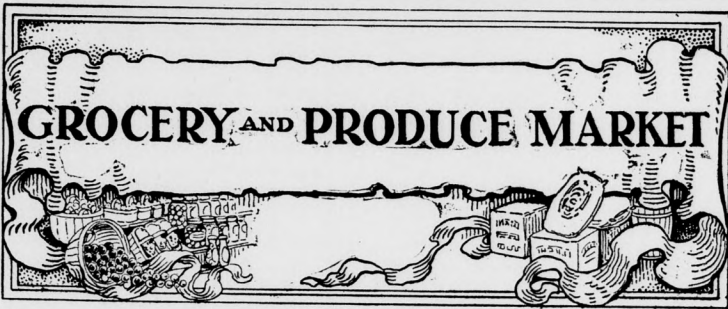
Detroit—The Dae Heath Laboratories has been organized to manufacture, compound and sell pharmaceutical and other health products, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Kalamazoo—The Richardson Garment Co., capitalized at \$30,000, for several years one of the biggest manufacturing industries in Vicksburg, is to move to Kalamazoo. The company is being brought here through the personal efforts of Charles B. Hays, who has leased the corporation the second floor of the building at 212, 214 and 216 East Water street. The company manufactures a complete line of ladies' and children's dresses, aprons, kimonas, etc., as well as outing flannel gowns, men's and boys' overalls and shirts. The change of location is made to enable the corporation to secure all the help required and also to obtain increased shipping facilities.

Salt Fish—Norway mackerel are worth from 50¢ to \$1 per barrel more this week than they were last week, due to continued scarcity of spot stock. Advices from Norway say that the catch of fall mackerel to date is only something over 700 barrels as against something over 10,000 last year. There is almost no North Sea fishing at all. Prices are out on cod, hake and haddock, on about the same basis as a year ago.

Rice—Price are steady, it being pointed out that they are the lowest in years. The planters are inclined to store rather than accept the low prices offered for rough in New Orleans, but the pressure of the crop may change this trend. The real test will come when the crop in Texas moves. The storm did less damage than claimed, since the bulk of the rice was still in flower.

John Lentz succeeds Bohr & Heyner in the grocery business at 901 Bridge street.



### Review of the Grand Rapids Produce Market.

Apples—Harvest varieties such as Transparents, Duchess and Red Astrachans, command 50c per bu.

Bananas—Medium, \$1.25; Jumbo, \$1.75; Extra Jumbo, \$2; Extreme Extra Jumbo, \$2.50.

Beets—15c per doz.; 60c per bu.

Blackberries—\$1.25@1.50 per 16 qt. crate.

Butter—The market on creamery has advanced 1@1½c due to the shipment of large quantities of butter from the Middle West to the coast, on account of Australian and New Zealand shipments being diverted from the coast to Europe. Fancy creamery is quoted at 25@25½c in tubs, 26@26½c in prints. Local dealers pay 22c for No. 1 dairy, 17c for packing stock.

Cabbage—40c per bu. or \$1 per bbl.

Cantaloupes—Benton Harbor Osage \$1.25@1.75 per crate, according to size; Indiana Standards, \$1.50 per crate.

Cauliflower—\$1.25@1.50 per doz.

Carrots—15c per doz.

Celery—16c per bunch for home grown.

Cocoanuts—\$4 per sack containing 100.

Crab Apples—75c@1 per bu.

Cucumbers—50c per doz. for hot house.

Eggs—Receipts have fallen off and, with a very good consumptive demand, the market has advanced 1c per dozen during the week. At ruling prices the situation is healthy without radical change in sight. Local dealers pay 22c for No. 1 stock, loss off.

Egg Plant—\$1.25 per doz.

Garlic—20c per lb.

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—California, \$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 75c per bu.

Parsley—25c per doz.

Oranges—Valencias are steady at \$5.25@5.50.

Peaches—Early Crawford's are now in ample supply and demand on the basis of \$1@2 per bu., according to quality. Other varieties command 75c@1.50 per bu.

Pears—Bartlets, \$1.50 per bu.; Clapp's Favorite, \$1.25 per bu.

Peppers—\$1@1.25 per bu. for home grown.

Plums—Sugar, 75c per bu.; Burbanks, Bradshaws and Guis, \$1 per bu.

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

Potatoes—Home grown jumped from 50c to 60c on the Grand Rapids public market this morning, on account of reports of frost damage collected and disseminated by the Tradesman, but the price will probably drop back to the 50c basis in the course of a day or two. Early varieties were not affected by the frost to the same extent the late varieties were.

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

Squash—\$1 per hamper for home grown.

Tomatoes—Home grown are now being marketed on the basis of 75c@1 per bu. The price will probably recede to 50c soon.

Turnips—20c per doz.

Wax Beans—90c per bu.

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

Whortleberries—\$2.50 per 16 qt. crate.

### The Grocery Market.

Sugar—No change from a week ago. Refiners will doubtless pursue a waiting game in sugar until something develops to stimulate the market one way or the other. There is no denying that sentiment is more pessimistic than in some time, due to the lack of activity, which naturally does not tend to make brokers enthusiastic optimists. It is pointed out in the trade that the season is over, to all intents and purposes, the country having provided for September wants, as a rule, while on the other hand, the weather is distinctly unfavorable for an active consumption. Manufacturers will have no occasion to look back upon the summer of 1915 with cheerfulness, for unusually cool conditions prevailed. The fruit crop is large and cheap, which should facilitate preserving, although whether the housewife will use the same amount of sugar at present high prices with industrial conditions not uniformly good is a question that is not generally answered in the affirmative. However, there are some who still maintain that the situation will take a turn for the better, laying stress upon the shortage in sugar abroad, due to the fact that the United Kingdom is shut off from its usual source of supply in Germany, Austria and

Russia. Advices from the British Isles say that they will need more granulated, as their refining capacity is materially below the consumption. American granulated, moreover, is much more popular than the Java white sugar. At the moment, England is only interested in cubes, in which refiners are well sold ahead, but may resume purchases later on, especially if attractive prices are named. In the meantime, France takes a cargo here and there, so that there is still some foreign outlet. There is some comment heard upon the peace talk now prevalent, although well informed circles do not look for a cessation of the war in the near future. The effect upon sugar of an opening of the Dardanelles would, of course, not be bullish, for it would release Russian sugar as well as grain, thus adding to the supply. However, it is not believed that they will be forced in the near future and peace is still apparently a long ways off. Cuba has larger supplies of raws than a year ago and this explains the reactionary tendency. Refiners' stocks are smaller than in 1914, but those of importers are larger.

Tea—The country has of late been disposed to pursue a waiting game, feeling that with the primary markets heavy there was no incentive to anticipate the future. Local circles point out that prices are largely nominal and could be shaded on actual orders. There is no use in pressing offerings, as this would only tend to demoralize things. The news from Colombo and London is not encouraging, prices receding in both markets for the poorer grades, although good medium and fine teas met support from the buyers.

Coffee—Another decline has occurred during the week and Santos 4s are now below 9c and Rio 7s are below 7c green and in a large way. Even at these prices the market is barely steady. It is reasonably certain that unless Brazil adopts some sort of a valorization plan to take care of its surplus or the European embargo against coffee is removed, allowing some of the surplus to be shipped there, the market for both Rio and Santos will go lower than it is now. The consumptive demand is small. Mild coffees are unchanged for the week. Washed Caracas, Bogotas and Maracaibos are all steady. Mocha is a shade off and now rules at 24c in a large way, green. Java is firm and quiet.

Canned Fruit—Spot conditions are very quiet, but an increasing strength is evident in 1915 pack California fruits. Last week saw a better feeling in all lines of new California fruits and operators are beginning to feel that prices may be advanced before long.

Canned Vegetables—Advices received from Maryland and Delaware estimate that the tomato crop will not be more than 50 per cent. of normal. With the carryover from last year expected to be much less than has been estimated conditions, according to the report, point to an increasing strength in the market,

which is already showing a decidedly strong tendency. Packing in some sections of Tennessee was reported to be completed, and the total is only about 60 per cent. of the normal pack. The weather has been very unfavorable so far and most of the packers have nothing to offer. If conditions improve and the pack is large from now on, the market may recede again, but at present it is very firm. Corn is unchanged and quiet. Pears are still heavy and dull.

Canned Fish—Alaska red salmon attracts the most interest, although the other grades are by no means neglected, and under the impetus of a steadily rising market trade is brisker than it has been for some time in all lines. Medium reds are practically exhausted, according to report. During the week stocks were becoming more and more difficult to find, and there are many more buyers in evidence than sellers. Although a quotation of \$1.10 is being made, holders are said to be obtaining their own prices for their stocks. A few supplies are said to be in transit from the Coast for this market, but the limited amount expected would hardly be any relief to the demand, according to operators. Domestic sardines remain practically unchanged, with a low level of prices still being maintained by the principal operators. During the past week the catch fell off slightly, according to Eastport advices, which said that the run was showing large sized fish, unfit for packing as one-quarter oils. The large run of small fish is expected to begin very shortly, as it is already several weeks overdue.

Dried Fruits—The uncertainty of the conditions existing on the Coast and the inability which is felt in most quarters to decide what the final outcome of the controversy between the California prune growers and packers will be has led to a waiting policy by the trade here. As the time approaches when the first shipments are due to come forward there has been a small amount of buying, but generally Michigan jobbers refused to secure additional supplies at the prices now being offered. Apricots are easier. Raisins maintain a very strong tendency. Spot stocks seem to be well cleaned up and the coming crop has been the center of considerable activity for some time. Prices have been withdrawn by the Associated Company on seedless, although a few outside packers continue to offer limited supplies at advanced prices. An advance of 1c per pound has been made on citron of all grades. Although no change has been made in peels, the tendency of the market is strongly upwards and higher quotations are being looked for. Cleaned currants in cartons are held firmly on a 9c basis for prompt or fall shipment. The first shipment of 1915 crop is due to arrive from Greece about the middle of the month.

Fred Leitz and Oscar Harris have formed a copartnership and engaged in the meat business at 318 Leonard street.

# STOCKS, BONDS, GRAIN AND PROVISIONS

## Features of the Stock and Grain Market.

Chicago, Sept. 7.—Wheat opened lower on weakness abroad and with large receipts at primary points. The weather map showed scattered showers and the forecast is for unsettled weather over nearly the entire belt. This will probably delay the movement and was the incentive for considerable covering by shorts. There was also moderate investment buying on the theory that prices had had a big decline and that it was due for a rally. Theoretically, it is the idea worked out as indicated by the action of the market in advancing  $1\frac{1}{2}$ @ $1\frac{1}{2}$ c from the low point. Technically, however, it leaves the market in a weaker condition than heretofore. Hedging sales were numerous and this was a factor that will prevent a sustained advance. Unless we get news of a more bullish character than was in evidence to-day, we expect to see this cereal continue its downward course.

Corn started very weak and lower, more in sympathy with wheat than to any new conditions. At the decline there was a tremendous amount of covering by shorts in the way of profit-taking. We advised this action early in the season for the reason that the forecast was for cooler weather in the upper Mississippi region, together with predicted unsettled conditions. If this developed it should stimulate a lot more covering and result in temporarily higher prices. Receipts here continue light; Central Illinois points say that they can sell on a higher basis to Cincinnati. Omaha reported that very few people bid the country for corn over the holidays but that the country is willing to sell this morning. The Eastern demand is slow and apparently not wanted in large lots. We believe rallies will be but temporary affairs and therefore suggest sales on the bulges.

Oats: September oats were strong on account of the poor grading of our receipts. This tended to advance the futures as well. Short covering was induced by the strength in corn. We see nothing to change our previously expressed bearish views. The load is too heavy for the small demand.

New York, Sept. 7.—The list gave a rather good account of itself, particularly the rail department, in view of the adverse happenings over the holidays. The accumulation of selling orders at the opening was not great. Foreign exchange was somewhat weaker, and, it was said that cotton and commercial bills were in rather free supply. It is anticipated that the foreign delegates will arrive shortly, and begin negotiations relative to the establishment of a huge European credit or loan, but many problems will have to be solved and the conclusion of the affair will perhaps be delayed for several weeks. The substantial improvement in railroad earnings, especially among the Eastern lines and the fact that liquidation in that department has about run its course, taken in conjunction with the activity of strong market factors, who are bullishly inclined, lend encouragement to the belief in

some quarters that a somewhat higher range of values may be established. Such stocks as Union, Pennsylvania, New York Central and B. & O. should, of course, lead the movements provided sufficient outside buying can be fostered so as to make the movement enduring.

### NEW YORK STOCKS.

	High	Low	Close
Ach. ....	102 $\frac{3}{4}$	101 $\frac{3}{4}$	101 $\frac{3}{4}$
Anaconda ....	71 $\frac{1}{2}$	70 $\frac{3}{4}$	71 $\frac{1}{2}$
Am. Smelt. ....	81 $\frac{3}{4}$	81 $\frac{1}{4}$	81 $\frac{3}{4}$
Alka. Gold ....	32 $\frac{3}{4}$	32	32
Am. Can. ....	58 $\frac{1}{2}$	57	57 $\frac{7}{8}$
Am. Hide ....	8 $\frac{3}{4}$	8 $\frac{1}{4}$	8 $\frac{3}{4}$
Am. C. & Fdy. ....	68 $\frac{3}{4}$	67 $\frac{5}{8}$	68 $\frac{1}{2}$
Am. Loco. ....	53 $\frac{3}{4}$	52 $\frac{3}{4}$	53 $\frac{3}{4}$
Am. Beet Sugar ....	66 $\frac{3}{4}$	65	66 $\frac{1}{2}$
Butte & Sup. ....	65 $\frac{1}{2}$	65	65 $\frac{1}{2}$
Bal. & Ohio ....	83 $\frac{3}{4}$	82 $\frac{1}{4}$	82 $\frac{3}{4}$
Bkln. R. Trans. ....	—	—	85 $\frac{5}{8}$
Beth. Steel ....	291	283 $\frac{1}{2}$	290
Bal'n Loco. ....	81 $\frac{1}{2}$	79 $\frac{3}{4}$	79 $\frac{3}{4}$
Ches. & O. ....	50 $\frac{1}{4}$	48 $\frac{1}{8}$	49 $\frac{1}{4}$
Can. Pacific ....	156 $\frac{1}{2}$	154 $\frac{3}{4}$	154 $\frac{7}{8}$
Chino. ....	45 $\frac{3}{4}$	45 $\frac{1}{2}$	45 $\frac{3}{4}$
Colo. Fuel ....	48 $\frac{1}{4}$	46 $\frac{3}{4}$	47
Cent. Lea. ....	44 $\frac{3}{4}$	43	44
Erie. ....	29 $\frac{3}{4}$	29	29 $\frac{1}{2}$
Erie. 1st ....	45 $\frac{1}{4}$	44 $\frac{3}{4}$	45 $\frac{1}{4}$
Goodrich ....	63	61	62 $\frac{3}{4}$
Great Nor. ....	118 $\frac{1}{2}$	118 $\frac{1}{2}$	118 $\frac{1}{2}$
Gen. Motors ....	250	243	250
Int. Met. ....	21 $\frac{1}{2}$	21	21
Inspiration ....	35	34 $\frac{3}{4}$	35
Lehigh Valley ....	145 $\frac{1}{2}$	142 $\frac{3}{4}$	145 $\frac{1}{2}$
Mo. Pacific ....	3 $\frac{3}{4}$	3 $\frac{3}{8}$	3 $\frac{3}{8}$
Maxwell ....	44	43 $\frac{3}{4}$	44
Nat. Lead ....	65	64 $\frac{3}{4}$	65
N. Y. Cent. ....	93 $\frac{1}{4}$	92	92 $\frac{3}{4}$
Nor. Pacific ....	108	107 $\frac{1}{2}$	107 $\frac{1}{2}$
New Haven ....	67	65 $\frac{1}{2}$	66 $\frac{1}{2}$
Psd. Steel Car ....	63	61	62 $\frac{3}{4}$
Penn'a ....	110 $\frac{3}{4}$	109 $\frac{3}{4}$	109 $\frac{3}{4}$
Rep. Steel ....	43 $\frac{1}{4}$	42 $\frac{3}{4}$	42 $\frac{7}{8}$
Rock Island ....	22	19	20
Ray Cons ....	22 $\frac{3}{4}$	22 $\frac{1}{4}$	22 $\frac{1}{4}$
Reading ....	151 $\frac{3}{4}$	149	150 $\frac{3}{4}$
St. Paul ....	83 $\frac{3}{4}$	83 $\frac{1}{4}$	83 $\frac{1}{2}$
So. Pacific ....	89 $\frac{1}{2}$	88 $\frac{7}{8}$	89 $\frac{1}{4}$
Studebaker ....	113 $\frac{1}{2}$	110	112 $\frac{1}{2}$
Tex. Oil ....	154	151	152 $\frac{3}{4}$
Tenn. Cop. ....	55 $\frac{3}{4}$	54	54 $\frac{3}{4}$
U. S. Steel ....	75 $\frac{1}{4}$	74 $\frac{1}{4}$	74 $\frac{3}{4}$
Union Pacific ....	130 $\frac{3}{4}$	129 $\frac{3}{4}$	129 $\frac{3}{4}$
Utah Copper ....	67 $\frac{1}{2}$	66	67
U. S. Rubber ....	50 $\frac{1}{2}$	49 $\frac{1}{4}$	50
Westinghouse ....	116	114 $\frac{1}{2}$	114 $\frac{3}{4}$

### GRAIN AND PROVISIONS.

	High	Low	Close
Wheat. ....	94 $\frac{1}{2}$	93	94 $\frac{1}{4}$
May. ....	92 $\frac{3}{4}$	91 $\frac{3}{4}$	92 $\frac{1}{2}$
Sept. ....	90 $\frac{5}{8}$	89 $\frac{1}{2}$	90 $\frac{1}{4}$
Dec. ....	—	—	—

	May	Sept.	Dec.
Corn. ....	58 $\frac{3}{4}$	57 $\frac{3}{4}$	58 $\frac{3}{4}$
May. ....	72	70	71 $\frac{3}{8}$
Sept. ....	57 $\frac{3}{4}$	56 $\frac{1}{2}$	57 $\frac{3}{4}$
Dec. ....	—	—	—
Oats. ....	38 $\frac{1}{4}$	37 $\frac{3}{4}$	38 $\frac{1}{4}$
May. ....	36 $\frac{1}{2}$	35 $\frac{5}{8}$	36 $\frac{1}{4}$
Sept. ....	35 $\frac{3}{4}$	35 $\frac{1}{4}$	35 $\frac{3}{4}$
Dec. ....	—	—	—
Pork. ....	1280	1217	1230
Oct. ....	1577	1515	1525
Jan. ....	—	—	—
Lard. ....	1247	1200	1210
Oct. ....	830	812	815
Jan. ....	860	855	855
Sept. ....	—	—	807
Ribs. ....	835	812	817
Oct. ....	850	835	837
Jan. ....	820	805	805
Sept. ....	—	—	—

### Quotations on Local Stocks and Bonds.

	Bid	Asked
Public Utilities. ....	—	—
Am. Lt. & Trac. Co. warrants	326	330
Am. Light & Trac. Co., Com.	326	330
Am. Light & Trac. Co., Pfd.	108	111
Am. Public Utilities, Com.	31 $\frac{1}{2}$	33
Am. Public Utilities, Pfd.	63	66
Comwth Pr. Ry. & Lgt., Com.	49 $\frac{1}{2}$	51 $\frac{1}{2}$
Comwth Pr. Ry. & Lgt., Pfd.	77 $\frac{1}{2}$	80
Pacific Gas & Elec., Com.	47 $\frac{1}{2}$	50
Tennessee Ry., Lt. & Pr., Com.	4	8
Tennessee Ry., Lt. & Pr., Pfd.	20	26
United Light & Rys., Com.	40	43
United Light & Rys., 1st Pfd.	66 $\frac{1}{2}$	69 $\frac{1}{2}$
Comwth Pr. Ry. & Lgt., 5 year bond	97 $\frac{1}{2}$	99 $\frac{1}{2}$
Michigan Railway Notes	99	101
Citizens Telephone	69	73
Michigan Sugar	62	64
Holland St. Louis Sugar	5 $\frac{3}{4}$	6 $\frac{1}{4}$
Holland St. Louis Sugar, Pfd.	7 $\frac{1}{2}$	8 $\frac{1}{2}$
United Light 1st and Ref. 5% bonds	82	85
Industrial and Bank Stocks.	—	—
Dennis Canadian Co.	70	80
Furniture City Brewing Co.	40	50
Globe Knitting Works, Com.	130	140
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	90	100
Commercial Savings Bank	220	—
Fourth National Bank	220	—
G. R. National City Bank	165	170
G. R. Savings Bank	255	—
Kent State Bank	255	265
Old National Bank	195	203
Peoples Savings Bank	250	—
*Ex dividend.	—	—
September 8, 1915.	—	—

An authority states that the stomach of a camel is divided into four compartments, and that when a camel drinks it is not quenching its thirst but filling up these compartments against the day of need. That is why a camel goes so long without water. The animal fills its various compartments of stomach and when thirsty opens the cells and lets the water flow out. The next day or so another cell is opened. There are certain persons who wish they had several compartments to their stomachs, so that they could quench their thirst when the lid is on tight in a "dry" town.

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

Buffalo, Sept. 8.—Creamery butter, fresh, 24@26c; dairy, 21@23c; poor to common, all kinds, 19@20c. Cheese—Selling well, new fancy, 14 $\frac{1}{2}$ @15c; new choice, 14@14 $\frac{1}{2}$ c; held fancy, 15 $\frac{1}{2}$ @16c. Eggs—Choice fresh candled, 25lb 26c; fancy candled, 28@30c. Poultry (live)—Broilers, per lb, 16@20c; cox, 11c; fowls, 14@17c; 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, 45@55c per bu. Rea & Witzig.

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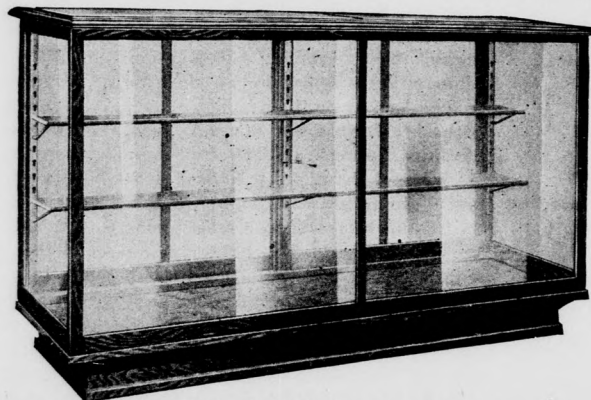
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### Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 6.—Grand Rapids Council held its regular meeting last Saturday night with about fifty present. Some highly instructive and interesting discussions were indulged in, among the most important being the report of the Supreme Council meeting at Columbus by Past Grand Counselor John D. Martin and the report of the Grand Lodge Convention at Lansing by Past Senior Counselor Fred E. Beardslee.

W. E. Mellenger's resolution that the Council lend its aid and support to the first taxicab company which will take passengers to and from the union depot for 25 cents was discussed and put over until the October meeting.

The following candidates were received into the order:

George A. Winchester, representing the Worden Grocer Company.

Gerret J. Geerds, with the West Bend Barn Equipment Co., West Bend, Wis.

Fay P. Friend, representing John Bodbyl.

Geo. W. Wilson, Rice Hutchins Co. Boston, Mass.

William C. Treat, Chapman Manufacturing Co., Chicago.

By reinstatement: George E. Church, representing Wm. J. Moxley, of Chicago, Ill.

A communication of deep interest, not only to Grand Rapids Council but to every council in the State, was read from Grand Counselor Walter S. Lawton, offering to give \$100 in prizes to the councils in Michigan showing the largest percentage of increase in membership for the fiscal year. The prize is to be distributed as follows: \$50 first; \$35 second; and \$15 third.

Senior Counselor C. C. Herrick appointed the following dance committee: C. C. Perkins, chairman; J. Harvey Mann, J. A. Burr, E. Stott, A. P. Anderson.

With the best dance floor in the city and men of such caliber and dash as these, we ought to have some snappy dancing parties this winter.

Have you seen E. G. Hamel's racoons? They made him no end of trouble last week, causing him to add to his expense account the inconsiderable sum of \$51.97 and occupying his attention to such a degree that he succeeded in calling on only three customers. Remarks from the sales manager are in order.

A cartoon says, "A golf player is a man who pays \$2,000 for an automobile to take him to a golf field where he pays \$1,000 per year for the privilege of hitting a ball to obtain exercise enough to put him in condition to digest a glass of milk."

The Mertens Hotel has good prospects of becoming the commercial men's headquarters. They are very congenial fellows—those Mertens

boys—and make the U. C. T. boys welcome in every way.

Boys, don't lapse your U. C. T. insurance. If you should be killed today, are your loved ones insured? You will be gone a long time when you go for good and your family will require three meals a day just the same. A little neglect on your part in the payment of assessments and dues may mean many times the amount to your family, as you positively are not insured while your assessments remain unpaid. To-morrow's remedy will be too late for to-day's evils. There is no better accident insurance than the U. C. T. and there is no better fraternal order in the world for the commercial salesman. It is the only order in existence which combines organization, fraternalism and protection, all for a trifle more than any one of them would cost you in any other occupation. Don't throw it away, but pay your assessments and dues promptly and ward off possible sorrow.

Outside of the low-back seats, single windows, four wheel trucks, old style toilets, poor ventilation and absence of check holders, Mrs. William Thaw's new G. R. & I. steel coaches are all right.

Brother Harwood's manipulation of the stereopticon was a credit to himself and an honor to the fraternity.

W. A. Laufenburg, of Winona Council, Minnesota, and J. A. Cryderman, of Popular Bluff Council, Missouri, were visitors at the Council meeting last Saturday night.

Get busy, boys, and help Grand Rapids Council win that \$50 prize. We need the money.

You fellows who have not yet seen the new hall better do so at once, as it is a dandy. We know you would come oftener if you could see how nicely we are located. A brand new cupboard with Yale locks has just been built in the property room and now we would like to see anyone run away with the spoons.

The ladies of the Four Leaf Clover Club will meet this week Thursday at the home of Mrs. A. T. Heinzelman, 709 Lake Drive, to formulate plans for the ensuing year.

C. W. Mills, 331 Carlton avenue, is on the sick list. You better drop around and see him, brother counselors.

Mr. and Mrs. John D. Martin returned last week from an extended trip through the North.

Mr. and Mrs. Allen F. Rockwell and son, Bertron, 1422 Wealthy street, spent the week end with Mrs. Rockwell's mother, Mrs. Willis H. Smith, of Howell.

Mr. and Mrs. R. J. Ellwanger, 1351 Logan street, entertained friends from Muskegon over Saturday and Sunday.

The Secretary would be writing yet if Harwood had succeeded in getting that motion through the Council.

The next meeting of Grand Rap-

ids Council will convene sharply at 7 o'clock, October 2. The earlier we can meet the earlier we can adjourn.

It seems like old times to write E. A. a letter. Now look out for the blue pencil marks.

But anyway we would have thought Scribe Pilkington might have told us where he was going, so we could use it for an item.

On the contrary, he just told us he was going to vacate and asked us to push the quill for a time or two and he has not been seen or heard from since.

We are still at peace, in spite of T. R.

And now, ladies and gentlemen, the finish is ended.

Barney Lubben, of the firm of Lubben & Rankans, of Coopersville, with his wife and little son, Maynard, have returned from a six weeks' tour of the West. They visited the Pan American exposition and then took a trip through California, Oregon, Washington, British Columbia, Alberta and Saskatchewan. Mr. Lubben is enthusiastic over his trip. It was especially interesting as it enabled him to visit many places where the goods are produced which he handles in his store. For instance, the famous Santa Clara Valley in California which furnishes the choicest raisins, prunes and other fruit. Mr. Lubben was much interested in the salmon fisheries in Puget Sound. He saw the different varieties of salmon caught and graded for the canneries. He traveled through the celebrated wheat section of Alberta where wheat fields extend as far as the eye can reach. He was delighted with the natural scenery, both in going out along the Southern Pacific and the return trip via the Canadian Pacific. This is the first vacation Mr. Lubben has taken in fifteen years and he has returned from it looking hale and hearty and says that all the family enjoyed the best of health all during the trip. The boys who call on the firm are glad to see Mr. Lubben back looking so much refreshed from his vacation.

Floyd Furber, the popular druggist at Lakeview, has recently become the proud possessor of a new Olds automobile. Mr. Furber has only two hobbies—work and automobile. He is so busy with the former that he doesn't have much time to devote to his car, but nobody doubts that he is an enthusiastic motorist when he does allow himself to get away from his business. In fact, he handles both his hobbies with neatness and dispatch.

The members of the shipping force of the Worden Grocer Company have challenged the traveling men of that concern to a game of baseball at Island Park next Saturday afternoon at 2:30 o'clock. The challenge has been accepted and a strenuous contest may be expected. Captain O. C. Hayden, of the traveling force, with his battery, consisting of George Ben-

ton and William Dreuke, Jr., promise some surprises in store for the husky packers. We imagine the surprise will consist in having the umpire fixed before the game is called.

Allen F. Rockwell.

### To Sell by Weight.

Commission merchants of Indianapolis have agreed to discontinue the use of the bushel in measuring commodities and a committee representing them has met with Herman F. Adam, city inspector of weights and measures, in an effort to eliminate misunderstandings. Inspector Adam announced immediately after the meeting that his department will institute a rigid enforcement of the city ordinance on this basis.

The agreement among the commission merchants will not affect retailers, who will be required in their selling to adhere strictly to the provisions of the city ordinance. If the commission merchants, in selling, are required by their customers to supply orders by the bushel, the standard bushel will be required to conform to the weights prescribed by State law.

Commission merchants also will mark all crates handled by them, showing the contents and grade of contents, as required by State statutes governing interstate shipments, and will require shippers supplying them to ship all packages in accordance with Federal laws governing interstate shipping.

### Minding His Business.

Young Mrs. Scott was attending her first ball game. The home team was doing well that day, and for a time she patiently endured her husband's transports and his brief explanations. But when, amid the cheering, howling crowd he sprang upon the seat, waved his new straw hat three times around his head, and almost shattered it on the fat man in front, Mrs. Scott exclaimed:

"What on earth's the matter, John?"

"Why, dearie," he answered, as soon as he could get his breath, "didn't you see the felder catch that ball?"

"Of course," said young Mrs. Scott disgustedly. "I thought that was what he was out there for."

"There are very few rich doctors," says a writer in one of the medical journals. Also, the country is overrun with poor ones.

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E. A. STOWE, Editor.

September 8, 1915.

### BAD FOR POLISH JEWS.

For many years it has been Germany's determination to obtain a free road to Constantinople and thence to Western Asia. Germany, having been checked in her attempted expansion in Africa, decided to get control over Constantinople and Bagdad. The present war was provoked by Germany as a means towards such ultimate end. Germany hoped to crush France, weaken England, then crush Russia, and thus secure to herself a free hand in the Balkan peninsula, through which her desired free road to Constantinople lies, likewise a free hand in European and Asiatic Turkey.

That Germany might now remain inactive on the Franco-Belgian front and exert her efforts to free her way to Constantinople does not seem plausible. England and France are still in a position to menace Germany and to continue the campaign at the Dardanelles, probably with renewed vigor, thanks to Italian co-operation. So long as France and England are not crushed, Germany cannot risk forcing for herself a passage to Constantinople across the Balkan states, since she would meet there with a strenuous resistance from Rumania, Bulgaria and Servia, as it would be against the vital interests of these states to permit Germany to obtain a foothold on the Balkan peninsula. While the Balkan states might not be looking with favor upon Russia's possible control of Constantinople and the Black Sea, Russia's dominion over Constantinople would be far less objectionable than Germany's, since Russia would have direct access to Constantinople from the Black Sea, without violating or infringing upon Balkan territory.

Nor is it likely that England and France would be disposed, unless crushed, to make Russia pay for German evacuation of Belgium and Northern France. If Russia had the least misgivings of the possibility of being sacrificed in this war, she would have sued for separate peace long before the fall of Warsaw. The very fact that the Russian army is still fighting for its existence and that Russia refused to listen to peace proposals would indicate that the Allies

have solemnly pledged themselves to uphold the territorial integrity of Russia. It is therefore quite likely that the concession of generous slices of Russia to the Kaiser for the sake of peace will not be permitted by England and France, and certainly not by Russia. The reason for this determination is that the Jews in Poland would be more unhappy under German than under Russian rule. It must be borne in mind that the Jews in Poland must live in harmony with the Christian Poles and must have their good will, in order to live there without serious molestation. If Germany were to retain Russian Poland, she would quite likely grant to the Polish Jews the same rights as to the Christian Poles, but only in exchange for unqualified support by the Jews of any policy she might decide to pursue in Poland, probably to the detriment of the Christian Poles whom she would try to Germanize by all possible means. Germany's policy in German Poland fully justifies that assumption. The Polish Jews, 95 per cent. of whom speak Yiddish and German, would perforce expose themselves to the charge that they are helping Germany to Germanize Poland, and the charge would be quite justified. The effect of such a state of affairs can best be judged by past experience. About fifteen years prior to the outbreak of the present war the Russian pale for Jews became overcrowded. The Russian Jews, unable to emigrate to Russia proper, were forced to emigrate to Poland. These Jews from the Russian pale never learned to speak Polish and had to speak Russian, the language they more or less knew. The mere fact that these Russian Jews spoke Russian made them not only very objectionable to the Poles, but exposed them to the unwarranted charge that they were the voluntary agents of Russia for the purpose of the Russification of Poland. The Christian Poles thereupon started to wage a commercial and social war upon all Jews in Poland, and for some years prior to this war Russia Poland became the most anti-Semitic country in Europe, which made the life of the Jews in Russian Poland almost unbearable. A worse situation for the Jews would be brought about in Poland under German control, for the reason that practically all the Jews there would speak German with the invaders, and would thus expose themselves to much more hatred and intolerance on the part of the Christian Poles than in the worst period under Russian dominion. For this reason it is very doubtful if the Jews in Poland would gain much under German dominion, even if they were to obtain full civil rights from Germany.

Italy is indebted to a woman, Signora Bianca Bardoli, of Bologna, for the invention of a gauze mask to neutralize the effect of asphyxiating gases. While men are preparing new devices for the taking of life, women are at their age-old task of preserving life.

### WE WEEP FOR GERMANY.

The piratical attack on the Hesperian, without notice to the passengers or crew, throws a dark and ominous cloud over the situation. That the cloud may be soon, and completely, dispelled is the earnest hope of the American people. The genuineness of their satisfaction over the clearing up of our dispute with Germany, so plainly promised by Count Bernstorff's written statement of a few days ago, was manifest. One reason for expecting that the sinking of the Hesperian will not prove to be the undoing of all this is the almost unthinkable outrageousness of the act. It is true that the Lusitania outrage also seemed unthinkable before it happened; but there is a vital difference. So far from Germany having promised at that time to respect the laws of war in her treatment of peaceful ships, she had expressly notified the world that she would set those laws at naught; the reason for confidence that the Lusitania was safe was that the world could not believe that Germany would carry the lawlessness and barbarism she had foreshadowed to their furthest possible limits. She herself, however, was in a position to say that she had done no more than she had threatened. But Count Bernstorff's note was a humiliating withdrawal of that threat and an explicit promise of abstention from any repetition of the crime. The destruction of the Hesperian condemns Germany as guilty of an immediate and shameless violation of a solemn written promise upon which the ink was hardly dry, made to a great neutral Nation which had shown its sincere desire for a continuance of friendly relations with her. It shows that her word is not good and that her promises are made only to be broken. In short, Germany is the outlaw nation which can never take rank among honorable nations until her people overthrow the infamous Kaiserism which has obscured their vision and placed them in a position where they cannot see the claims civilization has on them.

### WISCONSIN'S BUTTER BRAND.

Cheese made in Oneida and Herkimer counties, N. Y., has long had an enviable reputation for excellence. Travelers from that section have been interested to see it advertised in grocery stores on the Pacific coast in a way to indicate that it was regarded as the best possible brand which could be procured. Years ago considerable was said about Orange county butter, but that is not as much heard of in recent times. The Utica and Little Falls cheese markets are quoted all over the world and counted controlling. That there is value and advantage in having a reputation of this sort goes without saying and every good pound of cheese and every good pound of butter made there helps to sell more cheese and more butter at attractive prices.

The State of Wisconsin is endeavoring to break into the butter market. It has determined to adopt a state brand. This is to serve as a trade mark, the idea being that if the but-

ter is marked Wisconsin it has a certain organized standing in the market. The idea was first obtained from Denmark, whose creamery output was branded and recognized all over Europe for its excellence. Not everybody who makes butter in Wisconsin will be able to put on the State brand. It is proposed that the authorities shall have charge of it and that creameries or other makers who wish to use the brand must successfully pass a severe test, and more than that they must submit to frequent scrutiny and inspection. This is a good idea and is calculated to improve the quality of the product, because every butter maker in Wisconsin will wish to use the brand, and to do so must come up to the required standards.

When any one of our consular or commercial agents finds himself short of matter for a letter to the Department of Commerce, he puts on his hat, goes down the street, stops at any shop or office where he has not stopped on a similar errand recently, and primes himself to listen to a fresh tale of American stupidity. The latest such story happens to come from Panama. In May, there was a fire in Colon that burned out many business houses. A few weeks later, one of the largest of these firms received by the same mail—thus dramatically was the scene staged—two letters, one from England, the other from New York. The letter from England showed none of the contempt for "natives" that forms an important ingredient of the British reputation, but on the contrary enquired solicitously about the effect of fire, noted the additional burdens created for business in England by the war, and wound up with this practical expression of sympathy: "Give yourself no occasion for worry at the state of your account. We know how conditions are. Send on your orders and they will be filled as usual and upon the usual credit terms." The New York letter began: "Owing to war conditions, we are compelled to curtail our lines of credit, and the terms in future will be—." If this were an isolated instance, it might be passed over; indeed, a commercial agent would know better than to report it, but it appears to be in keeping with the custom of the cheap politicians this country sends out to represent the United States in an official capacity.

It appears that former Senator Burton of Ohio is not only an avowed, but an active candidate for the Republican Presidential nomination. He may not be the most desirable man for that preferment, but the party might go further and do worse. There are not many men who have been in public life as long as he was who left it with such an enviable reputation for honesty and efficiency. He is making the tour of some of the Western states and improving the opportunity to confer with the leaders of his party, presumably presenting to them his view of the situation. If the Republican nomination is not to go to Hughes or Root, it is doubtful if it could find any better man for the honor than Senator Burton.

# The Wholesalers of Grand Rapids Invite You To Attend The West Michigan State Fair as Their Guest

## AN INVITATION

**Mr. Retailer:**

September 7th, 1915.

Dear Sir:—

The West Michigan State Fair has grown to tremendous proportions. Still it will be larger and greater than ever this year. In fact, excel in exhibits of all kinds and in wholesome, instructive and entertaining features.

### You Should Attend

Do so without fail. Just think what days of enjoyment and recreation.

The Wholesale Department of the Grand Rapids Association of Commerce invites you to come. Will you be our guest and use your admission ticket which will be waiting for you at any one of the wholesale houses who are glad to participate in this invitation?

Just come to Grand Rapids Fair Week, any day you may prefer, and the coupon attached to an invitation which will be mailed to you by the Grand Rapids Association of Commerce, presented to any of us, will be exchanged for a fully paid admission ticket to the Fair. If for any reason you should not receive your invitation, containing this coupon, from the Association of Commerce, just drop them a postal card and one will be mailed to you direct.

You can leave your parcels at the Grand Rapids Association of Commerce, use the rest rooms, meet your friends there, use the telephones and get any information you want. Just come and bring the family.

We want to see you and have you enjoy Grand Rapids. You owe this pleasure to yourself and family and you will return home better fitted to meet your daily problems.

Sincerely,

WHOLESALE DEPARTMENT,  
Grand Rapids Association of Commerce

## Here Are the Names of the Wholesalers Who Extend This Invitation to You

Alfred J. Brown Seed Company.  
Brown & Sehler Company.  
Central Michigan Paper Company.  
Corl, Knott & Company, Ltd.  
Durfee Manufacturing Company.  
Grand Rapids Casket Company.  
Grand Rapids Dry Goods Company.  
Grand Rapids Oil Company.  
Grand Rapids Shoe & Rubber Company  
Grand Rapids Supply Company.  
Great Western Oil Company.  
Hazeltine & Perkins Drug Company.

Herold-Bertsch Shoe Company.  
Hirth-Krause Company.  
W. C. Hopson Company.  
G. J. Johnson Cigar Company.  
Judson Grocer Company.  
H. Leonard & Sons.  
C. J. Litscher Electric Company.  
Michigan Hearse & Carriage Company.  
Michigan Lithograph Company.  
Michigan Tradesman Company.  
C. W. Mills Paper Company.  
National Grocer Company.

Newaygo Portland Cement Company.  
M. Piowaty & Sons.  
Pittsburgh Plate Glass Company.  
Powers & Walker Casket Company.  
Rademaker-Dooge Company.  
Rindge, Kalmbach, Logie Co.  
Paul Steketee & Sons.  
Valley City Milling Company.  
Voigt Milling Company.  
E. L. Wellman.  
Woodhouse Company.  
Worden Grocer Company.

## AUTOMOBILES AND ACCESSORIES

### Congress to Further Road Building.

The dominating problem in connection with highway building at the present time is unquestionably that of finance and indebtedness. This applies both to country roads and city streets, and involves the questions as to whether direct taxation or bond issues are preferable; the proper term for bonds; the amount of bonds which may be judiciously issued for road and street construction under given conditions; the legislation which may be necessary in reducing these essential factors from the haphazard to a basis which shall be scientific and economic; the questions of sinking funds, and bond retirements; all appeal directly to the best financial sense of all citizens, when road or street improvement is contemplated.

The fact that probably one-half of the counties and cities in the United States are now at some stage of the agitation for highway betterment makes the financial problem one of paramount importance. The subject will be presented and discussed in all its phases at the Pan-American Road Congress, which will assemble at the Municipal Auditorium, Oakland, Cal., on Monday, September 13, and continue five days.

While steady and regular advancement has been made during the last ten years in methods of road and street construction, maintenance, and administration, it has been through the annual conventions of the two great National organizations, the American Road Builders' Association and the American Highway Association, that the knowledge of the various lines of improvement has become general, and the whole world enabled to profit. This year the two associations have joined their forces to organize the Pan-American Road Congress, and secure the presence of delegates from practically every country in all America. They will be aided on the Pacific Coast by two organizations with memberships in California, Oregon, and Washington, the Tri-State Good Roads Association and the Pacific Highway Association.

Twenty-seven subjects will be considered at the Congress. Six of these are educational; the other twenty-one are open to discussion, not only by those selected by the programme committee to prepare papers and lead discussions, but by any one, delegate, member, or visitor, who may be present, so that all known facts may be brought out.

According to the best available statistics there are nearly 2,000,000 motor cars in active service in the United

States. Despite this immense number of cars, it is the opinion that merely the surface of possible buyers has been scratched and that in time every family will be able to own and operate a motor car.

The ascent of the ladder of fame may be difficult, but we never notice the splinters until we begin to slide down again.

Many a good reputation has been stabbed by a pointed tongue.



All types and sizes of tires but every one a Diamond, in the Squeegee Tread if desired, and at fair-listed prices.

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

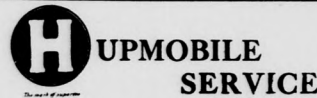


See the new Cadillac Eight  
It's the Peer of Them All

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



What's in a Name?



The squarest deal for you and your Hupmobile

Its distinctive feature is a book of 100 coupons which every buyer receives with a 1916 Hupmobile, and which can be cashed at any Hupmobile station in the United States or Canada.

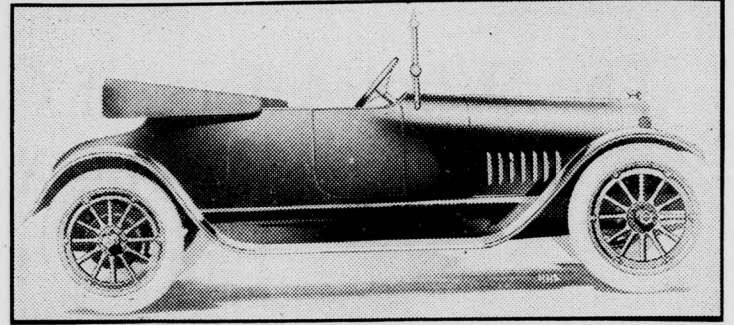
These coupons entitle the owner to 50 hours of free labor. We urge you to have your Hupmobile dealer to give you full particulars.

1916 Hupmobile Prices:—5 Passenger Touring \$1085, 7 Passenger Touring \$1225, 2 Passenger Roadster \$1085, 7 Passenger Limousine \$2365, 5 Passenger Sedan \$1365, 2 Passenger All Year Coupe \$1165, 5 Passenger All Year Touring \$1165—F. O. B. Detroit.

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

GEORGE S. THWING & CO.

572 Division Ave. So.  
Cit. 1417. Bell 1427 GRAND RAPIDS

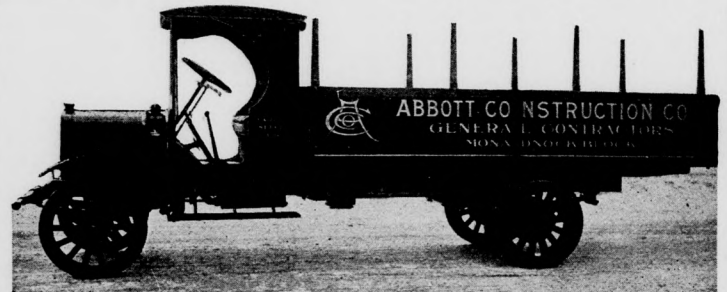


### APPERSON SIX—The American Beauty Car

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

PHELPS AUTO SALES COMPANY,  
Distributors APPERSON and KING Cars

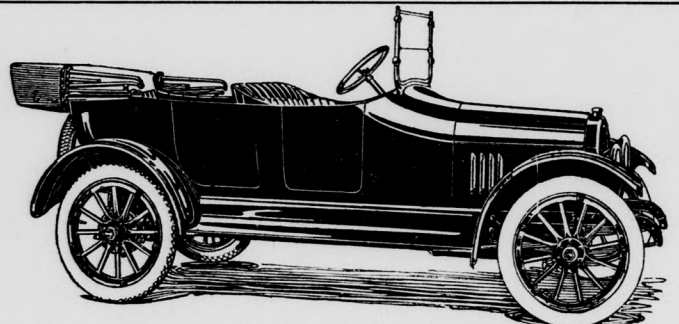
Michigan St. and Lafayette Ave.  
GRAND RAPIDS



### THE SILENT WORM DRIVE TRUCK

Every unit standardized One to five ton capacity

SERVICE MOTOR TRUCK COMPANY  
A. C. LUCE, Branch Mgr. GRAND RAPIDS



MODEL 5 DORT TOURING CAR, fully equipped with Electric Starting and Lighting and Demountable Runs, at the remarkable low price of \$650.00. See the DORT before you buy.

OSWALD MOTOR CAR CO.

66 SHELDON AVE., S. E.

GRAND RAPIDS, MICH.



### "The Menominee"

Model A-3

Capacity 1500 Pounds

Price—As illustrated with solid rubber tires \$1275.

With pneumatic tires \$1300.

F. O. B. Menominee, Mich.

Write for catalogue and complete specifications.

Mr. Business Man: There is a Menominee truck especially suited for your business. See our exhibit in Machinery Hall at the West Michigan State Fair, Grand Rapids, Sept. 20-24, 1915.

Menominee trucks have positive hook-up through tubular radius rods, radiators suspended on pneumatic shock absorbers—an exclusive Menominee feature, special heat treated channel steel frames—over 1100 trucks in service and not a broken frame to date.

#### OTHER MODELS

Completely equipped—express or stake body

Model B-3 1 ton.....\$1875

Model C 1 1/2 tons..... 2025

Model D 2 tons..... 2465

F. O. B. Menominee, Mich.

Built by D. F. Poyer Co., Menominee, Mich.

Established 1910 Mig. Motor Trucks Exclusively.

BURTLESS MOTOR SALES COMPANY

Michigan Distributors

400-408 N. Washington Ave.

Lansing, Michigan

We have some choice territory open for reliable dealers

**West Michigan Pike Traverses Fourteen Counties.**

Among the numerous marked highways in the United States the West Michigan pike, which parallels the shore of Lake Michigan, holds prominence for having the trail sign posted completely and also for keeping the roads in first-class condition. This route begins in Michigan at Mackinaw and goes south through Petoskey, Charlevoix, Traverse City, Manistee, Ludington, Muskegon, Grand Haven, Holland, South Haven and St. Joseph, where the trail diverges for Chicago and South Bend.

The West Michigan Pike Association has been active in the promotion of the road improvements for the last five years. Its route traverse fourteen counties through a country with countless lakes and streams, swept by the cool breezes of Lake Michigan the summer through, making it the favorite spot of recreation in the Middle West. This route links resort to resort, and the railroads and boat lines touch all the important points along the highway. A delightful variety of scenery lures one from the prosperous cities, farms, and orchards of the "land of fruit" to the wilder scenes and virgin forests of the Northland. There is never an hour passed without a lake or forest fringing the road, and many views of the blue of Lake Michigan in the distance or miles of touring along its beach.

Lower Michigan's peculiar situation guarantees it immunity from the excesses of great heat and extreme cold. Humidity is absent—or nearly so—from this great section, and so the sun's rays, even in midsummer, have no terrors for those fortunate to be there. The prevailing winds are from the west. In Northern Michigan cool nights are not rare, when only a few hundred miles south thousands are sweltering in the great, crowded cities. Sleep and absolute rest are the two gifts of this vast North country.

The route of the West Michigan pike is designated by legislative enactment of the State of Michigan and constructed under State supervision by the various counties through which it passes. The State pays a reward for every mile of the pike that meets its rigid specifications, and these stretches of the road are commonly known as "State reward" road. Seventy per cent. of the highway is now completed as State reward road and about 15 per cent. is under construction. The poorer sections are receiving special attention in order to make the trail a highway of the first caliber. Several counties have completed the improvement of the road in their boundaries, and the remaining counties are making every effort to finish the pike in order to receive the double reward.

The pike association is a voluntary organization of those interested in the promotion of good roads. The laying out of the route, its construction and sign marking, and the promotion of the tourist travel over the pike have been its chief work.

L. M. Steffens.

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.

**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.

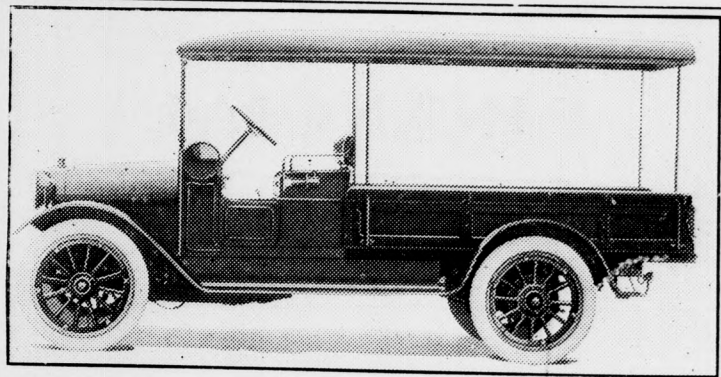
Economical on Oil, Tires and Repairs.

**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.



**The Reo Fruit Car** Large Capacity: Light Expense  
**YOU NEED IT!**

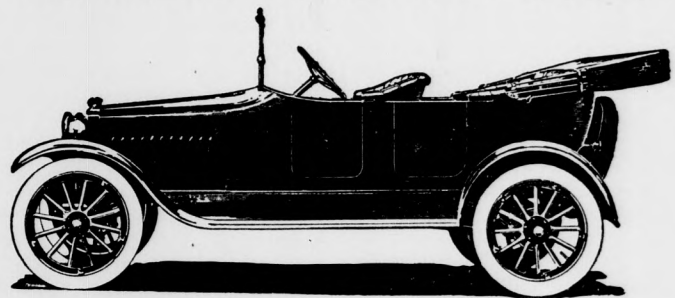
Because it saves 50 per cent of your time, or it will increase your earnings 50 per cent.

You need a Reo because the Company is financially the second strongest in the world, enabling you to get service and repair parts during the life of your car. Is it not worth considering?

A postal will bring you full information, including specifications, etc.

**W. D. VANDECAR, Western Michigan Distributor**  
131 Jefferson Avenue, S. E. Grand Rapids, Michigan

**SAXON SIX \$785**



**The Equal of Any \$1200 Car  
on the Market**

Territory in Mecosta, Ionia, Ottawa, Allegan and Barry Counties open for live dealers. Do not delay if interested. See our exhibit Fair week. Write for terms.

**GRAND RAPIDS SAXON COMPANY**  
572 Division Avenue, South

**EVER READY FLASH LIGHTS  
ARE PROFITABLE**

We will send you Attractive Window Display

**C. J. Litscher Electric Company**  
Wholesale Distributors Grand Rapids, Michigan

**Economic Coupon Books**

They save time and expense.  
They prevent disputes.  
They put credit transactions on cash basis.  
Free samples on application.

**TRADESMAN COMPANY, Grand Rapids, Mich.**



**Cost of Doing Business in a Country Bank.\***

The city bank presents a problem entirely different from that of the so-called country bank. It has its extensive banking quarters and an expensive organization to maintain, and, as it is the hopper into which is thrown items from all the country around, it has, above all, the problem of handling and collecting hundreds of these items received daily through the mails or over its counters.

In considering city bank costs we will think only of the banks of our own city, or of banks of the relative size to those in our city, as a great portion of the cost of doing business is largely a matter of ratio and may be considered great or small according to the amount of business done. The figures given you are in a measure arbitrary and expense is an individual problem with every bank.

For the purpose of this analysis I will eliminate the item "taxes," which although it looms up large in the expense account, is a capital expense and bears no relation to deposits.

When a bank opens its doors for business without a dollar on deposit, it has a certain fixed expense which we will call overhead expense. This includes such expense as is chargeable direct to any one class of business. Its rent, the care of its banking office, the official salaries stenographers, telephone, and that portion of the miscellaneous expense which cannot be distributed, may all be classed as "overhead." In determining the cost of handling any class of business, this overhead expense should be borne in the same ratio as the deposits in the class considered bear to the whole. Other expenses, with the possible exception of the salary of your note teller, may be charged direct.

A summary of the deposits of all commercial banks in Salt Lake City at the time of their last published statements shows that each of the banks have three classes of business: Time deposits, bank deposits, and commercial deposits, divided as follows: Time, including savings accounts, 27½ per cent.; bank, 20 per cent., and commercial, 52½ per cent.

As a basis let us assume we have a bank with \$2,000,000 business on its books, divided as above, \$550,000 time, \$400,000 bank, and \$1,050,000 commercial. We will assume also that it has the customary executive officer, cashier and assistant cashier, and that the total of these official salaries is \$15,-

\*Address by John A. Mallia, Assistant Cashier National Copper Bank of Salt Lake City, before Utah Bankers Association.

000; it pays a yearly rental of \$12,000 and it has other undistributed expense of \$7,750. The total overhead expense then is \$34,750. While these figures are arbitrary, they come close to the average in three of the medium sized banks of this city.

On this basis let us see if the first class of deposits pays. The first question that enters is that of reserves, remembering that legal reserve is one thing and reserve required to transact your business is quite another. With this class of business legal reserve should be sufficient, normally. National banks are now required to carry 5 per cent. against time deposits and state banks must carry 10 per cent. Using the state law requirements we have \$495,000 in loanable funds, and the average rate is about 7.4 per cent., or a gross earning of \$36,630. The average rate of interest paid is about 3.5 per cent., or \$19,250; the pro rata of overhead expense is \$9,550 and the actual expense about \$1,600, showing a profit of over \$6,000 per annum. The actual expense charged to this class of business is small, as one man can handle a great number of accounts and the collection cost scarcely enters into it. As deposits grow, the pro rata of overhead decreases and the profits increase—assuming, of course, that interest rates do not decrease.

Because the first class of business submits readily to an analysis of nearly the exact cost of handling, and shows a profit, it might be assumed that the next class will also be profitable as the interest paid is low. With bank accounts the profit or loss is a matter of analysis of each account and depends upon the balance of the account, the number of items handled and the class of items.

It is here that the big bank commences to use the machinery of its organization. The country bank, at the end of its business day, gathers together its items on here, there and everywhere, and sends them to the city bank. It charges the account of the city bank and the amount immediately enters its reserves. The city bank credits these items upon receipt, but its problem is an entirely different one. It must have collection facilities for handling the various items in that letter, and, aside from those passing through the clearing house, it requires from two to six days to get returns on many of them, and these returns are oftentimes "less exchange," which some times the city bank must absorb. Before returns are received the whole amount of the country bank's letter may have been

# Manufacturers and Merchants

## Find Frequent Opportunities to Save Money by Having on Hand Available Cash

Idle cash is loss.

Cash invested is not always available.

Certificates of Deposit draw interest, and the money they represent will be paid on demand at this bank, or at almost any other bank in the country.

## The Old National Bank

177 Monroe Ave., N. W.

Grand Rapids, Mich.

# Fourth National Bank



United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3½

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

checked out and the city bank has been actually paying interest on a balance which it never has at any time. This practice of paying interest on uncollected balances is brought about by competition and the lure of the total columns. It is but one place where the city banker shows lack of the great principles of modern business—co-operation.

I have before me an analysis of an actual account at one time on the books of a bank in this city, and not perhaps upon the books of some other bank. This account, during the time it was under analysis, carried an average balance of \$8,300, and for this balance it asked its city correspondent to handle nearly that total in items daily. Here is what the city bank found when the account was put to test: Of the items sent during one month, \$133,000 required three days to collect, \$1,000 required four days, and \$4,150 required five days, or an average daily total of about \$12,000 constantly in the course of collection. After deducting the reserve required on the balance, crediting the account with the interest received, also allowing for other earnings on the account, then charging it with the loss of time in transit, the pro rata of administration expense and the interest paid, the account showed an actual loss to the bank of \$28.40 per month. Can you imagine what 100 accounts like the above would do to the earnings? This account may not be a typical one, but there are many like it. Happily for the city bank, all country bank accounts are not like it, and there are many which show a profit, although it may be said that the profit on the good accounts must help to bear the expense of the unprofitable ones.

The third class of business, the commercial accounts, bears the heaviest expense, not alone because it has the largest deposits, but because here we have that part of the bank which comes in contact with the public and the public demands individual service. Strictly commercial accounts may be, and oftentimes are, submitted to the same analysis as bank accounts to determine their desirability. The profits of this department, therefore, depends upon the number of desirable accounts.

In our assumed bank, if we will pro rate the expense, regardless of collecting items, we would have a cost approximately thus: Overhead expense \$18,250; stationery, postage, bonds, etc., \$4,000; salaries of tellers, book-keepers, and other clerks in the commercial department, \$11,650, or a total of \$33,900 per annum. This bank would, normally, have about 2,000 accounts. Let us say that it has 3,000. The cost of handling an account for one year would be \$11.30, and the account should have an average balance of \$200 to pay its way. Experts variously estimate this figure from \$150 to \$300.

Now, I want to ask the bankers of Salt Lake City how many accounts they have on their books whose balance is less than \$200; how many less than \$100, and how many are even less

than \$50? I mean active accounts. I may be giving to the country banker some of the secrets of the city bank when I say that every bank in this city is full of accounts of this class. And most of them are busy little accounts, too, whose accumulation of checks reminds one, in number and amount, of the cream checks which daily float into the country bank. Here is a class of business which the banks are carrying at an actual loss, and know that it is being carried at a loss, rendering it the same service that it renders to the best accounts on the books, yet no steps have ever been taken either to rid the banks of this unprofitable business or to provide a service charge that would at least cover the cost of handling. I hope some day soon that some big banker will rise up and declare himself on this subject, and I believe he will have the hearty support of every bank in the city.

The large item of expense in handling the business of a city bank, is the salary account, and one of the problems is to keep normal this item and at the same time preserve a happy contented feeling among the employes. A certain number of employes are required regardless of the amount of business, and this number increases naturally, as the business increases.

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

**Kent State Bank**

Main Office Fountain St.  
 Facing Monroe

Grand Rapids, Mich.

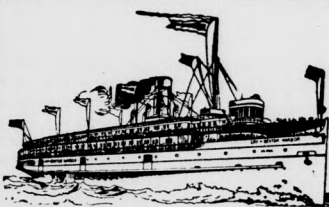
Capital - - - - \$500,000  
 Surplus and Profits - \$500,000

Resources Over  
**8 Million Dollars**

**3 1/2 Per Cent.**

Paid on Certificates

**Largest State and Savings Bank  
 in Western Michigan**



**CHICAGO  
 BOATS**

Graham & Morton  
 Line

**Every Night**

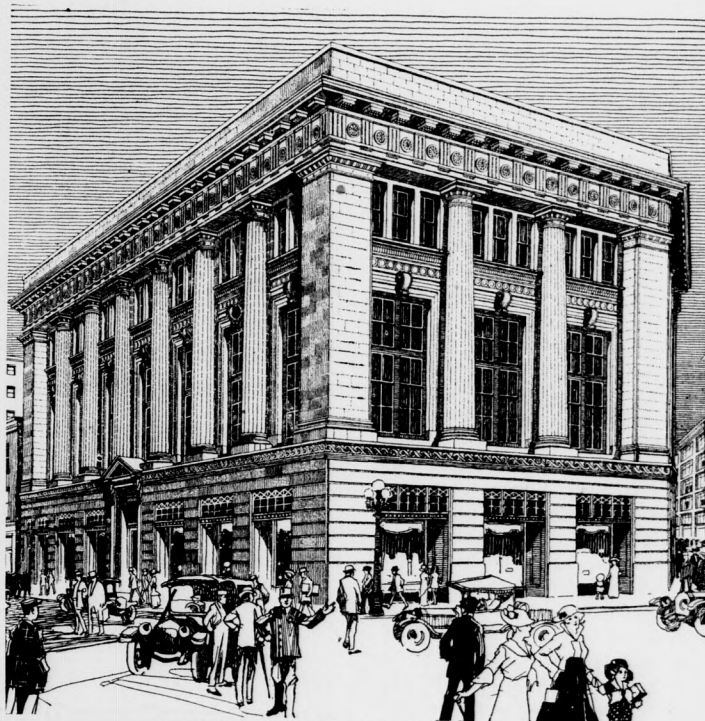
**Prudent People**

*Place the affairs of the weak in the hands of the strong. This Company has all the elements of strength—twenty-five years' experience, perpetual existence and financial responsibility, as well as men specially trained in all matters pertaining to Trusteeships. Our charges are reasonable.*

*Send for blank form of Will and booklets on Trusteeships and Descent and Distribution of Property.*

**THE MICHIGAN TRUST CO.**  
 of Grand Rapids

**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.

System and the quality of the organization have much to do with regulating the number of employees.

The best bank organization is one that trains its own men and builds from the bottom. It is also the least expensive. Bank men, like other human beings, like to feel that they are growing, getting ahead, and the best men are those whom you start as messengers and push along as the opportunity offers. This organization requires supervision, and the supervision of some one who knows—some one who can answer the hundred questions that daily come with the work; and the test of efficiency of the organization is that the machinery of the bank moves along day after day without a jar being felt either in front of the counter or behind it.

Absolute loyalty is the first thing demanded of the employe, both by the bank and its executive officers. As I am talking now to executive officers, I want to say that loyalty is yours, in ninety-nine cases out of 100, without the asking if you will only do your part. When you hear an employe refer to his bank as a "dump" or a "joint," you may make up your mind that the big boss of that bank is one who comes in in the morning with a sour stomach, who rants about the petty things that go wrong and who in a few moments can undo the good feeling which has taken his chief clerk months to build up. In the eyes of the average employe, the big boss is on a pedestal—almost a thing to worship—and he can't afford to be petty or to have men of petty natures around him. A little friendly visit from the big boss once in a while among the working force will help a lot and he may even learn things which will repay him.

#### Investment Bankers.

One of the most important conventions ever won for Denver is that of the Investment Bankers' Association, which meets in this city September 20, 21 and 22. The members of this Association represent the great substantial investment interests of the country. Their proceedings are of National importance and command National attention.

The vast undeveloped territory of which Denver is the center seeks new capital, and it is very fortunate indeed that these bankers are to have an opportunity of seeing at close hand what we have out here. If the advice of men of this type could have been obtained, and followed, in some of the financing of development enterprises in the West in the past, it would not have been necessary for us to retrace some of our steps, and, after costly reorganization, proceed on a sounder basis. An effect of the deliberations of this body here should be to instill a new thoroughness into the flotation of enterprises in the Rocky Mountain territory. Sooner or later a policy of this substantial kind will have to be adopted; only so can the West obtain the capital it requires.—Denver Commercial.

You can't hurt some men unless you hit them on the pocket book.

Up in the State of Washington there is a surplus of onions. The crop is unusually good and a movement has been started by a Walla Walla business club to "buy a sack of onions." It is easier to dispose of onions than to sell a bale of cotton left on one's hands, and for that reason more people may follow the advice and invest in onions, especially so when they can get two bushels for 35 cents.

In urging the father-to-son movement one speaker at the National convention of retail jewelers in New York City, last week, declared that the best asset a father can hand down to his son is a reputation for honesty in dealing and that it is more important than money. He hit the nail on the head in his remarks and many of his hearers recalled the old copy-book advice, "Honesty is the best policy."

One can't always judge a man by what his neighbors say about him.



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.

## 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.

## 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

## The Successful Executor

Must have a wide knowledge  
of law, finance, investments  
and real estate.

When you employ this Com-  
pany, such knowledge is at  
your service.

## GRAND RAPIDS TRUST COMPANY

Capital and Surplus \$450,000

Robert D. Graham,  
President

Hugh E. Wilson,  
Secretary

Most business men are called upon, at sometime, to administer an estate where the situation demands the selection of conservative investments with as good yield as goes with "maximum" security. Municipal and first mortgage, serial, real estate bonds and certain kinds of public utility bonds are peculiarly fitted for such investments.

## HOWE SNOW CORRIGAN & BERTLES

MICHIGAN TRUST BLDG  GRAND RAPIDS MICHIGAN  
INVESTMENT BANKERS

will give you the benefit of their experience and the same competent counsel that has won for them the confidence of their large clientel and many banker patrons.



# THE MEAT MARKET

## Talks by the Butcher Philosopher.

I was in a meat market in New York City the other day and happened to hear a woman, who evidently was an old customer, complaining to her butcher.

"Your meat does not seem to be as good as it used to be," she declared. "What is the matter? The steak you sent me yesterday was tough and dry and lean. I'm sure I pay you enough for the meat to be good."

The butcher apologized in the following strain: Good meat, he said, was scarce and hard to get just then. In warm weather, he explained, they do not ship as many fat cattle as they do in cooler weather, so butchers have to get along with the best they can get. What little good meat does come into the wholesale market, he told her, was bought up for the country hotels and the watering places around the city. "But," said he, with a sort of virtuous resignation, "I hunt the markets thoroughly and buy absolutely the best stuff that I can get."

This apparently frank explanation did not seem to suit the woman, however, and as she left the market I heard her mutter something about trying elsewhere in the future. In fact, she was in a very good frame of mind to switch her trade for good.

When she had gone the butcher, perhaps noting the incredulous expression upon my face, said to me: "My best trade is away now, so what is the use of paying 16 and 17 cents for good hinds when I can buy pretty fair ones for 12 or 13 cents? Trade is slow, anyhow, so I am making this grade do until the fall. When my people get back good beef will be cheaper, and then I'll buy it again."

This line of argument seems to me to be a mighty foolish one. So long as he had trade during the summer that wanted good beef, he might better have paid the price necessary to get it and charged accordingly, than to try and sell an inferior grade.

Not all people go away from the city during the summer that are able to; a good proportion remain at home. Some are in business and cannot manage to get away; others prefer their home comforts to hotel life and refuse to go away.

People like these, however, expect to live just as well in the summer as they do in the winter. They demand the best quality of meat and are willing to pay for it. Very often these people are better able to live well than those who think they must go to the expense of leaving the city during the hot weather.

At any rate, to switch the grade on

account of the price is bound to drive away those who really want good meat. If they are unable to get what they want in your shop, and if they succeed in getting it when they try elsewhere, they are surely going to forget about you in the winter, when you could and would like to serve them.

The time to prepare for a good fall and winter trade is right now. When the best part of your customers are away it is much easier to fix up and get your shop in order, for that is the season when you really have the time. Twenty-five or \$50 worth of paint and enamel works wonders in beautifying the market.

And the butcher who caters to the little summer trade that is left will hold them for the winter, and also stands a good chance to gain new trade that will be very welcome later on. You butchers who have the reputation of selling good meat should hold on to it by every means in your power, for it is a hard thing to gain and an easy thing to lose.

This is especially true in hot weather. People are more finical and suspicious in summer than they are in winter, harder to satisfy, and so it requires more real ability to hold up your end.

The butcher who buys close and often and only sells such meat as is fresh and good stands the best chance of an enduring success. Remember that the stay-at-home is better than the other kind. Think this over!—Butchers' Advocate.

### Smoked Corned Beef.

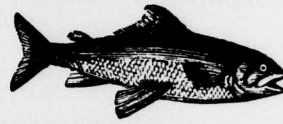
The leaner part of a round of beef should be hung until it becomes rather tender, not tainted, however. To every round use one-quarter of a pound of cane sugar, one and one-quarter pounds of salt and about two ounces of saltpeter. Mix the above mentioned ingredients and rub them well into the meat. Then place it in a vat and sprinkle with common salt. The liquor formed must be rubbed into the meat every day and the same held in the pickle for about fifteen days. Place the meat in a press where it stays under pressure for twenty hours. When dry smoke in hardwood smoke for about seven days.

### How She Did It.

"My wife has made me the success that I am," said the wealthy man modestly. "I am glad to hear you say that," replied his pastor. "Tell us, for the benefit of others, how she did it."

"She always has wanted so many things I've simply had to hustle."

**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

**HART BRAND CANNED GOODS**

Packed by

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

Michigan People Want Michigan Products

**Make Out Your Bills  
THE EASIEST WAY**

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

*The Grand Prize*

AT THE

**Panama-Pacific  
Exposition** San Francisco  
1915

HAS BEEN AWARDED TO



Registered,  
U. S. Pat. Off.

**Walter  
Baker &  
Co. Ltd.**

for the superiority and  
excellence of their

**Cocoa and Chocolate  
Preparations**

55 Highest Awards at the Leading Fairs and  
Expositions in Europe and America.

**Walter Baker & Co. Ltd.**  
Established 1780 Dorchester, Mass.

**PEACOCK BRAND**

**Breakfast Appetites**

can be encouraged and well satisfied with a nice rasher of bacon and fresh eggs. Go to your grocer's and get some of the famous Peacock mild cured bacon and fry it, pouring off the grease as quickly as it forms. This makes it crisp. Peacock Hams and Bacon are cured by a special process—brine is not used—so they are not salty. They are especially prepared by Cudahy Brothers Co., Packers, Cudahy, Wis., for those who want the best.

**Cudahy Brothers Co.**

Packers

Cudahy, Wisconsin

**Good Yeast**

**Good Bread**

**Good Health**

**Sell Your Customers**

**FLEISCHMANN'S  
YEAST**



### Good Salesmanship is the Clerk's Livelihood.

Written for the Tradesman

There is one dry goods clerk in my town who always excites keen admiration.

"That man can show the goods while most clerks are saying, 'Good morning,'" commented a lady customer once, "and he can make three sales or four maybe while other men are merely showing the goods."

A clerk who can do this is an extremely valuable man to have about a store in busy times—say, during the Christmas season. Hence, his methods are worthy of close study, not merely by other clerks, but by employers, who are up against the difficult problem of training their salespeople to the highest possible degree of efficiency.

To begin with, I don't think that Jim is an extraordinary man. He started with an ordinary education, and to all appearances about the same grade of natural ability which the average clerk possesses. So that, as far as natural equipment and preliminary training are concerned, the average store clerk has just the same chance as Jim to make himself worth while. And Jim is not pretty—not in his ordinary attitude, that is. I have never seen him posing for admiration. He appears to be too busy to pose.

Here is a sample transaction:

Enter a lady, who walks up to Jim's counter. (I have seen ladies stand around waiting to be waited on by Jim—which, since it can't be a tribute to his good looks, must inevitably be a tribute to his abilities as a salesman.)

"Good morning, Mrs. Black," says Jim. If she has ever dealt with him before, he knows her name—he has picked it up during the first transaction and tucked it safely away in a corner of his memory for ready reference. "What can I do for you?" while he asks the question, he motions the customer to a vacant seat. "Ginghams." Before the word is out of her mouth, almost, he has half a dozen bolts upon the counter before her, and as he hands down each bolt, he accompanies it with a brief, pointed comment upon the color, quality and attractiveness of the goods.

The customer seems to take her pace from him; instead of waiting until all the goods are spread out on the counter, she quickly examines one sample, then the other. The instant she shows a sign of preference Jim puts in a word or two approving the goods for which he shows a liking. Instead of hesitating her mind is made up in a few minutes. And it is made

up to stay made up. By the time she has decided on which gingham she will take Jim, by quick questioning, knows how much she wants. In an instant he has cut off the desired length. Instead of asking, "Anything else?" he suggests another length of the gingham which was to all appearance her second choice. She is in a mood to buy. He passes on to thread and buttons, indicates the counter, and, having exhausted the possibilities of sales at his own counter, tells her, without putting pencil to paper, how much is her bill. The only wait is while the cash carrier is making its journey; and Jim, chatting with the customer, stores away little bits of tactfully secured information. She mentions that she has a little girl four years old next month. Instantly he suggests such and such a piece of goods on the adjoining counter for a little girl's dress. Maybe an additional sale results—in any event, Jim has shown more than a casual interest in the little girl.

And all this takes a tithe of the time that the inexperienced clerk consumes in getting under way.

How is it done?

By this time, after years of experience, quick, rapid-fire selling has become second nature with the man. He couldn't sell slowly if he tried. He's broken away from the habit of slow selling by forming the habit of doing things quickly. And yet there is nothing of the rush-'em-off-their-feet way of doing business about him. His movements are quick, but never confused; he talks very distinctly; every word is clearly enunciated; there is no hurried, verbose gabble about it—in fact, he uses just the words necessary to convey his meaning and no one word more. There is no waste steam to distract the customer's attention from the essentials of the sale.

To produce quick, efficient selling like this, mental concentration is necessary. The salesman must center all his thoughts upon the sale in hand. He cannot afford to let his mind go wandering back to what happened yesterday, to his interests outside the store, or even to other details of the business. From the moment she enters, his mind should be intent upon pleasing this individual customer. If he knows her name he should greet her by name. The ordinary clerk, asked about gingham or flannel

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.

## Blankets and Comforts SEASON IS NOW ON

Increase your sales by showing a good variety in the different styles and qualities. It will be to your interest to look at our line, because it is one of the most complete in Michigan. Cotton, Wool and Woolnap Blankets in Tans, Greys, Whites and a beautiful assortment of Plaids.

Comforts quilted and knotted at all prices.

### Paul Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

## "STYLES THAT SELL"

SOFT  
&  
STIFF HATS

THE  
NEWLAND  
HAT

CAPS, GLOVES  
&  
MITTENS

We carry a complete line of the latest styles for prompt shipment

Mail orders solicited

### Newland Hat Company

164-166-168 Jefferson Ave.

Detroit, Michigan

# Ceresota

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## Guaranteed Spring Wheat Flour

An immense crop of splendid quality puts us in the running this year. 🌾 🌾 🌾 🌾 🌾

WRITE US FOR PRICES

## JUDSON GROCER CO.

The Pure Foods House

Wholesale Distributors

GRAND RAPIDS, MICHIGAN

nels or some other line of goods, will say, "Yes, we have them. Would you like to look at some?" Upon an affirmative answer, he will show the goods. Then, and only then, will he start to talk about them—after half a dozen samples are spread out upon the counter. The 100 per cent. salesman, in this instance, asked for gingham, does not waste a minute in unnecessary questions. He shows the goods instantly and discusses their selling points in the same time that he is showing them. The saving of time is obvious. But time can be saved in this way only when the clerk has his every thought on the business in hand. He can't afford to let his thoughts go straying to other things.

With his mind concentrated upon the sale, the clerk will notice the little hints which every customer unconsciously lets drop—the guide posts which facilitate a sale. A word or two, or even a look, will give a clue as to whether the customer likes or dislikes this or that sample of goods. Such a hint is sufficient indication as to the line to follow and the goods which are most likely to sell if their strong selling points are urged. The clerk who doesn't concentrate on the sale misses these hints entirely; even the suggestion, "Is this the latest thing you have?" or "Do you think this will wear well?" never conveys to his mind the idea of offering something at a slightly higher price which will give better satisfaction. Yet such half-expressed opinions do indicate, to the watchful clerk, that there is an opening here for better goods; that the customer would not be unwilling to pay a little more for certain satisfaction.

This habit of quick, wide-awake selling is one which every salesman will find it profitable to acquire. For one thing, it is a great deal easier to make sales where you give every thought to the business in hand. Experiences prove this. Of course, it is impossible in every instance to rush through a sale in a few minutes; but it is possible in every instance, even with the most cantankerous customers, to speed up the selling and secure better results by giving your entire attention to the customer. The clerk who concentrates is too much interested in his work to conduct a long distance flirtation with the girl at the ribbon counter or to whistle the latest popular air; he conveys to his customer the impression of keen interest and anxiety to be of service and to give satisfaction; and that impression in the customer's mind puts the customer in more of a mood to purchase, no matter how cantankerous he or she may usually be.

As stated, a clerk with the knack of selling quickly is invaluable in rush seasons, when, too often, customers have to go away empty handed. An entire staff of salespeople with the habit of close attention to business would be invaluable to any store. Whatever the employer can do, by way of personal talks, competitive records, departmental competitions, and the like, to stimulate good selling and larger sales will be well worth

while. To get the entire staff working competitively and then to give each individual advice as to how to increase sales will usually ensure the advice being to some extent at least assimilated and acted upon.

The knack of efficient selling is even more valuable to the salesman than to the employer, for good salesmanship is the clerk's livelihood.

Victor Lauriston.

#### Historic.

In the days when Lord Wolseley was only a colonel, a sergeant-major came to ask for a day's leave in order to help his wife with the company's washing.

"I've been speaking to your wife, Pat," said Colonel Wolseley, "and she begged me, whenever you came to me for leave on her washing day, to refuse you, because, you get in her way so."

The man saluted prior to leaving the room, but when he got to the door he turned 'round and saluted again, and asked, "Have I your leave to say something, Colonel?"

"Yes, Pat."

"Well, what I wish to say, sir, is that one of us two must be handling the truth rather carelessly because I haven't got a wife."

#### Efficiency.

The postmistress of the sub-station was, presumably, a New England product. By temperament, obviously, she was sexless. She had a nose like the beak of some great bird. It did not appear that she would ever sicken and die, rather that she would last like the "wonderful one-hoss shay." And she had not the look of a character that led a loose life. "Count your change, count your change!" she said when a man at her little window handed her a one-dollar bill in buying a stamp. She gave him a handful of dimes and pennies. "Count your change, young man!" she cried. "If you find any mistake after you the the window we will not rectify it; count your change!"

### "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

## Our Clothing Department



Calls attention to the exceptionally good values we are offering in Men's Khaki, Whipcord, Cassimere and Cottonade Pants to retail at \$1.00, also Boys' Knickerbockers to retail at 50 cents to \$1.00 per pair.

We have all sizes in stock and will be pleased to receive "fill in" orders.

### Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

## Double Profits

In grouping the profitable and unprofitable lines in your store did you ever make this distinction?

Some items (which pay you a good profit) stimulate trade in practically every department of your store, while with others (which also pay a satisfactory profit), your income ends with the original sale.

### "LITTLE BUSTER" Popping Corn

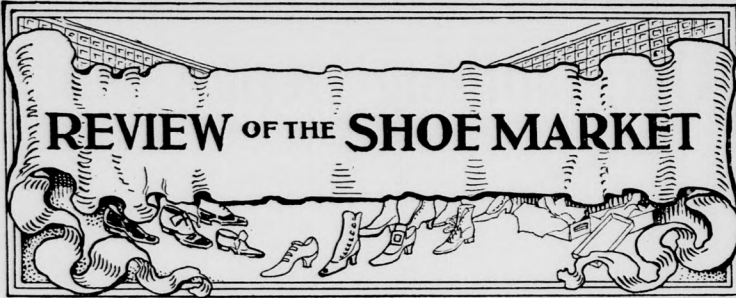


pays you a handsome profit besides stimulating trade in a number of other articles in the store. These double profit lines come pretty near spelling the difference between success and failure in these days of over competition.

Order a case of "LITTLE BUSTER" from your jobber to-day and lay the corner stone for a double profit paying business.

**THE ALBERT DICKINSON COMPANY**  
Chicago, Ill.

# REVIEW OF THE SHOE MARKET



## The Triumph of Sound Merchandising Methods.

The truth of the well-worn saying, "It's a long lane that has no turning," is gradually being proved by the trend of the business world—a trend toward old-fashioned, common-sense methods of merchandising. In every department of modern business there is well defined evidence of greater conservatism, plain, frillless ways of doing business and adherence to those practices that have the recommendation of rugged fairness without glamor or moonshine.

In retail circles—among shoe retailers none less than among other retail concerns—the phenomenal rise of what we term the department store and coincident eclipse of the "specialty" shop has been a matter of grave concern if not downright despair. These big emporiums with their enormous buying power, apparently limitless financial resources, and advertising on an unprecedented scale have wielded an influence with producers, public prints and the buying public that is unequalled in the annals of retail merchandise. The idea of "doing all your shopping under one roof," coupled with alluring "bargains" and ultra-ingenuous means of amusement and entertainment, combined to attract housewives by the thousands and made these aggregations of retail stores the chief attractions in the shopping districts of cities and large towns.

Little wonder that the apparently insignificant shop devoted to but one or perhaps a few allied lines should be relegated to the background and made so utterly inconspicuous both in the avenues of mart and in the pages of the newspaper, where their advertisements were overwhelmingly overshadowed by the page and two-page spreads of the mighty department stores. Little wonder that the individual purchaser, especially womankind not in touch with the real pulse of business life, should gradually come to believe that the goods handled by department stores were superior to those handled by the "little" stores; that prices were lower for equal quality and quality at equal prices.

But experience, although a slow teacher, is a very efficient one, and experience has taught both the purchasing public and the department store owners a few things in the past few years. In fact, to one who has not kept in touch with developments in retailing, the poignancy and thoroughness of the lessons learned will be surprising. To give emphasis to the truth, a number of prominent New York department store men were talking over the matter recently when one of them said: "I believe that in a few years there will be in New York City not more than six department stores, as the name is now applied and that

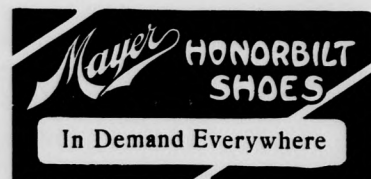
their methods will be greatly changed. I further believe that the desirable 'specialty' shops, now conducted on lines of high commercial principle, will grow and their yearly profits increase." Then it developed that the other nine men were unanimously of the opinion expressed in the above quotation.

While the above is in the form of a prophecy, it covers so broadly the chief fallacies being exploded by experience that it is interesting from several angles to shoe retailers, who have patiently labored under the unsound conditions that have been created by department stores' business methods and ruthless competition. Moreover, we do not wish to base our comment merely upon prophecy. Stubborn fact boldly faces us with the undeniable proof of the downfall of at least one New York department store recently; and this is the eighth or ninth New York department store to close its doors within a comparatively short time. There are persistent rumors in many big cities that others are on their last legs.

Many cases are assigned for the heavy mortality and threatened extinction of the department store as now constituted, but most of them can be comprehended or summed up under the general reason—high cost of doing business.

The department store staggers under the highest ratio of expense to volume of business, the average being over 26 per cent, in spite of a turnover of seven times a year. This high cost of doing business is a direct result of the "something for nothing" idea back of the luxurious schemes of public entertainment, extravagant management, unwise liberality in return privileges, expensive free delivery methods, over-capitalization and other minor defects in the scheme of operation.

The lesson for the specialty shop—in which category the retail shoe store rightfully belongs—in the present reversion to sound methods, is that while a retailer must keep pace with progress and give customers adequate service, there is no warrant for extremes of favoritism and "free" service to attract or hold patronage. There is a reasonable measure of service due every customer and a proper degree of courtesy and attention owing to the public, but beyond these reasonable limits there is the quicksand of imposition in which profits, and more than profits, sink from sight



**Mayer HONORBIT SHOES**  
In Demand Everywhere

## HIGH CUTS FOR FALL

In Stock



One of the many good selling numbers we carry in stock, ready to ship.

No. 8195 1/4—Men's Brown Chrome Blucher, 11 inches high ..... Sizes 6 to 10  
 No. 8355—Boys' Brown Chrome Blucher, 9 inches high ..... Sizes 2 1/4 to 5 1/2  
 No. 8355 1/4—Youths' Brown Chrome Blucher, 9 inches high ..... Sizes 1 1/2 to 2  
 No. 8837—Little Gents' Brown Chrome Blucher, 9 inches high ..... Sizes 8 1/2 to 12

**Rindge, Kalmbach, Logie Company**

"Makers of Shoes that Wear"

Grand Rapids, Mich.

## Working Men Who Know Wear Rouge Rex Shoes



The merchant who is known to handle them gets their business.

Rouge Rex Shoes appeal at sight, and grow in favor under the test of service.

Every operation in their manufacture from the raw hide to the finished shoe is with this end in view.

We tan the leather and make the shoes.

Write for catalogue or a visit from our salesman with samples.

**HIRTH-KRAUSE COMPANY**

Hide to Shoe  
 Tanners and Shoe Manufacturers  
 Grand Rapids, Mich.

forever. When something is apparently given for nothing, and unreasonable freedom allowed to those who are nery enough to take advantage of it, there must be either a loss of profit or else the less audacious must pay for the excess favors to those who impose upon the store's liberal policy.

However, the eclipse of the exclusive shoe retailer is on the wane, we believe. It remains only for the exclusive dealer in shoes to help along the education of the public in sound merchandising methods and to render that full measure of service and attention which is the public's due.—Shoe Retailer.

**Manure at Four Pounds for a Dollar.**

We have received the following copy of a letter addressed by a tanner to one of the largest Chicago packers:

Gentlemen—We are sending you under separate cover a piece of leather taken from a hide of a car of winter hides purchased from — and shipped from your Chicago hide house July 2, 1915.

In this car were 666 hides and an allowance was made for 7503 pounds of manure or nearly 11½ pounds per hide, and the man who took these up did not get allowance enough. Manure at four pounds for a dollar is rather expensive even for fertilizer.

Since this first car was received, we have received three more cars containing 1787 hides, on which there was an allowance of 11,737 pounds, or 6½ pounds per hide. In all, we have received along with the four cars of hides nearly a car load of manure, on which an allowance was made of \$5,536.14, which is 12½ per cent. of the hides. The freight on this manure was \$30.39.

In agreeing upon the amount of tare to be allowed for manure it is a play of wits and a matter of compromise and cannot represent the true value.

We are sending this piece of leather to show you the effect manure has upon leather. The condition of this piece was caused by the hide lying in pack against another hide covered with manure. This condition is in the green hide before it is tanned. Manure also hardens and stains the grain.

Our loss on these four cars of hides on account of the condition in which they are put into pack and salted is at the least calculation \$4 to \$5 per hide.

The packers of this country are generally referred to as "progressive, up-to-date leaders of merchandising" They have succeeded by eliminating waste and yet in the preparation and care of hides for sale to the tanner, they are following methods in use since the memory of man and are causing an economic waste that runs annually into the millions.

If it were not a simple problem to solve there might be some excuse for it, but, as all it would require would be to put hides into salt clean, we believe we are entitled to some consideration. While manure at 25c per pound may seem attractive, we believe that by furnishing us hides and h'ides only when we buy hides, you will greatly simplify your own and

the tanners' problems and thereby enable the tanner to make a yield of leather proportionate to the amount of hides he buys, as you cannot make leather from rotten hides.

We are not making a claim, as usage has given you the right to deliver hides in any manner or condition you see fit provided claims are not made before shipment, but we believe that it is time that conditions were changed, and it is up to you as one of the largest producers of hides to use your influence to that end.

We trust this letter will receive the attention it demands and that some action will be taken before next winter.

Very truly yours,  
.....  
—Shoe and Leather Reporter.

**Don't Slight the Child Shopper.**

How much attention are you accustomed to pay to the child shopper? Do you wait upon her in turn, or are you accustomed to overlook her and attend to the demands of the grownups whom, you think, will be bigger buyers?

That little girl is, perhaps, making her first visit alone to the store. To her it is an event. She will remember everything that happens as long as she lives. Any little extra attention you pay her will come back to you a hundredfold. And if you slight her?

Well, just remember this: Little girls grow up very rapidly. It will be only a few years before she is mistress of her own spending money and very likely a liberal buyer. A few years more and she will be selecting a trousseau. Do you want her trade then?

Cater to it now. If you slight her, you may drive her from your counter, and from the store forever. But if you treat her with a little extra politeness, which pleases her and costs you nothing, you will probably make a lifelong friend and customer.

**Courage None Can Surpass.**

Real courage is not the cool, careless audacity that marches up to the mouth of a cannon with a frivolous song on the lips, but the courage that sustains itself upon nothing but its own unconquerable stamina. The man who, although his fights be all defeats, still fights; who, although he has been a failure in the past, and who can see little to cheer him in the future, still rises patiently and indomitably every morning to face the day with equanimity and dogged resolution—that indeed is courage—a courage that no king, no general, no soldier in the ranks can surpass.

**Thorough.**

Melindy, bereaved of her husband, consulted her young mistress on the proper wear to disclose her grief.

"Ah wants a black hat, an' a black dress, an' black shoes, an' black gloves, and a whole black hank'chief, ma'am."

"Oh, no, Melindy," her mistress protested. "Not a solid black handkerchief!"

"Honey," remarked Melindy, impressively, "when ah mourns, ah mourns!"

# Everyone Else Satisfied

## How About You?

Where *style* is paramount

**Hood's Win**

Where *wear* is paramount

**Hood's Win**

Where *service* is paramount

**We Win**

You cannot get the most out of your rubber business unless you are hitched up to these *three fundamental necessities*.

Get our catalogues.  
See our salesmen.

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids

# This "Adv." Shows

ONE LINE OUT OF A GREAT MANY CARRIED IN STOCK. THEY ARE NUMBERS THAT HAVE HELPED MAKE OUR "BERTSCH" LINE FAMOUS

Seldom Equalled—Never Excelled



- 960—Men's Gun Metal Calf Blucher, Goodyear Welt, Half Double Sole, Modified High Toe, D & E.....\$2.35
- 979—Same only Button ..... 2.40
- 913—Same as 960 only extra fine quality..... 2.75
- 914—Same as 979 only extra ality..... 2.75

In Stock  
for  
At Once Shipment

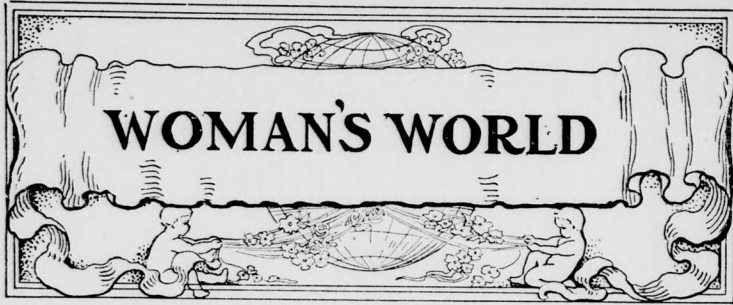
Complete  
Catalogue or Samples  
on Request

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Mfrs. Serviceable Footwear

GRAND RAPIDS, MICH.



## WOMAN'S WORLD

### Concerning the Landlord's Taboo of Children.

Written for the Tradesman.

Lately I have listened to both sides of the question of renting houses to families with children.

The parents' side of the case was ably presented by my old friends and former neighbors, the Woolvertons. They have three children—two boys of 12 and 7 and a girl of 9—bright, active, promising children, and extra well behaved. The Woolvertons have some means and would like to own their own home, but the firm for whom Mr. Woolverton works have found it necessary to change him about from one city to another, seldom allowing him to remain more than two or three years in a place. His position is altogether too good to give up. Since the moving order is likely to come at any time, it certainly would be unwise for them to buy. So they continue to rent—under difficulties.

Mr. Woolverton is frank to say that he feels misused. In his estimation landlords and landladies are an unjust set, indifferent to public welfare and blind to their own best interests.

Sometimes the Woolvertons have found it almost impossible to get a house at all. Often they have been compelled to take some shabby run-down place on which the owner positively refused to lay out a penny for repairs, but charged them a hold-up price for rent. Mr. Woolverton claims—and I have no reason to doubt what he says—that for a decently comfortable house, when such a one is to be had, he always must pay five to ten dollars a month more than would be charged if it were to be occupied by a family of adults. And when he and Mrs. Woolverton go house hunting, their hearts are sickened by the slogan "No Children" which greets them on every hand.

Mr. Woolverton is somewhat socialistic in his views. He maintains that all property should in a sense be devoted to the general good. It is conceded by every right-minded person that the family is our greatest institution—so important that it ranks all purely financial ends. In this country every kind of property is taxed to maintain free schools, in order that no child may lack the opportunity for an education. The railroads carry children up to 5 years for nothing, even though they are often far more troublesome than adult passengers. The rights and claims of childhood are everywhere being more and more recognized. Why are the owners of residence renting property

alone exempt from obligation in this regard?

The Woolvertons hold that the policy of landlords is not only selfish, unpatriotic, and directly provocative of race suicide, but that it is shortsighted as well, and in time will prove damaging to their own interests. "If people find it impracticable to raise families, who will be the tenants when the present generation of grown-ups are dead and gone?" they reason.

The other side of this question was shown up by Mrs. Hazencroft, an old acquaintance of mine who has had a particularly long and rich experience in renting houses. For thirty years to my knowledge she has been leasing her property to tenants. Being an inveterate swapper she has at one time and another had holdings in flat buildings, furnished and unfurnished cottages, bungalows, larger residences, and even a small apartment house or two. In her own opinion she is defrauded in every deal she makes, she is unjustly and unmercifully bled for taxes, and she is compelled to do business with any number of people who always are ready "to take advantage of a woman." Still in spite of her manifold wrongs and difficulties, she has substantially added to her property from year to year, and really has a remarkably shrewd, keen mind, strangely at variance with her meek and mournful appearance.

Mrs. Hazencroft is not socialistic in her views. Her idea of a becoming liberality in money matters is to contribute regularly to one's own church, and occasionally, on well attested proof that they are not imposters, to help those in dire need. These claims having been discharged, business is business with Mrs. Hazencroft. That humanity has any right of eminent domain over her property, that her houses and flat buildings should be used as will best subserve the public welfare—this is an idea not within the range of Mrs. Hazencroft's mental horizon. It is entirely beyond her or she beyond it—just which way depend largely on the reader's point of view.

Mrs. Hazencroft sums up her experiences in this way: "It is simply impossible to rent any furnished place to a family with children. You lose money every time you try it. They scratch and bang the chairs and tables and dressers, and they smear the rugs and curtains with their bread and butter and jelly and honey. It costs more to renew and put the furnishings of a house in shape after a messy lot of kids than you get for

the rent. Letting a family with children go into an apartment or a flat, furnished or unfurnished, is all a mistake. If you allow one or two, the families of just adults will leave you, and to have an apartment house or a flat building all filled up with children makes it so noisy that nobody can stand it. And they're always quarreling. Besides"—and here Mrs. Hazencroft's mind seems to rise to altruistic heights—"a flat or an apartment is no place for children anyway. They have no yard to play in.

"And even with unfurnished houses, I commonly say 'Adults only.' The way children are brought up nowadays, a place soon looks all worn out when there are children about. They romp on the lawn and the grass gets thin and brown. They wipe their dirty fingers on the wallpaper. I've known 'em to take a hammer and break holes in the plastering. I like children—they're all right in their place—but as renters I prefer families that are all grown-ups."

Don't you know plenty of people—good, nice folks who pay their bills and move in the upper circles of society—who do not take care of a rented house as they would if they owned it? Is not the clause in the lease, "natural wear and tear and the action of the elements" often enlarged to cover entirely uncalled for depredations? And do most tenants, when moving out of a property, feel under obligation to make good for any damage that has been inflicted? Certainly not. If the smashed pane or

the broken lock is replaced it is only because the owner exacts it.

On the other hand there has been a great lack of any intelligent system in the leasing of residence property, and this has worked to the detriment of owners and careful renters alike. If the person wishing to lease a house is of fairly good personal appearance and can pay a month in advance, no investigation as to what sort of tenant this person has been in the past is commonly deemed necessary.

Owners have sized it up that the mathematical probabilities of their houses going to pieces badly are less with adult tenants. They fail to make any discrimination between the careful, well-trained children of some families and the destructive young outlaws of others, but put a ban on all youngsters alike, thus shutting off their property from some very desirable and responsible tenants, and lessening, needlessly, the applications, which they consider.

House owners and the better and more careful renters ought to come together on some practical arrangement that would be for mutual benefit. Such families as the Woolvertons, who are actually willing to treat a rented house as if it were their own, and whose children are not allowed to deface or destroy things, should be able to establish a "character"—to take from a past landlord a reference that would make them welcome tenants with any owner having houses to rent. Quillo.

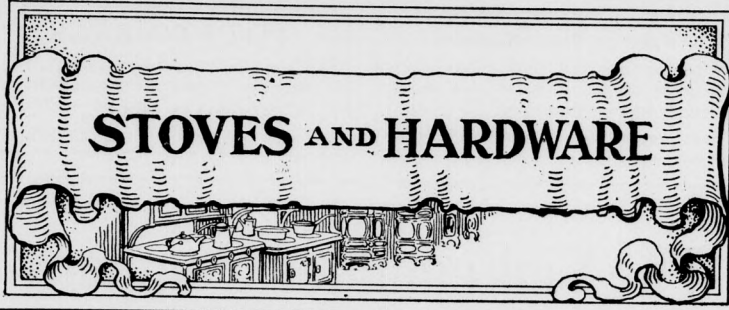
**SUN-KIST**  
REG. U. S. PAT. OFF.

**SEEDED RAISINS**

SUN-KIST Seeded Raisins are **NOT PACKED** by any association or combination of growers or packers like thousands of other brands are. They **ARE PACKED** by the owners of the SUN-KIST Brand, who have absolute control of the quality and who cater to the desires of particular people.

SUN-KIST Seeded Raisins have an individuality of their own—not only in the **WAY THEY SELL** but in the satisfaction they give. Your customers will use more raisins if you give them SUN-KIST because that is the kind they want.

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



**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.

**Women Customers in the Hardware Store.**

When a woman customer asks you "How can I keep a door from sticking?" or, "What is the best way to stop a floor board from squeaking?" do you know just what tool to recommend? Expert knowledge has as important an application to sales of tools for ordinary household purposes as it does to those intended for use by the skilled mechanic.

Tools are not usually considered in the class of merchandise which appeal particularly to women buyers. Yet there is a good chance for business in this line for the dealer who sees the opportunity and goes after it.

Many hardware stores are giving increasing attention to the women purchasers, and the percentage of women who shop in them is increasing proportionally.

There are countless little jobs in every home that the housewife will find to do if she only has the proper tool to use. Here is the opportunity for the hardware dealer to lead the way into a field which has not been overworked. First he must familiarize himself with his stock of tools and the uses to which they may be put. For instance, how many of the questions below could you answer and explain satisfactorily to the prospective woman customer? Look the list over. You probably know just the proper treatment for many of these difficulties. Others you can find out from a study of catalogues and booklets supplied by various manufacturers. In nearly every household at least one of these conditions prevails.

The advertising of your store could feature service of this kind. Let customers know that you know how to stop a door knob from punching the wall, and that you are willing to tell them. Get the women to come to your store for advice on the household difficulties given here and other similar problems. If they need tools to use you can sell them; if they do not, you gain their good will and get them into the habit of visiting the store. By this means the dealer can open the way to many sales to women whom he has not considered as prospects.

**Can You Do These Things?**

Can you hang a towel rack in a tiled bath room without cracking or chipping the tile?

Do you know how to keep a door bolt from sticking?

How is the easiest way to ease a window sash that works hard?

Do you know how to hang a picture on a papered plaster wall without damaging the wall?

Do you know how to take a nail out of a shoe without going to a shoemaker?

When the bureau drawers stick do you know how to make them work smoothly?

Do you know the easiest way to hang a drapery rod straight, true and secure?

Do you know how to make the leaves in an extension table fit right?

Can you stop a table from rocking and tipping without putting paper under one of the legs?

Do you know how to make your windows burglar-proof?

The "Save a dime a day" slogan of the savings department of the Corn Exchange National Bank has been enjoying widespread popularity since its inception some four months ago, and 50,000 Chicagoans believe in and practice this new form of systematic accumulation of small amounts. The pocket savings depository, holding \$6 worth of dimes, is in extensive use and is catching thousands of 10 cent pieces every day, and has proved an invaluable aid to savings. The public has not been long in realizing to what proportions a dime saved every day can reach. A dime has growing power, as well as any other currency denomination, and according to calculations one put into savings 356 times a year will yield, with interest, \$1,066.18 at the end of twenty-one years.

Every head of the household would like to have his wife worry about him, but she seldom does.

**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.

**REYNOLDS**

APPROVED BY THE NATIONAL BOARD OF FIRE UNDERWRITERS  
 TRADE MARK  
**FIRE H.M.R. SAFE**  
 ESTABLISHED 1868

**SHINGLES**

Michigan builders are using more Reynolds shingles this year than ever before. Every year adds to their popularity, because each year proves their worth in greater degree.

Reynolds Shingles have been in use for more than a dozen years. The first laid are still in good condition. They never disappoint.

They are attractive, economical and durable. The beautiful colors and tones of the mineral surfacing are non-fading.

If your dealer can't supply you write the factory.

**H. M. Reynolds Asphalt Shingle Co.**

"Originators of the Asphalt Shingle"

Grand Rapids, Mich.

**Trade Stimulators For Price Advertising**

Our monthly catalogue of General Merchandise abounds with these.

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

**Butler Brothers**

Exclusive Wholesalers of General Merchandise

New York Chicago  
 St. Louis Minneapolis  
 Dallas

**Foster, Stevens & Co.**

**Wholesale Hardware**



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

Grand Rapids, Mich.



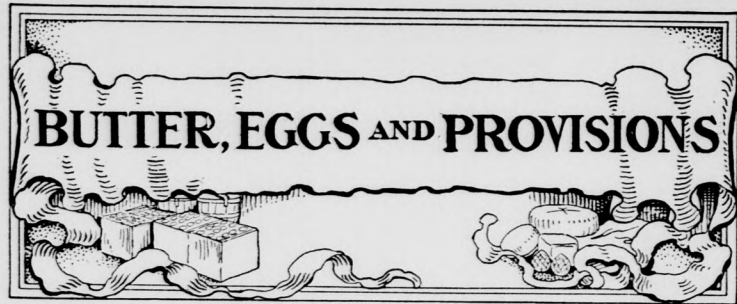
**MONEYWEIGHT Scale Co.**  
 GENERAL DISTRIBUTORS FOR  
**The Computing Scale Co.**  
 Dayton, Ohio.

**THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES**

GENERAL SALES OFFICE

**326 W. MADISON ST. CHICAGO**

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



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

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

#### Sweet Potatoes Under Refrigeration.

A bulletin describing the physiological changes that take place in sweet potatoes during storage has been issued by the U. S. Department of Agriculture, being a reprint from the Journal of Agricultural Research of the Department. It was found by Muller-Thurgau, it is stated, that an accumulation of sugar and corresponding loss in starch occurred in potatoes kept at low temperatures (32 to 42 deg. F.) while, contrary to popular opinion, no sugar is formed in potatoes which have been actually frozen. A number of experiments were made at the Office of Horticulture and Pomological Investigations to determine just what changes do take place in sweet potatoes during the period of curing and storage, in each case some of the material being placed in cold storage at about 4 deg. C. (39.2 deg. F.) All the experiments showed that the disappearance of starch and the accumulation of sugar in sweet potatoes take place more rapidly and proceed to a greater extent at low than at high temperatures. Freshly dug potatoes, it was found, contain only small quantities of sugar but transformation of starch into sugar took place at all ordinary temperatures after the potatoes were dug, although as stated, much more rapidly at low temperatures. The experiments in cold storage were of short duration as the potatoes always rotted after about six weeks' storage. Experiments made showed that, in general, the transformation of starch into sugar in plants, ceases at temperatures only a few degrees above 0 deg. C. (32 deg. F.) Muller-Thurgau having found that in the common potato the accumulation of sugar practically ceases at 8 deg. C. (46.4 deg. F.). In the sweet potato the conversion continues even at temperatures up to 30 deg. C. (86 deg. F.) and is most rapid at temperatures between 0 deg. and 4 deg. C. At all temperatures the sugars formed are mainly cane sugar, the quantity of invert sugar being comparatively small.—Ice and Refrigeration.

#### Fight Butterfat Standard.

The first step in the fight against the requirements of the milk dealers in New York and New Jersey of paying the producers on a basis of 3.8 per cent. butterfat and 3 cents less

for each tenth below that standard has been taken. The New York State Holstein-Friesian Club states that they have retained attorneys to fight this matter through the courts. A general meeting was called at Syracuse where this matter was thoroughly discussed and it is expected that the legal representatives will be authorized to take action immediately and bring the same before the United States Attorney General. Other organizations in New York are also joining hands with the Holstein-Friesian breeders to protest against the high standard, if it can be called a standard, which is merely a requirement of the various milk dealers who have decided on this course to secure a higher testing milk, hence the fight between the producers and the milk dealers goes merrily on. It seems if it is not one thing it is another which is not to the best interests of the industry as a whole.—Milk Dealer.

Making hens lay has been one of the chief topics to occupy the attention of writers for poultry papers, and the best methods and best feeds are not agreed upon by all the authorities. Lately we notice in one of our exchanges that a gentleman has succeeded in inducing not only his hens to lay, but has taken a step further and induced them to lay double eggs. His method is to frighten the hen at the critical moment, and thus secure surprising results. We did not learn all the particulars, but it can readily be seen that if this method becomes popular and practical with poultry men, we will have an enormous increase in the production of eggs. We do not wish to throw a scare into any friends of ours who are carrying a long line of refrigerator eggs, and we would not advise them to sell their holdings without a profit on the strength of this information, as we believe it will be some time before it is brought up to its highest point of perfection.

#### Making the Window Work All the Time.

A merchant who for years has been in the habit of neglecting his windows for want of time to properly decorate them, recently hit upon the idea of dividing the window into sections. Each section is removable and built so that, by having one duplicate, there is at all times one section back in the store to work on during odd moments.

When a man tells a joke to half a dozen women and they all laugh but one, that one is his wife.

#### Make Us Your Shipments

When you have Fresh Quality Eggs, Dairy Butter or packing stock. Always in the market. Quick returns.

Kent Storage Co. Grand Rapids, Mich.

#### POTATO BAGS

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

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

## The Vinkemulder Company

Jobbers and Shippers of  
Everything in

## Fruits and Produce

Grand Rapids, Mich.



### Churned Fresh Every Day

MR. MERCHANT:—Are you sure that the butter you are using is satisfying your trade? If not, try

### Blue Valley Butter

A perfect spread which is carefully made by expert buttermakers who produce good butter from the finest material that the dairy farm can produce

Good dealers demand BLUE VALLEY BUTTER every day, because good butter alone gives them "perfect satisfaction." Furthermore it cannot be duplicated because it is marked by its uniform quality that guarantees the trade the same quality at all times. Orders filled promptly.

BLUE VALLEY CREAMERY CO., Grand Rapids, Mich.

Largest Exclusive Manufacturers of Pure Cream Butter in the World

Mail us sample any Beans you may wish to sell.

Send us orders for FIELD SEEDS.

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

## Get your peaches from the South Haven Fruit Exchange SOUTH HAVEN, MICH.

Quality and Pack the best you ever saw

You can get car load lots or express shipments

Telephone, telegraph or write for your daily supplies

We know we can please you

South Haven Fruit Exchange  
South Haven, Mich.



**The Trading Stamp Nuisance.**

What John Wanamaker does not know about merchandising nobody knows. It is everywhere recognized that there is no more successful retail merchant in this country than he, and it is equally recognized that his success is built upon the sterling straightforward principles which must underlie real and enduring success in business—success which means the legitimate interest of both the seller and the buyer. What he has to say, therefore, about the modern nuisance of trading stamps is worth attention. He writes thus to the Editor and Publisher:

"Over fifty active years of merchandising experience—years during which I have studied and thought out almost every kind of plan and proposition to serve the public and increase my business with it—have convinced me that trading stamps or premium schemes of any kind whatsoever have no legitimate place in the distribution of merchandise.

"The coupon is an admission that the goods carrying it do not measure up to the price asked and that something extra must be included to give money's worth.

"No retail store that I have any knowledge of has built up what is seemingly a permanent business on the plan of giving away something for nothing. In the long run, it is the public who are fooled. Someone must bear the expense of the 'catch penny' device and that someone is eventually the purchaser. Recently I wrote in one of our advertisements of business obstructions. I placed trading stamps, coupons and premiums on the list as second in importance of obstructions, that are found on the railroad track of business successes.

"Store keeping, as I see it, consists in the collection and distribution of merchandise with the smallest possible expense between the producer and the consumer, and surely this can not be done where premiums must be included in 'overhead' expenses.

"In conclusion, permit me to state that we do not sell merchandise either in Philadelphia or New York that is packed with coupons. Years ago we decided on this policy and although sometimes goods have been shipped in with coupons concealed—and sometimes actually sealed in—we stop such goods wherever we find them."

There is nothing in this which is not true; which every merchant, whether he uses trading stamps or not, does not know to be true, and which every intelligent buyer, if he will stop to look into the matter, will not be bound to confess to be true. Purchasers who get trading stamps with their goods pay for both stamps and goods, and they are bound to get less or inferior goods when part of the price they pay goes for stamps. The whole trading stamp folly is an excrescence and a burden on merchandising which honest merchandising is bound to get rid of.

Too many of the things we wait for are not worth the delay.

**Training New Clerks.**

Selling is, of course, the most important end of merchandising. That "goods well bought are half sold" is another of those old sayings which won't hold water. So the way his customers are waited upon should be a matter of first consideration for any merchant.

Many merchants put their new clerks through a regular course of instruction, and watch them very closely for a considerable time to see their methods of procedure in selling goods. This seems to me to be an excellent idea.

Most untrained help comes to a store with very erroneous ideas and notions as to what constitutes salesmanship. Either they talk too much or too little. They are apt to praise everything they show with equal enthusiasm, regardless of its merits. Or else they show only what is asked for and not much of that. They are too indifferent, or too anxious. They suggest when a suggestion is unwelcome, and advise when advice is not requested. They lack courtesy, or they are too familiar. And so it goes. And yet, withal, the young clerk may have the stuff in him out of which good clerks are made, and the merchant must watch for diamonds in the rough. All they may need may be a little well directed, competent instruction from one who knows the art of selling.

We can hardly expect an untrained clerk, however bright and intelligent, and anxious to please, to give good service without having received some information about the things which make for good salesmanship.

Time may be money, but some men blow in a lot of coin in a vain effort to have a good time.



**A Safe Match Means a Safe Home**



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

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

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

Made Only by  
**The Diamond Match Company**

Bell Phone 860      Citiz. Phone 2713  
**Lynch Bros.**  
Special Sale Conductors  
Expert Advertising—Expert Merchandising  
28 So. Ionia Ave.      Grand Rapids, Mich.

**Watson-Higgins Milling Co.**  
Merchant Millers  
Grand Rapids      ::      Michigan



Every Housewife likes a change. Suggest  
**Mapleine**  
for delicious flavor where flavor is needed. Makes fine syrup.  
Order from  
**Louis Hilfer Co.**  
1503 State Bldg. Chicago, Ill.  
**CRESCENT MFG. CO.**  
Seattle, Wash.

**Rea & Witzig**

PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

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

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

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



**CRESCENT FLOUR**

"Mother's Delight"

"Makes Bread White and Faces Bright"

VOIGT MILLING CO., GRAND RAPIDS, MICH.

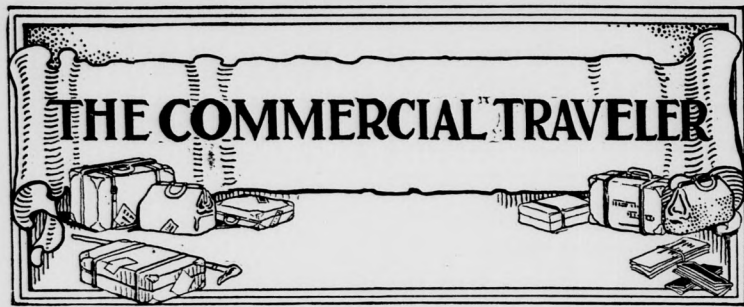


A mighty good thing to be identified with

No other Coffee we know of has so much to offer in the way of reliable honest merit as "WHITE HOUSE" for, as originally planned, to stand at THE HEAD, so has it always been MAINTAINED.

**JUDSON GROCER CO.**

Wholesale Distributors  
GRAND RAPIDS, MICHIGAN



**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.  
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 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.  
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**Stuffing Orders a Practice Now Nearly Obsolete.**

Written for the Tradesman.

We see so much about how a retail mercantile establishment should be conducted, so very little regarding the shortcomings of the wholesale side of the deal.

There are wholesalers and wholesalers.

Some little experiences of a friend of the writer may not come amiss at this time. He was running a northwoods store, catering to the lumberjacks and new settlers on the small farms adjacent to the pine woods.

In those days it was nothing for a drummer to overload his customers with junk that was destined to remain a long time on the retailer's shelves. I have even heard some of these sleek sellers for wholesale firms chuckling over their cuteness in selling John Jones a lot of old has-beens that was puzzling the company to get rid of at any price—and at a profit larger than ever was intended.

Of course Jones was an easy mark.

Wholesalers have learned long since that it is not the mark of a good salesman to overload the easy marks in business, since some of them prove hard customers from whom to make collections when the pinch comes.

My friend Black—I call him that since it is not his name—was an every day sort; honest as a die, yet very susceptible to flattery. On the route to the north was a tall, lean, sandy, side-whiskered, drawing Englishman, who made it a point to tell some appropriate story before selling goods.

This drummer was usually well

primed with good old bourbon whisky when he struck the little clearing where Black's store stood. He always met the merchant with a hearty handshake, an enquiry after his family and relatives.

A more genial soul it would be hard to find, and Englisher could sell the goods. He made friends readily, flattered the women as well as the men and children, was apparently liberal to a degree, frequently treating a roomful of lumberjacks to cigars. The fellow got on the kind side of Black and sold him some goods.

Englisher always had some funny story to tell. He visited a while before opening his sample case. Time and again the genial drummer dined at the home of Mr. Black, got acquainted with the wife and children, made small presents to the latter, completely ingratiating himself into the good graces of the family.

It was after he had done this that he sold his last lot of goods to the backwoods merchant. He had been overloading him more or less until even the good natured Black remonstrated.

"Oh, that's all right, Bobbie," drawled the Englishman. "You get the benefit of low prices; those goods are bound to rise and we let you in on the ground floor; you'll make some money out of them. The firm never crowds a good customer like you, never in the world."

A few weeks later and Black found an order stuffed to the limit. He felt indignant and at first thought of firing back the unordered goods. Some of these, however, were staples, and it seemed that perhaps he might really need them, so said nothing.

Not long after this came a depressing panic. Lumber prices dropped to zero; everybody was hurrying to cover. Black had some bills due and at once came dunning letters from his creditors.

He met some of these, others he had to beg off for a time. A member of his family fell ill, expenses for doctors, medicine and the like piled up. With business almost at a standstill Black felt worried. Then came a statement of that unordered bill, amounting to several hundred dollars.

Black realized how foolish he had been to let the wholesaler force him to buy goods he had not ordered. Unable to meet the demands, the merchant wrote telling the exact facts. Immediately came the reply: "We have bills of our own to meet; we must have the money you are owing us. Should this not be forthcoming

within thirty days we shall start suit."

Black had never been sued in his life. This threat worried him still more. The sick relative grew worse; more expenses piled up and he was in dire straits. He remembered how friendly the Englishman had been, how solicitous for the interests of his family. Where was the fellow now? He had completely vanished leaving his dupe to meet the brunt of the battle alone.

Black borrowed money from a friend, enough to pay something on account. This did not satisfy. When Black again stated how he was situated, how he had paid the firm thousands of dollars in the past, and that this was the first time he had allowed an account to go to protest and that their long friendship ought to count for something came swift the reply:

"There's no friendship in business; it is the hard dollars that count; we must have them or put your account into the hands of our attorney."

Black fought out a fierce battle with himself. That relative lay ill unto death at the house. He realized that he had been basely imposed upon, and for a time self pity whelmed him, after which came a reaction. He resolved to raise the money by borrowing, placing a mortgage upon everything he possessed. This he did and paid up every cent to the wholesale house. From that time forth, however, he remembered his lesson so dearly learned that "there's no friendship in business."

Although he has since engaged in business, Black cut out the firm that employed the persuasive English drummer; besides this he has persistently refused to take goods he felt his customers were not likely to require.

Not long ago a drummer came to a store seeking an order. The buyer happened to be absent and one of the clerks, discovering they were out of a certain article, gave a small order. On the return of the proprietor the clerk was commended for his thoughtfulness.

When the goods arrived, however, the clerk's order had been "stuffed" to the tune of treble the amount required.

"Very well," remarked the merchant, "we'll cut those fellows out hereafter." And he will do it, too, although he has dealt with the house for years. Over filling orders nowadays isn't the cute thing it was in the days of the fathers. Old Timer.

**Getting Some Results.**

One day Luther Burbank was walking in his garden, when he was accosted by an officious acquaintance who said:

"Well, what are you working on now?"

"Trying to cross an eggplant and milkweed," said Mr. Burbank.

"And what under heaven do you expect to get from that?"

Mr. Burbank calmly resumed his walk.

"Custard pie," he said.

**Livingston Hotel**

Grand Rapids, Mich.

Fine Cafe in Connection

Entertainment Every Evening

**HOTEL CODY**

EUROPEAN

GRAND RAPIDS, MICH.

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



**The Hotel Barry**

Hastings, Michigan

Re-opened for Good

Parlor Sample Rooms

Free Auto to and from all Trains

I will please you if given an opportunity  
 Ask the Boys

GEO. E. AMES, Prop.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 6—A. Fruicks, who for several years has been in charge of the clothing department of B. M. Morris' large store here, has tendered his resignation and accepted a similar position with the Rosenthal clothing store at Manistique. Mr. and Mrs. Fruicks have been very popular in Soo society and made many friends here who regret to hear of their departure, but wish them every success in their new field.

The Jones & Kerry mill, at St. Ignace, went into commission again last week, which is good news for the St. Ignace merchants, who will derive quite a revenue from the mill hands.

From all accounts Jack Frost was an unwelcome visitor here last week and throughout Chippewa county, as reports have been coming in that considerable damage was done to garden truck and berries.

The automobiling in the Upper Peninsula is making much progress and in the town of Rexton, a station on the Soo Line between Trout Lake and Gladstone, the enterprising merchants, J. W. Gilligan and Geo. W. Warner, have each received a carload of gasoline, so that the autoists will be able to purchase these commodities en route as cheaply as they are sold in the large cities.

The end of the vacation periods more than the weather is responsible for a large decrease in the resort towns around the Snows. The Lakeside Hotel is filled with guests and will keep open until about Sept. 10. The Islington Hotel will remain open until about Oct. 1. The lawn and new put green around the Islington have grown more attractive than earlier in the season. The hotel has enjoyed a very satisfactory trade regardless of the weather conditions during the earlier part of the summer.

Attention is being called to the dangerous condition of the platform at Trout Lake Station, which is the stopping place for both the South Shore and Soo Line trains. Extreme caution must be observed by patrons of these roads in getting on and off the cars as the platform is raised a foot or more above the tracks which are close to it and a number of accidents and at least two deaths have occurred there. Dave Lee, whose accident was mentioned in these columns last week, was the last victim and only by a miracle is he alive today, while another conductor on two occasions narrowly escaped similar accidents. It would be well, therefore, for the traveling public to remember these conditions as they exist at Trout Lake and not attempt getting on or off the train while in motion, which should be a Safety First motto.

J. A. Gowan, President of the Gowan Hardware Co. and one of the Soo's best known and successful business men, has been making many improvements on his summer home at Whitefish Lake. Mr. Gowan, while one of the busiest men in the city, is one of the kind who believes in enjoying life, knowing that he is going through it for the last time and therefore avails himself of every opportunity to enjoy life with his family at their summer home. Mr. Gowan is also considered one of the best dancers in Chippewa county and is an authority on hunting and fishing. He owns an interest in a hunting lodge near Eckerman.

The Stack Lumber Co., near Curtis, is now busily engaged in pulling up steel rails from some of its old branches and replacing same on new ones. It is figuring on operating on a large scale during the winter and is building new lumber camps throughout its holdings. This is one of the corporations which is not waiting for the war to cease before

branching out, and will undoubtedly encourage others to do likewise.

E. N. Eakley, of Engadine, has accepted a position in the Pangborn meat market.

There has been much improvement in the lake traffic for the past month. About all of the modern freighters are now in commission, many of which have not turned a wheel since 1913. It is quite a sight to see some of them passing through the straits with cabins that have not been scrubbed or painted for two years. There has been a very sudden and heavy chartering of tonnage for ore. Boats have been gotten ready to move as quickly as possible. Coal companies are sending letters to their customers that they will be able to furnish them with carriers with a tonnage as low as 1,600, which shows that even the smaller craft have been able to enter the ore trade. The remainder of the season will be normal as, undoubtedly, there will be a heavy movement of grain for the allies. There is a shortage of Canadian tonnage, as twenty-three of their boats were taken to the ocean this spring. About all of the boats will have to tie up November 4, if the seaman's bill is not amended, as with their present construction and equipment they could not meet the requirements of the new law. It is evident, therefore, that from now until November 4, the traffic on the Great Lakes will be in full swing.

Joseph Smith, who has the St. Ignace-Brevort star route contract, sublet during the past year to Thos. Taylor, yesterday took personal charge of the work and the stage and mail line will hereafter be under his direction.

"The man looking for trouble can close his eyes and find it."

The Algoma Steel Company, at the Canadian Soo has been awarded another big contract for war supplies for the allies and is making about 2,500 projectiles a day. It is also breaking ground for an additional building to make other kinds of material for the same people.

Thos. Rothwell, well known postmaster at Stalwart and also proprietor of the Stalwart general store, has been making considerable progress during the past two years since taking over the business from T. A. Forgrave. Mr. Rothwell carries a complete stock of groceries and merchandise and makes his store headquarters for butter and eggs, having the very best facilities for storing same. Mr. Rothwell is assisted in his business by his good wife.

Our popular County Treasurer, Byron C. Campbell, returned to the city after having spent the summer with his family on their large farm north of Dryburg. Mr. Campbell reports serious damage by frost, but recommends farming to his friends, as his health was never better than it is at the present time, which he attributes to physical exercise, fresh air and freedom from business cares while on the farm. He has made a study of taking care of himself during the past fifteen years and has about the right mixture of pleasure with business to make himself a perfect man.

Edward Dingman, former well known Scooite and veteran conductor on the Soo Line, now residing at Minneapolis, paid his Soo friends a visit last week. Mr. Dingman's health is improving and he always feels better after spending a few days among his friends here.

Mr. and Mrs. Edward Demar celebrated their twenty-fifth wedding anniversary last week at their home on Chandler Heights. Mr. Demar is one of the Soo's leading architects. Mr. and Mrs. Demar received the hearty congratulations of their host of friends who all enjoyed the affair.

"It seldom pays to think unless you intend to act."

William G. Tapert.

Honks From Auto City Council.

Lansing, Sept. 6—James F. Hammell, Jr., of Port Huron, visited his parents in this city over Sunday.

In view of the fact that James F. Hammell, Sr., has been confined to his room since June, it is remarkable the way he maintains his old time cheerfulness.

George O. Tooley motored to Fenton yesterday for a day's flirtation with the finny tribes.

We never before have had occasion to doubt the veracity of our genial Junior Counselor who returned last week from a vacation which he spent among various lakes in Northern Michigan, and tells of landing a pike 34 inches in length. Even now we would not say that E. P. Oviatt is a prevaricator, but it sounds somewhat fishy.

The corner stone of our new municipal auditorium was laid last Friday with impressive ceremonies and it is expected that the large and beautiful structure will be completed by March 1, 1916. This is a gift to our city by one of our most prominent citizens, W. K. Pruden.

F. H. Hastings left his rough rider in charge of a Minnesota policeman one day last week and came home for a short visit. While here arrangements were made for starting a new man with his line of specialties in Eastern territory.

At the Hotel Gilmer, Jonesville, each room is supplied with a Gideon bible which occupies a shelf directly under a large red card which reads: Fire Escape. This is at least suggestive.

The old Ithaca House, at Ithaca, is enjoying a prosperous patronage since it has been renovated and refurbished by Mrs. Beaubian and her two charming daughters, formerly of Charlevoix. We have never heard of any serious complaint concerning the Seaver House, but several whom we know are used to pleasant sur-

roundings at home are inclined to patronize this new hostelry and we predict that the competition thus established will result in even better accommodations for the traveling public. H. D. Bullen.

Jackson Trashed and Dined by Kalamazoo.

Jackson, Sept. 6—The base ball team of Jackson Council, No. 57, met the baseball team of Kalamazoo Council, No. 163, in a friendly and most delightful afternoon of baseball at Kalamazoo last Saturday. The only disappointment of the day was the defeat of Jackson by a 4 to 3 score and the game was so close and evenly played that it had zest until the final out in the ninth inning. Myers for Jackson pitched winning ball, but errors at a crisis cost him the game. Mauss, for Kalamazoo, showed good pitching ability. Following the game the winning team entertained their brothers at a four course dinner at the Rickman, the feast being an especially prepared and particularly palatable one. Several members of the Jackson Council accompanied the baseball team on the trip and each and all of those going had a day of pleasure and outing which will live as a happy memory.

William H. Goodman has purchased the grocery stock of Taylor & Griswold, 818 Division avenue, South, and will continue the business under the style of the Goodman Co. Mr. Goodman was engaged in general trade at Burnips Corners for about ten years, but for about ten years past has been postmaster and county official at Allegan. He is a thorough and successful merchant and his location in Grand Rapids is a genuine accession to the grocery trade of the city.



**BUFFALO**  
450 Rooms 450 Baths  
Rates from \$1.25 a day



**DETROIT**  
800 Rooms 800 Baths  
Rates from \$1.25 a day



**CLEVELAND**  
700 Rooms 700 Baths  
Rates from \$2.25 a day

*To you men who travel on business*

**H**OTEL accommodations ought to be bought like merchandise—on a full-value basis. You ought to want, and get, your money's worth.


Hotels Statler specialize in the very sort of hotel accommodations the business man wants to buy. We do not merely rent you a room—we sell you a service of comfort and convenience.

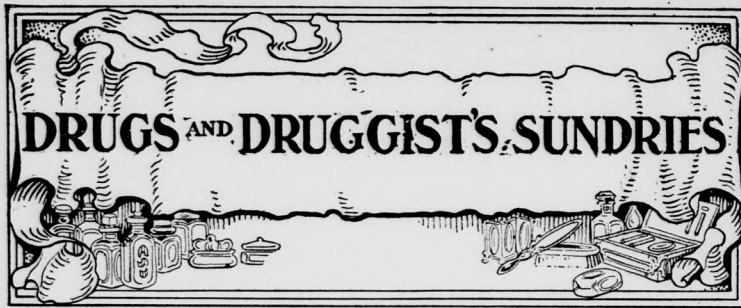
We furnish you a good bed, in a clean, light, well-ventilated, pleasant room; a luxurious bath and shave in your own private bath-room. You don't have to ask for ice-water—a circulating system brings it to you; you don't have to ask for stationery—it's in your writing desk; you don't have to ask for a morning paper—it's left under your door before you wake (and there's no charge). Such things as these are but the starting point of the complete, interested service you get at Hotels Statler—where "the guest is always right." And you get them whether you pay \$1.50 or \$6 for your room.

You get more for your money—unquestionably—at a Hotel Statler. Ask anyone who has ever stopped with us.

HOTELS  
STATLER

BUFFALO - CLEVELAND - DETROIT





**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. Stetekee, 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.

#### Whisky Should Be Standardized.

The whole country seems to be greatly stirred up over the latest decision of the Pharmacopoeia Revision Committee in deleting whisky from the list of official remedies. Many people seem to think that this decision will effectively prohibit the sale of whisky by pharmacists. The truth is it will have nothing whatever to do with it. Uncle Sam issues a license to any man, white or black, no matter what his walk in life may be so long as he has money to pay for it. It is a fact that whisky can, and will be sold in pharmacies no matter whether it be deleted from the pharmacopoeia or not. It has been established time and time again that whether a drug is official or not has no bearing whatever on the extent of its sale to the public. Many drugs are deleted during every revision of the pharmacopoeia. In some cases they are again made official—as for instance long buchu. This drug was deleted during the last revision but it is to be made official in the forthcoming edition of that book. During the ten years it was not official it was used quite as widely as during the ten years that it was official. After weighing all the evidence at hand it would seem that whisky was not deleted by the revision committee as a matter of principle but because they could not agree among themselves as to just what whisky should be. Each seemed to have his standard which differed from the other fellow's. Not being able to agree what whisky should be, they decided to drop it from the pharmacopoeia. It would seem at first that it would not be difficult to establish a standard for whisky. Most of us remember, however, the warm controversy that was waged upon this subject during the Taft

Administration. Even President Taft himself took a hand at defining whisky. He said, "Whisky is whisky." His definition is about as accurate as hundreds of others. There is no denying the fact though, that a standard should be established for a medicinal whisky, and the committee should not be influenced by the "drys," by the distillers of the straight, the sour mash, the blenders or the rest of them. That whisky is frequently prescribed by physicians is true. Would it not be better, therefore, to use a standard whisky in filling such a prescription instead of much of the rot that is sold by that name? Under the recent ruling of the committee it will of course be possible to get just as good whisky in pharmacies as in saloons. If whisky had been made official, it would be possible to purchase the best possible medicinal whisky in pharmacies because of the fact that its purity standard would be high when it was used as medicine. Saloon whisky often consists of unpurified alcohol, which contains fusel oil, etc., mixed with caramel, glycerin and water. Such a whisky is sure to be harmful. It would seem a wise procedure for five members of the revision committee to ask for a reconsideration of this question.

It seems that the method of procedure and the circumstances surrounding the recording of the last vote has aroused the suspicion in the minds of many that the decision is not in keeping with the views of the members of revision committee.

#### Proposed Standards for National Formulary Drugs.

In the report of the Committee on Unofficial Standards published in a recent issue of the Journal of the A. Ph. A. are certain proposed standards for Oregon grape root, cusso, calendula, cassia fistula, catnip and pipsissewa.

There is no American drug that requires greater care in selecting than the Oregon grape root, because the root is very frequently admixed with chopped stems in varying percentages—up to 75 per cent. The identification of the stems is sometimes rendered difficult because of the fact that they are coated with mud in order to make them resemble roots.

Cusso is frequently sent to market in a loose condition, although it occurs most frequently in rolls or flattened bundles. After carefully describing the drug, it is stated that "the large stems should be rejected." This part of the proposed standard is in truth no standard at all. Probably

no two persons would agree on the size of the stems to be rejected. This part of the standard should read: Cusso must not contain more than 10 per cent. of stems. Why should the histological description of cusso be omitted? We can see no good reason why it should be, and we urge the introduction of such a description in the forthcoming National Formulary.

The standard for calendula makes no provision for flower heads which are always present in small amounts. These flower heads contribute the characteristic elements of the pappus, and the pollen from the stamens of the tubular flowers. It is practically impossible to eliminate every flower head from calendula, therefore provision should be made in the standard for a small percentage of these.

The color of the ligulate petals is established as "yellow to orange-colored," yet much calendula of the market is of a dirty gray color. Calendula loses its color quickly, especially in a moist atmosphere. When calendula is recently gathered, it is orange colored but this color gradually changes to yellow and finally to a dirty gray. This latter quality is unfit for use. An accurate histological standard should be provided.

It seems to us that the pulp of cassia fistula only should be used in making preparations, because this is the part of the fruit upon which the medicinal activity of the drug depends. If the entire fruit is retained as proposed, then a histological standard should be provided.

The dried leaves and flowering tops of catnip are made official. This definition could include everything from leaves and flowers to the chopped herb. The percentage of stems should be definitely stated and a histological standard provided.

The standard for pipsissewa should be changed from "dried leaves" to that of dried herb. The entire dried herb (leaves, stems and occasionally fruits) is the drug usually bought and sold.

There is no good reason to doubt that the stems are just as active medicinally as the leaves. At any rate let this point be determined and the definition worded accordingly. Lastly the histology of the powder should be given.

#### A "Penny Sale" Which Sold the Goods.

An interesting account of a "penny sale," which proved very successful, comes from the Decatur Drug Company, Decatur, Ill. This is an annual affair and the store has found it an efficient means of clearing up odds and ends of slow-selling or dead stock.

A long list of ten, twenty-five and fifty cent goods are not offered at a cut price, but instead, two articles are given for one cent in addition to the regular price. Ten cent articles are sold two for eleven cents., twenty-five cent goods two for twenty-six cents, and so on. At the last sale of this kind two articles for one cent more than the price of one, brought customers to the store by the hundreds and made the week of the sale one of the busiest of the whole year.

The event had the additional value of making two sales at once instead of one, and therefore disposed of the merchandise twice as fast. Even with the most careful buying, there is bound to be some surplus of articles which are slow to move and a sale of this kind seems to be effective in cleaning up the left-over stocks of lines which are no longer carried.

#### Drug Store For Sale PETOSKEY, MICH.

This stock of drugs and drug store fixtures is new, up-to-date and complete in every detail. The best drug store and equipment ever offered for sale in bulk at public auction.

Must be sold to satisfy creditors.

Notice is hereby given that Tuesday, the 21st day of September, 1915, at 10 o'clock in the forenoon of said day, at said store, 318 Mitchell street, Petoskey, Michigan, I will sell at public auction the entire assets of the Fred Glass Drug Company consisting of a general stock of drugs, furniture and fixtures. The inventory of said stock, furniture and fixtures is now on file at said drug store and may be inspected by any and all interested persons.

Inventory of Merchandise..... \$3,980.87  
Inventory of Furniture and Fixtures..... 1,560.74

Will be sold on the following terms: In cash or certified deposit equal to 10% of the purchase price at the time of said sale. Balance in cash when said property is delivered to the purchaser, or said balance upon such terms as will satisfy the trustee.

E. E. GILBERT, Trustee,  
Fred Glass Drug Company,  
Petoskey, Michigan

#### 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





A large multi-column table of commodity prices for September 8, 1915, including categories like Butter, Soda, Oysters, Flour, Wheat, Tallow, Sausages, Pickles, etc.

SPECIAL PRICE CURRENT

15

16

17

Table with columns 12, 13, 14. Includes categories like Smoking, Palls, Toothpicks, Traps, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, Wicking, Vinegar, Coffee, Soap, Yeast Cake, Axle Grease, Butter Plates, WOODENWARE, Clothes Pins, Egg Crates and Fillers, Faucets, Mop Sticks, Charcoal.

BAKING POWDER K. C.

Table listing Baking Powder products: 10 oz., 15 oz., 20 oz., 25 oz., 50 oz., 80 oz., Barrel Deal No. 2, 8 doz. each, 10, 15 and 25 oz., With 4 dozen 10 oz. free, Barrel Deal No. 2, 6 doz. each, 10, 15 and 25 oz., With 3 dozen 10 oz. free, Half-Barrel Deal No. 3, 4 doz. each, 10, 15 and 25 oz., With 2 doz. 10 oz. free, All cases sold F. O. B. jobbing point.

Table listing Royal products: 10c size, 1/4 lb cans, 1/2 lb cans, 3/4 lb cans, 1 lb cans, 5 lb cans.

Table listing CIGARS: Johnson Cigar Co.'s Brand, Dutch Masters Club, Dutch Masters, Inv., Dutch Masters, Pan., Dutch Master Grande, Little Dutch Masters, Gee Jay, El Portana, S. C. W., Worden Grocer Co. Brands, Canadian Club.

Table listing COFFEE: Old Master Coffee, San Marto Coffee.

Table listing FITZPATRICK BROTHERS' SOAP CHIPS: White City, Tip Top, No 1 Laundry Dry, Palm Pure Soap Dry.

Table listing BUTTER PLATES: 1/4 lb., 1/2 lb., 1 lb., 2 lb., 3 lb., 5 lb. boxes, per gross.

Table listing Telfer's Dry Roast Coffee: 1 lb. tin, 5 lb. tin, 10 lb. tin, 25 lb. tin, 50 lb. tin, 100 lb. tin.

Table listing JAMO: 1 lb. tin, 5 lb. tin, 10 lb. tin, 25 lb. tin, 50 lb. tin, 100 lb. tin.

Table listing CHARCOAL: Car lots or local shipments, bulk or sacked in paper or jute, Poultry and stock charcoal.

Roasted Dwinell-Wright Brands



White House, 1 lb., White House, 2 lb., Excelsior, Blend, 1 lb., Excelsior, Blend, 2 lb., Tip Top Blend, 1 lb., Royal Blend, Royal High Grade, Superior Blend, Boston Combination, Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Lee & Cady, Kalamazoo; Lee & Cady, Saginaw; Bay City Grocer Company, Bay City; Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fleibach Co., Toledo.



Royal Garden Tea, pkgs. 40, THE BOUR CO., TOLEDO, OHIO.

Table listing SOAP: Acme, Acme, 100 cakes, 5c sz, Acorn, 120 cakes, 5c sz, Cotton Oil, 100 cakes, 6c sz, Cream Borax, 100 cks, 3c sz, Circus, 100 cakes, 5c sz, Climax, 100 oval cakes, 3c sz, Gloss, 100 cakes, 5c sz, Big Master, 100 blocks, 3c sz, Naphtha, 100 cakes, 3c sz, Saratoga, 120 cakes, 5c sz.

Table listing BBLs: White City (Dish Washing), Tip Top (Caustic), No 1 Laundry Dry, Palm Pure Soap Dry.

Table listing Proctor & Gamble Co. products: Lenox, Ivory, 6 oz., Ivory, 10 oz., Star.

Table listing Swift & Company products: Swift's Pride, White Laundry, Wool, 6 oz. bars, Wool, 10 oz. bars.

Table listing Tradesman Co.'s Brand products: Black Hawk, one box, Black Hawk, five bxs, Black Hawk, ten bxs.

Table listing A. B. Wrisley products: Good Cheer, Old Country.

Table listing Scouring products: Sapolio, gross lots, Sapolio, half gro. lots, Sapolio, single boxes, Sapolio, hand, Scourine, 50 cakes, Scourine, 100 cakes.

Table listing Soap Compounds: Johnson's Fine, Johnson's XXX, Rub-No-More, Nine O'Clock.

Table listing Washing Powders: Armour's, Babbitt's 1776, Gold Dust, 24 large, Gold Dust, 100 small, Kirkoline, 24 lbs., Lautz Naphtha, 60s, Lautz Naphtha, 100s, Pearlina, Roseine, Snow Boy, 60 c, Snow Boy, 100 c, Snow Boy, 24 pkgs., Family Size, Snow Boy, 20 pkgs., Laundry Size, Swift's Pride, 24s, Swift's Pride, 100s, Wisdom.

Table listing THE ONLY 5c CLEANSER: Guaranteed to equal the best 16c kinds, 80 - CANS - \$2.90.



FOOTE & JENKS' Killarney (REGISTERED) Ginger Ale. (CONTAINS NO CAPSICUM). An Agreeable Beverage of the CORRECT Belfast Type. Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns. A Partial List of Authorized Bottlers: A. L. JOYCE & SON, Grand Rapids and Traverse City, Mich.; KALAMAZOO BOTTLING CO., Kalamazoo, Mich.; KILLARNEY BOTTLING CO., Jackson, Mich.

SOMETHING MORE. The chances are that you want something more than printing when you want a job of printing—ideas, possibly, or suggestions for them; a plan as likely as possible to be the best, because comprising the latest and the best; an execution of the plan as you want it and when you want it. This is the service that we talk about but little, but invariably give. Tradesman Company :: Grand Rapids



# 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—General stock in town of 600 in best farming community in State, or will sell lease and fixtures and dispose of stock to other parties. Will pay expenses if we make a deal. Address No. 418, care Tradesman. 418

For Sale—Up-to-date department store in North Michigan. \$12,000 will handle it. Address No. 419, care Tradesman. 419

For Rent—Best location for new 5 and 10c store, boot and shoe store, drug store, men's clothing store or ladies' clothing store in the fastest growing city in Southern Michigan. New modern steam heated block now being built for first-class tenants on the main business street and in the line of transit between railway depots. Newest and finest moving picture house in the same block. Address J. F. Walton, Sturgis, Michigan. 420

Wanted—To rent a furnished hotel in small town where business is run down if building is in good shape. Address, Hotel, care Michigan Tradesman. 421

Clean stock groceries and shoes; town of 500; close to lake and resort. Only one other shoe stock in town. Invoices \$1,400; take \$1,150 if taken soon. Lock Box 34, Silver Lake, Indiana. 422

For Sale—General stock of groceries, meat and dry goods in Northern Colorado town of 500 people. Invoices \$3,500. Cash sales \$50 per day. Rent, \$12 per month. An exceptional opportunity for a live merchant. Address Cailet Brothers, Wellington, Colorado. 423

For Sale—Clean stock consisting of groceries, drugs, dry goods, footwear, shelf hardware, farming implements, auto accessories, meat business. Inventory around \$5,000 including fixtures. About \$15,000 yearly business. Have several good agencies. Nice living rooms in connection. Long time lease with buying privilege. Low rent. Have telephone exchange. Address No. 424, Tradesman. 424

For Sale—Meat market and grocery store, including up stairs and three lots. Good corner for business. On the Lake Harbor road. Mrs. M. Bachanski, 140 Beidler street, Muskegon, Mich. 425

For Sale—Clothing, shoes and furnishings; old established business. Clean up-to-date stock in one of Michigan's best towns of about 1,500. Can reduce to accommodate purchaser. Address No. 427, care Tradesman. 427

For Sale—Restaurant centrally located city of 50,000, doing profitable business. Address No. 428, care Michigan Tradesman. 428

Money making opportunity awaits you. The best paying little store in Central Michigan. You have to see it to appreciate. Investigate quick. Good reasons. Address No. 429, Tradesman. 429

For Rent—Store room with all improvements. The most desirable three-story building in the heart of the retail center of Quincy, Ill. Live millinery house or gent's furnishings and ready-to-wear clothing. Address, J. J. Reib, Quincy, Illinois. 430

For Sale—Restaurant, bakery and lunch room; town of 1,200. Write for particulars. H. A. Spencer, Bourbon, Ind. 431

## Money Maker

General stock for sale. Only one in town of 1,500. One other dry goods store. \$38,000 business done last year. \$6,000 will handle the stock.

E. C. Smith, Ovid, Mich.

For Sale—Retail grocery, well established. Stock and fixtures the best in new building with barn and garage. Will sell for cash or improved real estate only. Rent reasonable. Short or long term lease. Address No. 417, care Michigan Tradesman. 417

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

Oklmulgee, Ok., property for sale, one of the best rooming houses in a live oil and gas town of 8,000; house is a 2-story brick, 27 x 68 feet, with 16-inch walls, built to carry two more stories; lot is 35 x 123 feet; some shade, 4-room cottage in rear that rents for \$25 per month; house has 19 rooms, including bathrooms; strictly modern and has both gas and electricity; furnished throughout; a bargain; investigate. Mrs. G. W. Weekley, 807 S. Grand, Okmulgee, Ok. 398

For Sale or might exchange for mercantile business in Northern States, clean general stock doing \$2,200 cash monthly; located in fruit-belt of Texas. Splendid opportunity for merchant wanting to move South. Box 306, Lindale, Texas. 400

For Sale—General stock of dry goods, notions, men's furnishings and ladies' ready-to-wear. Invoice \$12,000. Can reduce to suit purchaser. Other business interests forces me to sell at once. This is a snap for a good live merchant. Cash trade. Geo. H. Little, Wyandotte, Mich. 401

For Sale—Tin shop and sheet iron works 20 x 40 feet, fully equipped. Population 20,000. Only shop. I have other business. Write Barnesboro Tin and Sheet Iron Works, Barnesboro, Penn. 402

To Exchange—Real estate worth \$6,000. Fine location in city of 4,000, steady tenants, to exchange for like value in grocery and bakery or hardware stock. Must be good going stock. C. F. Suhr, South Haven, Michigan. 403

For Sale—Retail lumber yard and mill at Bay City, Michigan. Chance for good buy, in heart of city. Annual sales \$75,000. Terms can be arranged. Address Wenonah Lbr. & Planing Mill Co., Bay City, Michigan. 404

For Sale—The cleanest, most staple stock of dry goods, furnishing goods and shoes in Michigan. Good farming and fruit section. Established 1885, doing good business. No trade considered. Good reason for selling. Stock will invoice between \$5,000 and \$6,000; can reduce. H. Alpern, Elk Rapids, Michigan. 405

To Lease—A three-story brick building with elevator, in center of business section Bridgeport, Conn. Suitable for furniture business. It is conservatively estimated that Bridgeport population will increase 80,000 by Jan. 1, 1917. More furniture sold last three months than in one year. Sure business for an honest furniture company. Percy P. Anderson, 306 Fairfield avenue, Bridgeport, Conn. 407

Wanted—Clean stock of merchandise, live stock or best offers for good Tennessee farm, Indiana business property, Indiana residence, and other properties. Jas. P. Phillips, Manchester, Tenn. 408

Splendid productive farm, 240 acres; fine buildings; 100 acres alfalfa; exchange for hardware or general merchandise; dairy stock, horses and tools can go with farm. Box 72, Route 3, Munnsville, N. Y. 411

Wanted—Stock general merchandise, clothing or shoes. State size of stock. Correspondence confidential. W. A. Bash, Macomb, Illinois. 412

For Rent—Modern store in thriving manufacturing town, surrounded by prosperous farming country. Choice location for clothing or general stock. Chas. Clement, Colon, St. Joseph county, Mich. 415

FACTORIES WANTED—Carson City, Michigan, wants factories; large or small. Located on the G. T. Railway system, in the center of the best agricultural district in the State. Offers additional capital for stock in established enterprises that can stand investigation, also free factory sites. Plenty of labor, also undeveloped water power. Come and investigate. Address Chester R. Culver, Secretary Town and Country Improvement Association. 391

The new way to sell your business or farm no matter where located. Clooney & Company, 29 South LaSalle street, Chicago, Illinois. 393

For Sale—We have for sale at Coopersville, Michigan, a two-story, brick veneered, gravel roof store building, 30 feet frontage on Main street. The building has a depth of about 80 feet and the lot has a depth of about 200 feet. The building is two stories and basement. It has a modern plate glass front and furnace. There is a frame shingle roof barn in the rear of the store. The building is lighted by electricity. The property is well located and in good condition and has been estimated to be worth from \$6,000 to \$8,000. We are authorized to sell it now for \$4,500, which we believe is a bargain at that price. M. T. Vanden Bosch & Company, Grand Rapids National City Bank Building, Grand Rapids, Michigan. 397

For Sale—In the best farming district in Central Michigan, clean stock of general merchandise, fence posts, hard and soft coal. Established fourteen years. Poor health as reason. Address No. 390, care Michigan Tradesman. 390

Hotel DeHaas, recently thoroughly remodeled, a thirty-five room brick hotel, fifteen other rooms available, on main corner in Fremont, a live growing town of 2,500 in the fruit belt of Western Michigan; this is a money maker, as it is the only first-class hotel here; cost \$30,000; will sell for \$17,000; easy terms; will not rent; reason, age. No license and four sub-rentals. Address Dr. N. DeHaas, Fremont, Michigan. 381

For Sale—Grocery, up-to-date stock, fine location, old established business; town about 1,200. Good summer business. Will invoice about \$2,500. Address 376, care Michigan Tradesman. 376

For Sale—Stock of general merchandise consisting of dry goods, shoes and groceries. Will invoice about \$6,000. Situated in town of 1,500, having woolen mill employing 100 hands, flax mill and canning factory. Will sell cheap for cash if taken at once. A golden opportunity for the right man. Address Lock Box No. 155, Yale, Michigan. 387

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. 355

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

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

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

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. Kauer, 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. Krulsenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

## HELP WANTED.

Wanted—A practical dry goods man to invest and manage a long and well established dry goods and ready-to-wear business. Must have from \$10,000 to \$20,000. All correspondence strictly confidential. Address No. 426, care Michigan Tradesman. 426

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

## POSITION WANTED.

Wanted Position—Road or inside, 24 years' experience in shoes and general store work. At present time manager. Best of reference. Address 413, Tradesman. 413

Wanted Position—By first-class cheesemaker and buttermaker. Good experience in creamery work, also soft cheese and curing cheese, cream, whole milk, Neufchatel, skim, cook and press, fromage de Erie, Isigny, Munster, Camembert, American Cheddar, etc., etc. Full references; particulars in first letter. Address Box 208, Auburn, N. Y. 389

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

Wanted—Position as janitor or porter. Young married man. Can operate boiler or elevator. References. Address Janitor, 72 Summer avenue, Grand Rapids. 416

**"Travel Free** On land or sea—anywhere in the world, by railway, steamship or trolley—with no expense, work or effort whatsoever. Visit the old home, go fishing or hunting, plan your next vacation, help a sick friend who needs a change of climate. Go anywhere you want to—UNIVERSAL MILEAGE WILL SAVE THE FARE."

The above appeals to the public as no other form of advertising has in years.

UNIVERSAL MILEAGE was first introduced two years ago. It met with instantaneous approval. Merchants everywhere clamored to get the coveted exclusive right. It is now in operation generally.

It has only recently been introduced in Michigan and is proving the most popular form of advertising ever tried out.

Where is there a family who does not spend \$500 or more every year. That means 500 miles or more of free travel, limited only by the amount they spend.

## Why It Appeals to the Conservative Business Man

The people get something they crave; the merchant is not giving something which he, or his neighbor, should be selling; he increases the volume of his cash business by using this most up-to-the-minute advertising system, which proves popular with the people; it is free from details; it can be discontinued at any time without inconvenience to his patrons; it appeals to men as well as to the ladies; it is high class and responds quickly; It has strong financial backing.

For full information address

## THE UNIVERSAL MILEAGE CO.

W. A. LOVEDAY, Gen'l Agent for Michigan

Lock Box 221

Suite 14 Dodge Bldg. LANSING, MICHIGAN

### Later Reports Concerning Frost Damage.

Boyer City, Sept. 6—It is practically impossible to give you a definite answer regarding the damage to crops through this section at this time. I do not think the damage will be as great as what we at first thought it would. As near as I can judge, the damage will be about as follows: About 75 per cent. of the corn that was cut early will make some feed and a great deal of it has gone to the silos. The other 25 per cent. will mature a crop of fair corn. About 60 per cent. of the potatoes were killed outright. I think the other 40 per cent. will mature, probably a half crop. Beans, buckwheat, millet and cucumbers are practically a total loss. There are small patches here and there which were not destroyed entirely, but, compared to the acreage, I think it is so slight that it is hardly worth taking into consideration. A great deal of the buckwheat is being cut for rough feed, which I do not think much of. I think the best use that could be made of this crop would be to turn it under. Bean ground will be cleared away and put into fall crops, so that the loss will not be so great when we consider that the ground will be in practically as good condition if not better, than as if it had not been summer fallowed. In many places I think the potato vines will be pulled and the fields disked and sown to fall grain. The potash in the potatoes will be beneficial to the soil, and, like Old Crusoe when we begin to cut notches on the stick, we find it could have been much worse, although you will find a great many who will admit it is bad enough.

E. W. Abbott.

Elba, Sept. 7—The recent frost did little damage to corn and but slight damage to potatoes. Many potatoes are rotting in the ground, however, and the bean crop is in serious shape, due to wet weather. With smallest acreage in years, we look for few good beans. Wheat and oats are mostly off grade and damp, few being marketed as yet. We are loading hay at our Columbiaville, Lapeer, Davison, Elba and Belsay sheds and also at Inlay City and Dryden. Have seen little or no No. 1 timothy. Clover is mostly dark color also. To our Southern trade we have offered nothing but No. 2 grades of hay in order to protect ourselves.

John S. Smith.

Marilla, Sept. 6—Some of the damaged corn seems to be improving a little and may make nubbins, but beans are very backward and will hardly recover, although there are some parts of fields now nearly ready to pull. Early potatoes are fair, but the late planted will be nil unless light rain this morning brings them forward.

Geo. L. Brimmer.

Legrand, Sept. 6—Corn and beans nearly a total loss—at least 75 per cent. Potatoes about one-half crop.

H. L. Ostrander.

Gaylord, Sept. 6—Potatoes, 50 per cent.; corn, 75 per cent.; beans, 75 per cent. Grain is as good yield as has ever been in this county. Hay is good.

Guffisberg Bros.

Strong's, Sept. 7—Potatoes, about 50 per cent.; blueberries, about 50 per cent.; buckwheat about 75 per cent.; oats, about 25 per cent. Nothing else worth mentioning.

E. Turner.

Big Bay, Sept. 7—Very little damage done here by frost, nothing compared with what reports we hear from Lower Michigan. Would say about 2 to 3 per cent. Lake Independence Lumber Co.

Alba, Sept. 7—I have not been over the county, but from reports would say the damage here from frost to potatoes, beans and corn was one-third; buckwheat and cucumbers, one-half. Oats were fine, wheat fair, hay and alfalfa good. Looks as if alfalfa was going to be king in this county.

Q. B. Stout.

Chippewa Lake, Sept. 7—We figure the damage by frost as follows: About 50 per cent. on beans; 30 per cent. on corn; 20 per cent. on potatoes; 30 per cent. on buckwheat.

Osborn & Ward.

Mt. Pleasant, Sept. 7—In regard of the percentage of crop injury in our county by the late frosts, I figure that it will amount to 20 per cent.

Gray & Lathrop.

Lennon, Sept. 7—This county practically escaped. Corn is good. A few beans have some sort of a bug on them. Potatoes are not very good. We have a large farm ourselves, but nothing hurt by frost.

N. A. Desmond.

Fenwick, Sept. 7—The damage to corn by frost is about 3 per cent.; to potatoes, 7½ per cent.; beans, 10 per cent. Other crops not materially injured.

W. G. Wolverton.

Fountain, Sept. 6—Corn and beans, three-quarters destroyed; potatoes, one-quarter to one-third. This is in the north and east part of the county. South of Ludington and east have not been reported, but expect to go through there to-morrow.

Henry Eoff.

Dighton, Sept. 7—About one-half of the corn and beans and about two-fifths of the potatoes were killed by frost.

Ed. Dean.

Custer, Sept. 7—The corn, potato and bean crop was damaged about one-third and buckwheat about one-half. The second crop of hay here is heavy, with lots of clover seed.

W. E. Reader & Co.

Star City, Sept. 7—To the best of my knowledge, the damage by frost will be as follows: Corn, 75 per cent.; beans, 85 per cent.; potatoes, 65 per cent.; buckwheat, 90 per cent.; garden truck, 75 per cent.; honey, 90 per cent. C. C. Miller.

Evart, Sept. 7—Fully 50 per cent. The poor farmers are the ones who are cleaned up. The good farmers escaped with comparatively little damage. No cucumbers (pickles). Very few beans in this neck of the woods.

Evart Hardware Co.

Big Rapids, Sept. 7—We would say the damage is from 20 to 25 per cent.

Darragh Milling Company.

Traverse City, Sept. 7—Potatoes damaged about 40 per cent.; corn, 40 per cent.; cucumbers, 60 per cent.; buckwheat, 50 per cent.; beans, 40 per cent.

Geo. W. Lardie & Son.

Vogel Center, Sept. 7—Ninety per cent. of the corn is killed by the frost. The farmers who have silos filled them right after the frost. Some have cut the corn and shocked it and will feed it. Some are leaving it and expect to get a little ripe corn. Corn was very late and needed a month of nice weather instead of a frost. Beans will be about half a crop. Potatoes are mostly advanced, so they will yield half crop. Buckwheat is mostly all gone.

G. DeBree.

McBain, Sept. 7—I think about one-quarter of our crops are damaged around here.

Robt. Ardis.

### What Some Michigan Cities Are Doing.

Written for the Tradesman.

Owosso will try carrying its own liability insurance on city employees. During the past year it cost close to \$1,000 in premiums paid, while the losses did not reach \$50.

Howell claims the distinction of being the birthplace of the first mutual automobile insurance company in the United States. The company will operate in smaller cities only.

Manistee, which has been a dead end always, so far as Sunday mail and passenger service is concerned, expects to get a Sunday train soon over the Michigan East and West, connecting with the Grand Rapids & Indiana at Tustin.

The Branch County Automobile Club has been formed at Coldwater. Plainwell announces a free street fair for Sept. 23 and 24.

Clifford Jackson, Secretary of the Benton Harbor Chamber of Commerce, has resigned.

Saginaw's proposed traffic ordinance establishes twenty-four safety zones; street cars stop on near side; auto speed increased from eight to ten miles down town; regulates parking space; names stations for traffic semaphores; forbids undimmed lights; establishes 16 years as minimum age of drivers.

The Michigan Retail Shoe Dealers' Association will hold its eleventh annual convention at the Griswold House, Detroit, Sept. 14-16.

A survey is being made of Muskegon River by U. S. engineers, with a view to opening this stream for navigation as far as Newaygo. Special interest in the project is being taken by the city of Muskegon.

St. Joseph has been exercised over a report that the U. S. light house supply station would be removed from that port to Milwaukee, but has been assured by Edwin F. Sweet, As-

sistant Secretary of Commerce, that there are no grounds for alarm. Certain supplies have been removed to facilitate lighthouse work in this district.

The proposition of establishing a co-operative creamery at Reed City is being considered by the Board of Trade. The Board will also erect a big sign at the railroad station, exploiting the merits of the city.

Mayor Keiser, of Ludington, favors resurfacing all macadam streets with asphalt.

Permanent grounds for the Saginaw county fair have been selected. The location is on the Genesee road, about half a mile nearer the city than are the present grounds.

The Richardson Garment Co., of Vicksburg, will move to Kalamazoo, employing thirty people at the start.

Almond Griffen.

There are a great many people who know better how to earn money than they do how to invest it. That fact is of great advantage to promoters of wild cat schemes of various sorts who go to those suspected of having a few hundred or a few thousand dollars and by glib talk and attractive argument induce them to put their money into enterprises which a person of downright good sense ought to know are worthless. Women who have a little money left them are especially shining marks for these sharks. They sell them mining stocks and all sorts of securities that are anything but secure, promising that they will yield phenomenal profits and give affluent incomes. No amount of published warning or advice seems to avail or serve as an adequate protection. The Philadelphia papers recently have been telling of a number of women who have lost their means of support by unfortunate investments of this class. The wise way for those who are not familiar with financial affairs is to consult their bankers, who can usually be depended upon to give them good advice. Incidentally it is unfortunate that there seems to be no way of reaching and punishing those who induce the uninformed to go into these poor speculations.

Provisions—All smoked meats are dull at a decline of a quarter cent. Pure and compound lard are steady and unchanged with a moderate consumptive demand. Barreled pork, canned meats and dried beef are unchanged and moderately active.

Cheese—The market is firm at an advance of ½c, due to increased consumptive and speculative demand. The make is normal for the season and a continued good market with a possible slight advance is expected.

Soap—Proctor & Gamble announce a deal on Lenox soap—one box free with each five box order from Indiana and Michigan merchants. This concession is not extended to Upper Peninsula merchants.

C. W. Dick has opened a cigar, confectionery and canned goods store at 1058 Alpine avenue.

### Maintaining a Fair Price For Beans.

Owosso, Sept. 7—The U. S. Department of Agriculture will make the crop estimate for beans which will be available September 10.

The Michigan Bean Growers' Association will meet at Flint, September 15. Representatives from the respective county organizations will meet with a similar committee appointed by the elevator men, officially known as the Michigan Bean Jobbers' Association, and endeavor to agree on a price basis for the 1915 crop of beans and will hope to establish an advancing scale of prices covering the months when beans are marketed. For example, if beans were to start at \$2 with a 10c advance each month to cover cost of shrinkage, interest, insurance, etc., May beans would then be \$2.80. (Mark these figures are only by way of illustration). War conditions with a report of peace would be an occasion for the speculator to demoralize the bean market. With a fair volume of beans moving and not dumping the crop on the market, there is every reason to feel a price maintenance that will realize to the farmer a 25 per cent. increase over an average of past years. Michigan produces 75 per cent. of the total white bean crop of the U. S. and co-operation all along the line of trading can be accomplished by an understanding and a mutual benefit can be accomplished. This is one of the opportunities for the grower to have a hand in naming a price for his product. The Flint meeting will be open to every bean grower and in counties where there is no organization it is fondly hoped that some persons will take the initiative and represent that county.

James N. McBride, Sec'y.

### Prosperity Week at the Celery City.

Kalamazoo, Sept. 7—During the week of October 4 to 9 Kalamazoo is going to celebrate a Prosperity Week. This celebration is something entirely different from anything that has ever been attempted by any city of this size in the United States. The entire week is to be given over to high-class entertainment, such as a 100 mile automobile race, a match ball game between two major league clubs, a foot ball game between two of the leading Universities of the Middle West, a Wild West show and military maneuvers put on by the State Militia and the United States Infantry, a doll's pageant consisting of about 750 of Kalamazoo school children, and many other very fine attractions. There will be no hurdy-gurdy attractions, as this Prosperity Week celebration is in no way a fair or a carnival.

Some fine exhibits from all over the United States, as well as by local manufacturers, retailers and jobbers, will be made.

We have two fine big exhibiting halls for this purpose and the exhibits which have already been signed up for indicates that this feature of the week will be a decided success.

Knowing that you are interested in what is going on throughout Michigan, I thought I would advise you of this coming week with the idea that perhaps you would like to place an exhibit during this time, or possibly you might want to make a feature story out of it for your magazine.

Any information that you may want regarding Prosperity Week I should be very glad to give to you.

F. H. Pulfer,  
Director of Publicity.

If the play is a frost the audience soon melts away.

### SITUATIONS WANTED.

A-1 window trimmer and card writer is open for position. 25 years of age; 8 years business experience. Best of reference as to character, habits and ability. Will start at \$17 per week. Address Box 419, Chillicothe, Ill. 432



## A Franklin Carton Sugar for Every Purpose

Franklin Fine Granulated Sugar for preserving and general use: Franklin Dainty Lumps (Small Cubes) for sweetening Tea, Coffee and Cocoa at the table: Franklin Powdered or Pulverized Sugar for dusting over Pies, Berries, etc., Franklin Confectioners' XXXX Sugar for icing cakes—there's a Franklin Sugar in a neat, tightly sealed, ready-to-sell carton for every want of your customers. This complete line of sugars saves your time because there's nothing to do but reach the carton down off the shelf and hand it to the customer as if it was a can of soup—and you can depend on it pleasing your customers because FRANKLIN CARTON SUGAR is made from SUGAR CANE, by the most modern refining process, and the FULL WEIGHT is guaranteed by us.

*Original containers hold 24, 48, 60 and 120 lbs.*

The FRANKLIN SUGAR REFINING COMPANY  
PHILADELPHIA

# GOLD DUST

## sells the year 'round

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. FAIRBANK COMPANY  
MAKERS

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



# THIS PACKAGE

## Represents

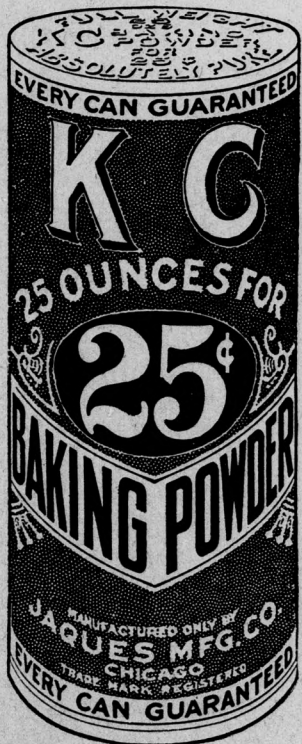
the very best quality of baking powder any dealer can offer his customers, regardless of price.

## We Guarantee

# KG BAKING POWDER

will please your most particular customers. Retail price refunded on any can returned.

**"Keep It In Front"**



# WEST MICHIGAN STATE FAIR

Grand Rapids, September 20 to 24

Grand \$10,000.00

## Aviation Meet

American, French, German and  
Italian Air Pilots in a  
Thrilling, Spectacular

“Battle in the Clouds”

See the Sensational  
**Aerial Warfare**  
Every Day

Wednesday, Sept. 22

## American Day

Beautiful Patriotic Celebration  
For Everybody

100-Thrilling Attractions-100

The “Joy Zone”      Daylight Fireworks  
Aeroplanes      Auto Show  
Day and Night Auto Races  
Horse Races      Wild West Show  
Band Concerts      Free Attractions

Live Stock and Dairy Show, Poultry Show, Dog Show  
Agriculture and Horticulture, Farm Machinery and Implements

# West Michigan State Fair

Grand Rapids, September 20 to 24