

## The Simple Faith

O give me yet the simple faith in which the fathers trod,  
The gospel of the rugged paths that lead our feet to God,  
The blood-red road of cross and pain that we must go—and then,  
That doctrine of forgiving love for men that war with men.

I want that faith that makes no qualm of creed for you and me,  
The Scripture truths that children learned at some old mother's knee,  
That doctrine of old-fashioned trust in saving grace and love,  
The lessons that the Bible taught of realms of grace above.

Men mock such simple faith, I know, and jeer at those who pray;  
But somehow it seems sweeter here to live our lives that way,  
To try to keep the golden rule, and help as best we can  
To gain a little joy ourselves and help our fellow-man.

And so beyond the stilly deeps of wisdom and its scorn  
Sometimes unto my ears it seems a sweeter music's borne  
Because that hunger in my heart turns everything to gold  
Beneath that sweet, old-fashioned faith to which I long to hold.

"A Smile Follows the Spoon When It's Piper's"

## Piper's Pure Ice Cream

is in demand everywhere

Piper Ice Cream Co.

Kalamazoo,

:-:

Michigan

It pays to buy

## Good Furniture

from a GOOD firm

### Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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

# Nokarbo Motor Oil

It is the one oil that can be used successfully on all automobiles operated by gasoline or electricity. It will not char or carbonize.

It is the best oil for the high grade car, and the best oil for the cheapest car. Write for prices and particulars.

The Great Western Oil Co.  
Grand Rapids, Michigan



Eat Plenty of  
Bread

It's Good  
for You

The Best Bread is  
made with

## Fleischmann's Yeast

## Lowney's Chocolates

in fancy packages

### For Summer Trade

A fresh, complete line in stock all the time  
Order by mail or from our representatives

Putnam Factory National Candy Company, Inc.  
GRAND RAPIDS, MICHIGAN  
Western Michigan Distributors

Pere Marquette Railroad Co.  
DUDLEY E. WATERS, PAUL H. KING, Receivers

## FACTORY SITES

AND

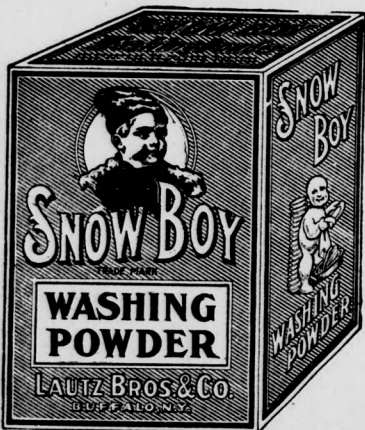
### Locations for Industrial Enterprises in Michigan

The Pere Marquette Railroad runs through a territory peculiarly adapted by Accessibility excellent Shipping Facilities. Healthful Climate and Good Conditions for Home Life, for the LOCATION OF INDUSTRIAL ENTERPRISES.

First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley and Electrical Development in several parts of the State insure Cheap Power. Our Industrial Department invites correspondence with manufacturers and others seeking locations. All inquiries will receive painstaking and prompt attention and will be treated as confidential.

Address

GEORGE C. CONN,  
Freight Traffic Manager,  
Detroit, Michigan



## NEW DEAL

## MORE PROFIT

### SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

25 boxes @ \$3.05—5 boxes FREE, Net \$2 54  
10 boxes @ 3.05—2 boxes FREE, Net 2 54  
5 boxes @ 3.10—1 box FREE, Net 2 58  
2½ boxes @ 3.20—½ box FREE, Net 2 66

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes.  
All orders at above prices must be for immediate delivery.  
This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

BUFFALO, N. Y., January 3, 1916.  
DEAL NO. 1601.

Yours very truly,

Lautz Bros. & Co.

# MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, JUNE 14, 1916

Number 1708

## SPECIAL FEATURES.

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## RUSSIAN RESOURCEFULNESS.

In the formidable advance of the Russian armies, which has now attained a speed unequalled since the great Austro-German movement of last summer, the element of surprise has largely entered. Vienna speaks of the incredible stores of ammunition which the enemy seems to have at his disposal and of the unceasing attacks in solid formation. Russian resourcefulness, apparently, was equal to the gathering of such vast reserves of ammunition and men without being discovered by the Austrians. For it is plain that if the seriousness of the menace had been recognized at Vienna there would have been no diversion of troops to the Italian frontier. But not only has the new Russian commander outguessed the enemy in his preparations, his strategic plan seems to have deceived the enemy absolutely. It would now appear that the stroke delivered close to the Rumanian border at Okna, which forced the Austrian line back for something like three miles, was only a feint. The Vienna reports spoke of the heaviest Russian concentration as taking place against their lines in Galicia, whereas the principal blow was delivered by Brusiloff further to the North against Lutzk. To be sure, the Russian offensive has been heavy all along the front, and it may yet be that while Austrian attention is turned to the renewed threat against Lemberg from the Northeast, a new thrust may come further to the South along the nearest route to Lemberg by way of Brody. It is the great Austro-German move of last summer repeated on a reduced, but still formidable, scale.

Whatever may be the furthest reach of the Russian advance, the harvest of prisoners is bound to mount rapidly, and in itself that must have a very direct influence on the situation in the West. Very interesting possibilities are connected with the situation North of Lutzk in the dismal region of the Pripet marshes. A great section of the line in that sector has been thinly held by the Austro-Germans, for the reason that a powerful Russian drive was impossible because of the nature of the

ground. There the Russians have hitherto confined themselves to cavalry operations and partisan warfare. Now this section of the Austro-German line is left hanging in the air, and the Cossack horsemen are free to operate against an enemy thrown out of his trenches into a bogland with few roads for orderly retreat. An Austrian collapse in this marsh region will directly affect in turn the German line North of the Pripet River. Along that section we may expect any moment heavy German attacks for the purpose of holding the line and drawing off pressure from the Austrians.

## AMERICAN TO THE CORE.

The selection of Mr. Hughes to head the Republican ticket was not the result of political wire pulling or log rolling, but the expression of the opinion of the rank and file of Republicans all over the United States. Col. Harvey had it right when he said: "Nobody is for Hughes—but the people." It is manifest that the people had their way in that convention to a degree seldom if ever equaled in the history of the Republican party and they will carry their convictions to the polls as they did to the primaries.

Probably never before in the history of this country was such a handsome personal tribute paid to any man by the rank and file of his party. Mr. Hughes neither directly nor indirectly sought the support of any person, steadfastly refusing to make any statement other than that he was not a candidate and would not talk politics. Under the circumstances he owes his success to no political coterie or faction, but his obligation is wholly to the people and that it in strict accord with his record throughout his public life. As Governor of New York when interested in any project or proposition he did not call the leaders and talk it over with them, but made his appeals to the people, a plan which was novel and instantly became popular. That is the keynote of his character and is at least one of the secrets of his success.

His prominence in the preliminary canvass was due entirely to the fact that everyone who wanted to win was saying that Hughes was the strongest candidate who could possibly be named, and his nomination was in obedience to that idea. It is a notable example of where the office sought the man and that has been true with him in every instance. He was selected as the attorney in the insurance investigation because he was believed to be the best one for that work. He was nominated for Governor without any request on his part, but because

the leaders of his party thought he could be elected. He was appointed a Justice of the Supreme Court because of his recognized fitness and without ever having hinted that he would like it and his nomination for the Presidency came in the same way. His public life and career are an open book and it is his record which has made him strong. In every position to which he has been called he acquitted himself creditably and with honor and the same will be true of the Presidency. He is courageous to the point of fearlessness, as honest as the sun, American to the core and in partisanship has always been a Republican. He can be depended upon in every spot and place to do what he believes to be right and while always ready and willing to listen to advice or suggestions, it is his own conscience, conviction and judgment upon which he bases his decision, after having informed himself as to all the facts. He is right on all questions and issues interesting the American people and no other man surpasses him in patriotism, loyalty, or devotion to duty. While preferring the place to which he was appointed, resigning his place as Justice, he promptly accepted the unsolicited nomination for no other reason than that he believed it to be a call it would not be right to refuse, and will enter upon the work of the campaign with characteristic zeal and sincerity.

## NATIONAL SELF DENIAL.

Undoubtedly a large factor in prolonging the European war is self-denial on the part of the belligerent nations, either voluntary or enforced by the governments or by circumstances. Not only in the luxuries of normal times and in the unnecessary things grown habitual is there self-denial by the peoples of the warring countries, but in other things that in ordinary times are doubtless regarded as essential to the maintenance of bodily health. On account of the growing scarcity of food in Germany, the nation has been practically put upon a communistic system of living under martial law. The same is true of Austria, while such staples as rice, for instance, have become objects of curiosity. While the German authorities, in asserting the food problem is one of distribution wholly and not of shortage, may be putting a better face on the situation than it would present if viewed at closer quarters than the outside world has been or will be permitted to see, assertions from other sources indicate that thousands of people are actually dying because of their inability to obtain nourishing food and proper medical attention. This fact is attested by the food riots which are constantly occurring in the large cities

of Germany, precipitated by women who have become frenzied by the sight of their starving children.

While the food problem in Germany and within German-occupied territory is a serious one, it is not wholly a negligible one in other countries. A dispatch from London the other day stated the British authorities were considering the question of placing some restrictions upon the consumption of meat. Russia previously has established something like "meat days" in the empire, and France also is enforcing some decrees to limit the use of meat by civilians. The action of France and the considered step of England may be more for the purpose of enforcing greater economy upon the people in their dietary and thus curtailing imports and the consequent payments to exporting neutral nations, than for any other reason. Economies of this sort have been enforced in many articles coming under the head of luxuries or unnecessary things. The British government, in its last budget raised the taxes on several imports and imposed taxes on many others never before paying a tariff in England, more with the purpose, the chancellor of the exchequer said, of reducing or discouraging entirely such imports than raising revenue. All these measures of self-denial, whether induced as in the case of foods in Germany by lack of abundance, if not by actually dangerous shortage, or to reduce a heavy balance of trade against them, as in the case of France and Great Britain, result in large economies that make themselves apparent in replenishing the war chests and thus prolonging the war.

Look at the Indian head on a buffalo nickel and you will see the features of Iron Tail, big chief, who has been traveling with the Buffalo Bill Wild West shows. Iron Tail is said to have been about 95 years old, but he was remarkably well preserved. He died of pneumonia, in his berth on the circus train, although he had hoped to die at home with his squaw on the Indian reservation near Rushville, Neb. Iron Tail's profile was so good that he posed for a picture for Washington officials and a cut was made and engraved on the buffalo nickel. He has gone to the happy hunting ground, after a long life filled with thrilling adventures of wild frontier days.

When you are doing business on borrowed capital, see that you take no chances of serious loss, or you may find yourself flat unexpectedly.

Except for the headache a man has the morning after he probably wouldn't remember the good time he had the night before.

## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 12—Marquette people are feeling highly elated over the news that the Piqua Handle and Mfg. Co. has decided to close the deal for locating its new plant at Marquette. The whole matter was placed in the hands of the President and Secretary to carry it to the earliest possible conclusion. An increase in capital stock was authorized and an application made to the Secretary of State for authority to issue new stock.

A. E. Marriott, popular manager of the Park Hotel, was a Grand Rapids visitor last week.

The new street lights recently installed by the Edison Electric Co. along Ashmun street were turned on last Wednesday night for the first time and certainly give the street the white way effect.

The K. of P. convention was in full sway here last week and many favorable comments were heard from the various delegates who enjoyed their visit to the Soo. The attractions were numerous and kept the visitors in constant action every moment of their stay here.

The circus day accident in which two lives were lost and ten injured cast a gloom in the vicinity of Moran and Kenneth, where the victims resided. As there is no street car service between the above mentioned places, the jolly party were taken to St. Ignace on two railroad velocipedes. On returning in the evening, the Allenville car was the first to leave St. Ignace. Passing Allenville, it went on to Green's, where some of the passengers resided. The Kenneth car left sometime afterwards and it was while the Allenville car was returning from Green's that the two came together west of Moran. Some quick work was done to get the wrecks off the track before the approaching first section of the circus train arrived and the track was barely cleared when the train whizzed by. The Misses Kangas proved themselves heroines in this work.

A pretty home wedding took place at St. Ignace last week at the home of Mr. and Mrs. Richard Jones, when their only daughter, Hattie Louise, was united in marriage to Albert R. Highstone, one of St. Ignace's leading business men. After receiving numerous congratulations the newly weds were given a dinner and later left on the evening train for the South. Mr. Highstone has been a life long resident of St. Ignace and manager of the Highstone department store.

C. A. Aldrich, manager of the Pickford department store, was a business visitor at the Soo last week.

Ed. Taylor, one of Pickford's busy business men, was a Soo caller here last week, taking back with him a large truck of supplies.

Mackinac Island mourns the death of one of her most esteemed and prominent citizens in the person of Captain John McCarty, who passed away last Tuesday after a prolonged illness. Captain McCarty was one of the best known men in the service. He was a native of Mackinac Island, having been born there July 20, 1848, and the Island had been his home all during life. He is known as the father of the ice crusher plying between Mackinac Island and St. Ignace, making it possible to have a continued service over the Straits all the year around. For the past twenty-nine years Captain McCarty was a valuable employe of the Arnold Transit Co., his first command with the line being with the steamer Charles West. He is survived by a widow and eight children, including Captain William McCarty, John McCarty, postmaster, James McCarty, Captain, Frank McCarty, Miss Katherine McCarty and Mrs. Henry P. Donnelly, all residents of Mackinac Island. There are very few travelers who are not acquainted with the Captain and he will be greatly missed by all and the numerous tourists who visit Mackinac Island each year.

Mrs. R. S. Melchers is expected to arrive at the Snows about the 20th of this month. She is the proprietress of the famous Islington Hotel and will immediately begin preparations for the opening of the famous summer resort.

H. Fenlon, well-known merchant at Hessel, cast dull cares aside last week and made an auto trip in his new Maxwell to the Soo. From all accounts he has met with great success as there were no mishaps reported since his departure.

"Every man is the architect of his own health."

Dan Ringler, popular merchant at Allenville, has purchased a new Buick and his success as a cheffeur is conceded. He missed all of the telephone poles and kept in the middle of the road, which speaks well for a new beginner.

This is Elks' week at the Soo. They are coming in by boat, train, hack and auto, and those who did not come at all made up their minds to stay away, but from all appearances there will be very few of the latter. The city is in her gayest attire and it will be next week before we will be able to tell about the good time which the Elks are sure to have. The first one to arrive was C. O. Pregitzer, one of our former townsmen, but now a resident of Unionville. Charles is on the reception committee and feels at home among his old friends.

Thos. Rothwell, merchant at Stalwart, is on the sick list.

Escanaba landed the third annual potato contest which will be held there on Nov. 1, 2 and 3. The Escanaba business men are back of the project and are working hard to interest every potato grower in the affair.

The Soo received pleasing news from Congressman Scott, who assures us that Fort Brady will be continued and that the Government has no intention of abandoning or discontinuing the Fort, nor has it at any time since its establishment here. There is now more reason than ever for retaining the Fort.

The big prohibition campaign started in full sway here last week.

"Some congressmen must feel like cannihals, the way they go after the pork."

It is rumored that the Soo Line contemplates removing the division point from Gladstone to Manistique. The necessity of shortening the divisions, on account of the new eight hour requirements, may bring this about. Another rumor is that Trout Lake will be made a division point, leaving the present division point at Gladstone. It is evident that the Soo Line contemplates some change and Manistique will be pleased to have a division point there.

"When a young couple strike a match they do not see the need of any other light."

It seems strange to see Detroit advertising in our local papers for help when there is such a scarcity here. The laboring man is holding up hands at the present time, along with the high cost of living.

C. H. Bobier, St. Ignace pioneer grocer, received a visit from his brother, J. H. Bobier, wife and two children, of Alberta, Can., who have spent the winter in Southern Michigan and are en route to their home.

"An income tax bill is about the only dun a man could receive for something he doesn't owe that would make him feel like thanking the sender for the courtesy."

Clyde Hecox, St. Ignace's hustling editor of the Enterprise, was a business visitor here last Sunday. He was a guest of his son, Don, and family. Clyde is still as cheerful as ever and dull care does not seem to have any effect upon him. He is at present contemplating the purchase of one of the best makes of automobiles, so as to enjoy the next twenty-five years of his existence in a manner befitting his prosperity. He owns one of the pretty bungalows at the Shallows and his only regret is that he has not more time to devote to the enjoyments of a tourist.

"Having a temperament of some kind or another is too often merely an excuse for acting like a darn fool."

Mark Brown, that big noisy salesman from Saginaw, paid the Soo a flying visit this week, looking the picture of health and no kicks to offer.

William G. Tapert.

## Boomlets From Bay City.

Bay City, June 12—The machine shop and foundry of the M. Garland Co. was sold last week to Lewis G. Howlett, for several years past superintendent of the Industrial Works, and a new company has been organized under the name of the Bay City Foundry and Machine Co., with a capital stock of \$100,000. The officers of the new company are John C. Ross, President; L. G. Howlett, Vice-President and manager; Norris R. Wentworth, Treasurer and W. W. Chapman, Secretary. H. W. Garland, who was owner of the M. Garland plant, will continue to do business under the name of the M. Garland Co. and will sell the lines of machinery manufactured under the various Garland patents, but will not manufacture them. The Garland furnace patents and the furnace business are retained by him.

Frank Bennette, grocer at 400 Belinda, has let a contract to the Bay City Construction Co. to erect a general store building to cost in the neighborhood of \$4,000.

Employes of three big Bay City institutions who join the Michigan National Guard will be given full pay by those corporations while absent to attend the National Guard camp. The three corporations are those of which Chas. A. Bigelow is the head—the Bigelow-Cooper Co., the Kneeland-Bigelow Co. and the Kneeland, Lunden & Bigelow Co. "A corporation is just as much interested in having the country adequately prepared to protect itself as is the individual," said Mr. Bigelow, "but the

corporation or other employer of men, like the rest of the country, must depend upon men to protect it and it seems only fair to me that the employer should make it possible for the men to gain the necessary military training without losing their regular pay."

The Peoples Store is the name of a new business just opened up at Lewiston, with B. B. Beckman as proprietor. A general merchandise business will be carried on.

G. Gassel, who has conducted a general merchandise business in Lewiston for several years, has closed out his stock and has engaged in the coal, wood and lumber business in Detroit.

George Gougeon, aged 55, for the past twenty-nine years engaged in the general mercantile business on the West Side, died Sunday night at his home, following an illness of six months. Besides his wife, he is survived by seven sons and five daughters.

Past Counselor F. J. Fenske, who was recently operated on for appendicitis has so far recovered as to be able to leave the hospital and expects to resume work in a few days.

Bay Council held its regular monthly meeting Saturday night with a large attendance. Plans for the 1917 convention to be held here were discussed and D. J. Buck, who was general chairman of the convention held here in 1912, was again elected to that position, which means that the 1917 convention will be a success. Mr. Buck was also selected as a delegate to the World's Salesmanship Congress, to be held in Detroit July 9, 10 and 11. The members of the Council voted in favor of taking a membership in the Bay City Board of Commerce.

At the special election, held Saturday, the proposition to bond the city for \$50,000 to erect a new high school building was defeated by 122 votes. Superintendent Gause is very much disappointed over the result. The question will be taken up again and will probably carry next time.

W. T. Ballamy.

The man who is able to deliver the goods never has to carry a good luck charm.

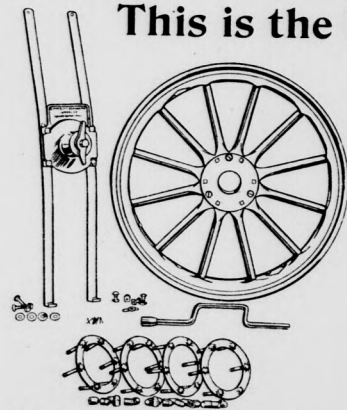
## Second-Hand Safe For Sale

Large and commodious office safe, with double doors. Adapted to country store or postmaster. Practically as good as new. Can give immediate possession.

Widdicombe Furniture Co.  
Grand Rapids

## This is the Newest Way for Ford, Chevrolet and Other Light Cars

HAVE YOU SEEN IT YET?



- Your same wheels.
- Your same hubs.
- Merely remove the old bolts.
- Place our Patented Retainer Ring with Floating Bolts in same holes in hubs and wheels.
- Can you beat it?—just six nuts, six.
- Lock washers removed.
- A spare wheel with tire inflated.
- Easy to remove device to fit your other new car.

Dealers  
and  
Agents  
Wanted

425 Bond Avenue

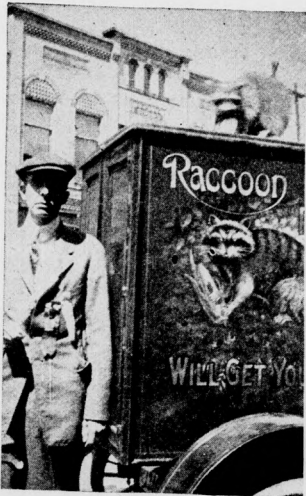
Bell Phone 4070

Price \$15.00 F. O. B.

GRAND RAPIDS, MICHIGAN

**Wafted Down From Grand Traverse Bay.**

Traverse City, June 12—Your correspondent was too near done up after the convention to do any writing for the Tradesman last week, but is very much pleased to read the favorable comments of the boys who attended the big time. While we did all we knew how to do to give the



**Hamel and His Coon.**

boys a good time, yet the good fellowship shown by the visiting members and their hearty appreciation made us all have a good time. While our hotel accommodations were limited, we feel the hotels did the best they could to take care of the crowd. Special mention, we believe, is due Joe Oberlin, proprietor of the Hotel Whiting, for his extra efforts. Joe had hired about 200 rooms outside of the hotel and paid for seventy-five

It looks now as though it would be a good plan for the business men to urge the farmers in the potato growing region to plant all the potatoes they can. Owing to the high price of paris green and the out-of-all-reason price of commercial fertilizer, the acreage will be very light in Maine and other states where they have to use a large amount of fertilizer to grow their crop. It is a safe bet that beans will continue to be high also.

The vote to bond Traverse City for \$50,000 for a park and other things carried so big that it was almost unanimous. Things are looking bright for the Queen City of the North.

Eighty-two of the members of No. 361 marched in the parade at the convention. We feel rather proud of the number for a town the size of Traverse City.

The largest class ever graduated from our local high school, received their diplomas at the city opera house last Thursday night. Fifty-four students, all dress in very neat gray caps and gowns, made a sight that makes one feel glad they live in a land of free schools.

Clarence Hesselsweet, of Reed City, has accepted a position as traveler and expert for the Moline Plow Co. and will cover Northern Michigan. Clarence is a mighty good fellow and we are glad to see him again on the road.

Stephen Loutner, one of the progressive farmers of the Grand Traverse region, has just had installed a milking machine purchased of the Empire Cream Separator Co. through its representative, A. D. Supernau. Mr. Loutner came to this country when it was a wilderness and cleared up one of the best farms in Northern Michigan. He is now milking about twenty-five cows with a milking machine and is proud to sit and watch it work. He is not half as proud of it and the beautiful herd

line of trade, at about the same time, only to have their rival brands of the same name ultimately come into a clash of litigation which called for the court's adjudication.

It appears that at about the same time a canner named Shepard was establishing the Shepard Canning Co., at South Dayton, N. Y., another man named Shepherd, in Shepherd Mich., was a heavy stockholder in a canning company then in operation in that village.

The Shepherd Canning Co. was later sold to the Isabella Canning Co. and in 1913 to Hart Brothers, of Saginaw. Hart Brothers moved the machinery and books to Saginaw, where they operated the cannery as a side line to their regular produce business. The "Shepherd Brand" pork and beans was being packed when Hart Brothers secured the property, and they saw no reason for changing the label or trade mark.

Meanwhile the Shepard Canning Co., of South Dayton, N. Y., was sold to J. D. Fuller & Co., of Cleveland and later reorganized under the name of the Fuller Canneries Co., which named its product after the founder of the concern and had the same copyrighted in the United States patent office at Washington.

Both concerns continued to extend their trade, Hart Brothers farther South and the Fuller people farther North, until their zones of operation came in contact. Difficulties immediately arose and the Fuller Canneries Co. went to court for redress.

The Fuller Canneries Co. was the

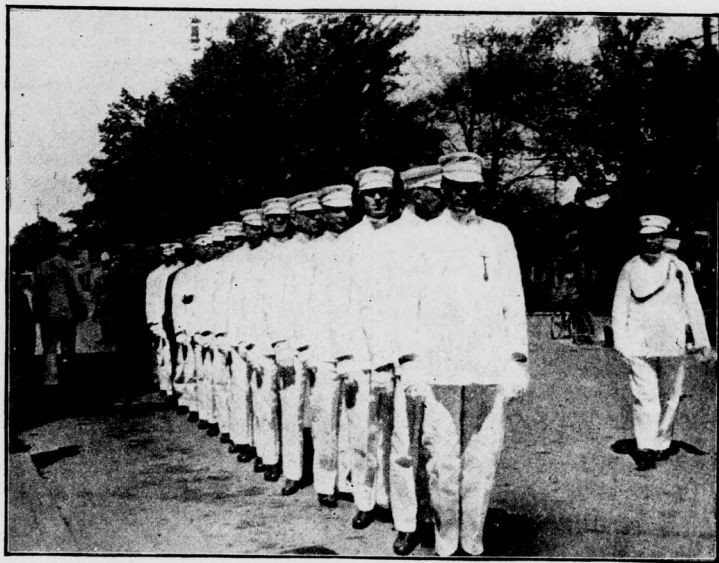
plaintiff, and infringement of copyright was charged. Both canning companies, it was shown, were marketing pork and beans under a trade mark almost the same. The O'lio concern labeled their product "Shepard Brand" and the trade mark was the picture of sheep reclining in a meadow. Hart Brothers marketed their beans under the caption "Shepherd Brand," and the trade mark, as illustrated by a picture of a shepherd in the midst of his flock.

After listening to evidence submitted by both sides for the most part of the day Judge Tuttle handed down a decree in which he declared that the Hart company trade mark was a violation of the Fuller copyright inasmuch as the Fuller company presented ample proof of copyright, while the Saginaw concern had none.

The decree granted the Fuller Canning Co. a perpetual injunction, as asked for in the bill of complaint, restraining the Hart Brothers from the use of the words "Shepherd Brand," including the label and picture, upon any of their products. They were also ordered to turn all such labels and trade marks now in their possession over to the court.

The decree declares that the plaintiff is not entitled to damages inasmuch as the court fails to perceive in what way damages have been sustained. The decree orders the defendants to pay the costs of the action, which amounts to \$48.55.

Greatness that is thrust upon men soon evaporates.



**Uniformed Rank of Detroit Council.**

that were not used and said he would rather pay for seventy-five more than to see one of the U. C. T. boys not have a comfortable place to sleep. We all had a good time and any old time the boys want to come to Traverse City again the latch string is on the outside.

T. W. Ford, of Edgetts, has sold his general store to Mr. Johnson, who will take charge at once.

While the weather has been very cold all the spring in the Grand Traverse region, crops never looked better, and we believe the farmers will get back this fall what they lost by the frosts last year.

of Holstein cows he now owns as he was many years ago when he made his last payment on the first cow he owned.  
F. W. Wilson.

**Curious Copyright Case Between Rival Bean Canners.**

A remarkable tale was narrated in Judge Arthur J. Tuttle's session of the Federal District Court, at Bay City, a few days ago, which showed how two men of the same name, although totally unrelated and unknown to each other, started business in widely separated cities in the same

**Insure Your Automobile**

in the

**Citizens' Mutual Automobile Insurance Co.**

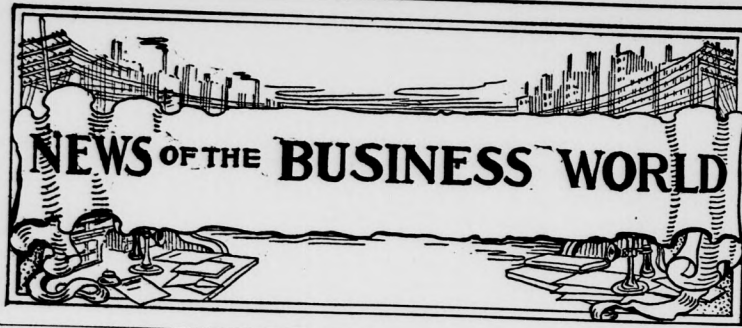
HOWELL, MICH.

The garage at Lamb burned about two weeks ago in which sixteen automobiles were burned. Sometime ago a garage at Albion, Michigan, burned and also a garage at Montague with six automobiles, which shows the necessity of carrying fire insurance, and as about fifteen hundred cars were stolen last year and there were about two thousand accidents in which many lawsuits were started against automobile owners, shows the prudent man the necessity of carrying insurance to cover theft and liability.

The Citizens' Mutual Automobile Insurance Company of Howell, Michigan, now has over 6,500 members; they organized at the right time of the year, in the fall, and built up a large membership, agency force and surplus to take care of the losses during the automobile season. The company has paid fourteen claims for liability, three fire losses and have had fourteen cars stolen; all claims have been adjusted with the exception of one personal injury case and a small claim for damages to a car by theft. The company is therefore in a position to give its members service. Had these losses occurred when the company first started, of course, they could not have paid them, but it is now writing about five hundred new members per week, with a surplus on hand of about \$14,000.

Two ex-governors of the State, several State officers, circuit court judges, many lawyers and bankers are now insured as they feel the company is well established. Policy \$1.00 plus 25c per H. P.

Insure your automobile in the Big Mutual, with the local agent, or write W. E. Robb, Secretary, Howell, Michigan.



### Movements of Merchants.

Saugatuck—Dostie & Hum have engaged in the undertaking business.

Jackson—J. E. Aldrich, of Addison, has opened a meat market on the East side.

Alma—D. L. Breece succeeds J. C. Foster in the cigar manufacturing business.

Cadillac—Henry Laney succeeds J. Cornwell & Sons in the grocery business.

Breckenridge—Hopkins & Son succeed George M. Delavan in general trade.

Ionia—P. Derose has opened a confectionery and fruit store in the Tower building.

Alto—William Fuller, recently of Fennville, has engaged in the harness business.

Holland—A. A. Timmer has opened a confectionery and cigar store at Central park.

St. Johns—Geo. W. Marriatt has purchased the grocery stock of E. K. Butterfield.

Conklin—S. R. Holland succeeds Roland Miller in the restaurant and ice cream business.

Morenci—H. G. Pegg, who conducted a grocery store here for nearly fifty years, died at his home, of paralysis.

Albion—S. E. St. Amour has sold his stock of bazaar goods to C. B. Geiger, who has taken possession.

Stanton—R. D. Willett, meat dealer, has purchased the David Chase meat stock and will consolidate it with his own.

Marquette—John Jonas, recently of Diorite, will open a grocery store at the corner of High and Michigan streets July 1.

Hartford—D. E. Coffey has sold his cigar stock and fixtures to C. E. Kinney and V. E. Manley, who will continue the business.

Stanton—A. D. Newman has purchased the ice business of David Chase and will continue it in connection with his fuel business.

Richmond—Burglars entered the Frank Gehring jewelry store June 11, taking over \$100 from the safe besides considerable stock.

Manistique—J. G. Lewis will open a bazaar store in the Ryan building on Cedar street under the management of E. J. German.

St. Ignace—A. C. Highstone, dry goods and clothing dealer, was married, June 6, to Miss Hattie Louise Jones, at the home of her parents.

Onondago—N. A. Strong has leased the Willis Bros. grain elevator. Possession will be taken July 15. It will be conducted as a branch of the Strong elevators at Eaton Rapids under the management of Frank Strong.

Fountain—Karl Ashbacker has engaged in the men's furnishing goods and clothing business under the style of the Fountain Toggery.

Calumet—Anegone Bros., confectionery, fruit and cigar dealers, have opened a branch store at the corner of Sixth and Oaks streets, Red Jacket.

Saginaw—H. Barnoski and F. E. Jonas have engaged in business at 1357 North Niagara street under the style of the Crystal Mirror Works.

Holland—John Vaupell of Vaupell & Alworth, druggists, was married June 7 to Miss Hattie Kammeraad, at their own home on West 13th street.

Lake City—The McBain Grain Co. is building a steel and concrete elevator, 32 x 100 feet, and will conduct a branch to their McBain business.

Owosso—W. A. Wright has taken over the business of the Pratt-Cooley Coal Co. and will continue it in connection with Owosso Truck Co. business.

Saranac—E. D. Collar has sold his stock of general merchandise to C. D. Leffingwell, who has removed it to Grant and consolidated it with his general stock at that place.

Hancock—A. Ruthstrom has sold his jewelry stock to A. Osterberg, who will continue the business at the same location at the corner of Reservation and White streets.

Grand Ledge—Burton Gates has sold his meat market and grocery stock to Harry Kingsley, of Cadillac, who will continue the business at the same location on North Bridge street.

Saginaw—The Saginaw Paper Co. has purchased the Cooper & Avery mill property, at 309 Hayden street, and after remodeling it will occupy it with its wholesale paper stock.

Ypsilanti—Floyd Daggett, trustee for the A. L. Evans bankrupt bazaar stock, sold it at public auction to M. G. Sebold, of Morenci, for \$710. Appraisal previous to the sale was about \$800.

Onaway—Wesley Smith and Joseph Harworth have formed a copartnership and purchased the E. J. Annibal meat stock and will continue the business under the style of Smith & Harworth.

Detroit—E. B. Anderson & Son have engaged in the hardware and builders' supplies business with an authorized capitalization of \$5,000, of which \$3,000 has been subscribed and paid in cash.

Saginaw—The Wilcox Motor & Manufacturing Co. has engaged in the manufacture of motors, parts, machinery, etc. with an authorized capital stock of \$150,000, all of which has been subscribed and \$15,000 paid in cash.

Coleman—The Farmers Co-Operative Co. has been incorporated with an authorized capitalization of \$4,000, all of which has been subscribed and paid in cash. The concern will handle co-

operative agricultural, dairy, mercantile and manufacturing business.

Chesaning—The Chesaning Garage has been incorporated with an authorized capital stock of \$30,000, of which amount \$27,000 has been subscribed and \$3,000 paid in cash. The concern will handle farm fixtures and agricultural equipment, furniture and house furnishings.

Port Huron—G. E. Miller, who conducts a retail drug store, has merged the business into a wholesale and retail drug store under the style of the Miller Drug Co., with an authorized capital stock of \$3,500, of which amount \$3,000 has been subscribed and \$1,000 paid in cash.

Jackson—Pierce & Cooper, grocers on Mechanic street, have purchased the M. Norris & Co. grocery stock and will continue the business at the same location as a branch store. It will be conducted on a cash basis, 10 cents being charged for the delivery of goods.

Kalamazoo—Thieves entered the Frank McQueen grocery store, at the corner of Patterson and Edwards streets, the Nyland Grocery Co. store, at 625 South Burdick street, and the Strickland drug store, at the corner of Burdick and Dutton streets, June 12, taking some cash and considerable stock from each store.

### Manufacturing Matters.

Detroit—The O-So-Ezy Mop Co. has changed its name to O-So-Ezy Products Co.

Lansing—The Michigan Screw Co. has increased its capital stock from \$160,000 to \$500,000.

Ypsilanti—The Michigan Crown Fender Co. has increased its capital stock from \$60,000 to \$100,000.

Ludington—The Gile Tractor & Engine Co. has increased its capital stock from \$100,000 to \$300,000.

Ypsilanti—Salamatis & Rice have taken over the Michigan Candy Works plant and will continue the business under their own name.

Jackson—Jacob Dawson and James J. Pappas have engaged in the ice cream manufacturing business at 110 Railroad street under the style of the American Ice Cream Co.

Benton Harbor—The Benton Harbor Brass Foundry has been organized with an authorized capitalization of \$5,000, of which amount \$2,500 has been subscribed and \$1,000 paid in cash.

Detroit—The A. M. Basman Co. has engaged in the manufacture and sale of sheet metal products with an authorized capital stock of \$25,000, all of which has been subscribed and paid in cash.

Detroit—The Petrola Co. has engaged in the manufacture of toilet and medical preparations with an authorized capitalization of \$50,000, of which amount \$30,000 has been subscribed and \$15,000 paid in cash.

Detroit—The Alloy Die Casting Co. has engaged in the manufacture of die castings and other white metal products with an authorized capitalization of \$25,000, all of which has been subscribed, and \$2,500 paid in cash.

Bay City—The Bay City Foundry & Machine Co. has been incorporated to manufacture machinery and castings

with an authorized capitalization of \$100,000, of which amount \$60,000 has been subscribed and paid in cash.

Harbor Springs—The Harbor Springs Co-Operative Creamery Co. has engaged in business with an authorized capitalization of \$5,000, of which amount \$3,930 has been subscribed and \$1,500 paid in cash.

Albion—The Albion Bolt Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in cash. The company will manufacture bolts and other parts for automobiles and vehicles.

Detroit—The Evapco Manufacturing Co. has engaged in the manufacture of automobile accessories, novelties and general specialties with an authorized capital stock of \$30,000, all of which has been subscribed, \$5,000 paid in cash and \$25,000 paid in property.

### Working for Half Holiday on Thursday.

Lansing, June 12—The Clerks' Efficiency Club, recently organized, is finding considerable sentiment among local dealers in favor of the Thursday afternoon closing plan. A canvass is being made of various lines in the city and a number of signers to the clerks' petitions are being procured. It is declared that, inasmuch as grocers, meat dealers, department stores, owners, proprietors of the shoe stores, men's furnishings, etc., cannot close Saturday night, the Thursday afternoon closing plan will equalize matters somewhat.

It is pointed out that during the months of July and August when nearly everybody is on a vacation, trade is dull and that Thursday afternoon closing during those months will neither affect patrons nor the annual receipts. The Clerks' Club already has procured the names of a large number of business men who sanction the idea.

Additions to their tanneries are being completed by the Roden Leather Co. and the Edgar S. Keifer Tanning Co. The addition to the former plant is 64 by 68 feet, two stories and of brick construction. This gives the company, besides several warehouses, a tannery frontage of 295 feet. The addition to the Keifer tannery gives about 12,500 additional feet of floor space. Both concerns report a busy season and are anticipating continued activity in the business. The increased cost of materials is one of the problems which the operators of tanneries are facing. They are now paying \$8 and \$9 for colors which formerly sold at 60 and 70 cents.

E. D. Collar, formerly engaged in general trade at Saranac, has purchased a half interest in the Grand Rapids Store Fixture Co., formerly owned by Fred D. Vos. The business will be merged into a corporation under the same style with an authorized capital stock of \$10,000, of which \$5,500 will be paid in. The new company will lease the second floor of the store now occupied at 7 Ionia avenue and engage in the purchase and sale of merchandise stocks as well as store fixtures.

John Tuinhoff has moved his dry goods and shoe stock from Hopkins to this city, locating at 803 Fifth street.

If it wasn't for our enemies life would be awful monotonous.



### Review of the Grand Rapids Produce Market.

Apples—Western stock, \$2.95 per box.

Asparagus—\$1.25 per doz. bunches for home grown.

Bananas—Medium, \$1.50; Jumbo, \$1.75; Extra Jumbo, \$2; Extreme Extra Jumbo, \$2.25 up.

Beans—Prices range around \$3.75 for pea and \$4.25 for red kidney in carlots.

Beets—\$1 per box.

Butter—The consumptive demand is about normal for the season. The receipts are about as usual and the quality is running the best of the year. The market is firm on the present basis of quotations. There is a good consumptive demand, as well as some demand for speculation. The weather is very favorable for a good production, both in quantity and quality. Not much change is looked for from the present basis of quotations during the coming week. Creamery grades are held at 28@29c in tubs and 30c in prints. Local dealers pay 23c for No. 1 in jars and 20c for packing stock.

Cabbage—\$2.50 per 100 lb. crate from Virginia.

Cantaloups—California command \$3.50 for 54s and \$4.25 for 45s; Pink Meat 12 to crate, \$2.

Carrots—60c per doz. bunches and \$1.25 per hamper.

Celery—California, 75c for Jumbo and 90c for Extra Jumbo; Florida \$2 per case of either 4 or 6 doz.; \$1.75 per case of 8 doz.

Cocoanuts—\$5.50 per sack containing 100.

Cucumbers—90c per dozen for fancy hot house; \$1 for extra fancy.

Eggs—The consumptive demand is good. The average quality is not quite as good as it has been. The market is steady on the present basis of quotations, but not likely to change in the very near future. Local dealers are paying 21c, case included.

Egg Plant—\$1.75 per dozen.

Fresh Pork—11½c for hogs up to 200 lbs.; larger hogs, 11c.

Gooseberries—\$2 per 16 qt. crate.

Grape Fruit—Florida and Cuba stock is steady at \$6 per box.

Green Onions—Silver Skins (black seeds), 18c per doz. bunches; Evergreen, 12c per dozen bunches.

Green Peas—\$2 per bu. hamper.

Honey—19c per lb. for white clover and 16c for dark.

Lemons—California, \$5.50 per box for choice and \$6 for fancy; Messinas, \$4 per box.

Lettuce—8c per lb. for leaf; \$1 per bu. for garden; \$1.50 per bu. for head.

Maple Sugar—17c per lb. for pure.

Maple Syrup—\$1.40 per gal. for pure.

Mushrooms—40@50c per lb.

Nuts—Almonds, 18c per lb.; filberts 15c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble, 16½c for California; 15c for Naples.

Onions—Texas Bermudas, \$2.25 for yellow and red and \$2.35 for white.

Oranges—Valencias, \$4.50.

Peppers—Southern grown command \$2.75 per 6 basket crate.

Pineapple—Cubans command the following prices: 42s, \$2; 30s, \$3; 24s, \$3.25.

Plants—Tomato and cabbage, 75c per box; peppers and astors, 95c per box; geraniums, \$1.40 per box.

Pop Corn—\$1.75 per bu. for ear, 4½c per bu. for shelled.

Potatoes—Old stock, \$1.20 per bu.; Virginia cobbles, \$2.25 per bu. and \$6.50 per bbl.

Poultry—Local jobbers pay 18@19c for shipment of mixed fowls. Turkeys are scarce at 22c, ducks at 20c; geese at 18c. Dressed fowls average 3c above these quotations.

Radishes—15c for long; 12c for round.

Rhubarb—85c per bu.

Spinach—50c per bu.

Beet Greens—75c per bu.

Strawberries—Home grown are now in command of the market. They range from \$1.75@2 per 16 qt. crate.

Sweet Potatoes—\$2.50 per hamper for kiln dried Jerseys.

Tomatoes—\$3.75 for 6 basket crate, Florida stock.

Turnips—60c per doz. bunches for new.

Veal—Jobbers pay 12c for No. 1 and 10c for No. 2.

Water Melons—70c apiece for Florida.

Wax Beans—\$1.75 per box for Southern Illinois stock; \$2.90 per hamper.

### The Grocery Market.

Sugar—The two Philadelphia refiners which reduced their quotations from 7.65c to 7.35c and 7.40c respectively, both went back to 7.65c last Friday. In the meantime Arbuckle has reduced his price from 7.65c to 7.30c. Generally speaking, the refiners are inclined to hold firm on the theory that nothing will be gained by breaking the market on the eve of a buying movement, especially with contracts on the books as high as 7.50c. It is argued that the country will have to come in by the first of July to prepare for summer wants, especially as invisible supplies are light. The foreign movement has been disappointing, the British Commission holding off for lower prices, although stocks in the United Kingdom are light. It is suggested that the Commission will be compelled to buy for July and August shipment. The consumption in May was 11,000 tons larger than a year ago, despite the efforts to force curtailment of consump-

tion in England. For the first five months of the year the reduction was some 13 per cent. instead of the 25 per cent. planned by the Government.

Tea—The market is weak, reflecting a combination of circumstances which has made some sellers nervous. The reaction in primary markets, taken in conjunction with the decline in freights and silver, has hurt sentiment. Then, too, the arrival of Foo-chows has relieved the pressure of black teas. It is a waiting game, as the country under the circumstances wishes to see what the future will bring forth. Some circles, however, hope that with the passing of the conventions things may improve, pointing out that the stocks are moderate.

Coffee—The country is going slow in purchases since the new crop is not moving and it is hoped by waiting that lower prices may be obtained. Brazil, however, is still above the local parity, although cost and freight offers show a downward tendency. Quotations have been heavy here, with readjustments in the cheaper grades. The trade is mostly waiting new crop coffees which, while they are no cheaper than old crop, are apt to contain better grades. This makes spot coffees somewhat unpopular and is accountable for the easier feeling. Milds are unchanged and quiet, as are Java and Mocha.

Canned Fruits—Peaches are very firm, and some packers have announced advances of 5@10c for lemon clings. Other varieties are equally firm and all fruits show an upward tendency. This is due to the attitude of the growers, who for the present at least are able to dictate prices. Buyers are reluctant to take hold, but some of them are beginning to realize that they have little choice if they desire to cover their early requirements. Hawaiian pineapple remains very firm, but packers are making no further offers at present.

Canned Vegetables—Tomatoes are not quite so firm as they were. Futures are selling fairly. New pack Southern peas have advanced 5c a dozen on account of the appearance of the pea louse. The coming pea crop is not showing up very well. Corn is growing stronger all the time, although without change for the past week.

Canned Fish—A strong situation has shown itself in salmon within the last few days, although it has been of common knowledge for some time that the matter of immediate supplies would have a serious bearing on prices, particularly of pink. Of the latter, stocks in packers' hands are practically exhausted, while the only supplies available for this market are those already here, and these in turn are concentrated in a few hands. The market has advanced practically 10c per dozen within the last two or three days. Columbia River salmon is in better demand, while Tuna is also firm. In fact, there is a good demand for all canned fish. Domestic and foreign sardines are unchanged from last week.

Dried Fruits—The entire dried fruit situation is one that is causing

both packers and buyers considerable anxiety. It may be said that for the present at least growers are in control of practically all such fruits. It is not possible as yet to say whether they have won out as to apricots, inasmuch as no actual purchases have been made by packers at the announced minimum of 15c, although it has been reported that 14½c had been bid. Packers have been offering on the basis of 13½c to 13¾c, but at the close all parties seemed to be holding off, waiting for some one to make the next move. As to peaches, the situation is somewhat similar, although it has not approached a crisis as yet, and a little more time must elapse before matters reach a showdown. Prunes are firmer, with growers stoutly maintaining their position and packers asking more money generally on the basis of 5½c. That previous concerted action has been successful is indicated by the fact that plans are under way both in California and in Oregon to form associations or pools to care for the new crops. Raisins are firm, but there has been no change in the attitude of the Association, which refuses to offer anything more at present and is awaiting further crop developments, while independents are following a similar policy. In the meantime the spot demand for all these fruits is fairly liberal, considering the season, but is mainly to fill in the gaps in jobbers' stocks.

Rice—The market is quiet and unchanged, the same lack of interest on the part of the distributors being reported, supplies continuing ample for requirements. Moderate stocks of screenings and Blue Rose are reported. Prices are fairly steady.

Cheese—The market is steady at the recent decline. The receipts are about normal for the season and the average quality is the best of the year. The price is now ranging about 1c a pound lower than it was last year owing to the lack of demand for export. Not much change in prices is looked for in the near future.

Provisions—Smoked meats are firm, with light demand, at prices ranging about the same as a week ago. Pure lard is steady at about ¼c per pound lower. Compound is firm at unchanged prices, with only a moderate consumptive demand. Barreled pork is firm with a light supply at unchanged prices. Canned meats and dried beef are firm.

Salt Fish—Norway mackerel are about cleaned up and the few still remaining on spot are very high. Some new Irish mackerel are already here at the high prices quoted a week ago. New shore mackerel will be in shortly, but the price will not be known until the vessels arrive. Cod, hake and haddock are dull and unchanged.

Guy W. Rouse and Edward Frick represent the wholesale grocery of Grand Rapids at the annual meeting of the National Wholesale Grocers' Association at Boston this week. Both gentlemen are accompanied by their wives.

## ENLIGHTENED SELFISHNESS.

## Retail Merchants' Congress an Unqualified Success.

The Retail Merchants' Congress, held last week under the auspices of some of the wholesale dealers and manufacturers of Grand Rapids, was an unqualified success in every respect. The attendance was not as large as could be wished, but perhaps as representative as could be expected, considering the stormy weather which prevailed nearly all the time the Congress was in session.

The first day's proceedings were fully reported in the last issue of the Tradesman.



Hon. Phil. T. Colgrove.

The session opened Wednesday morning with an excellent paper on Good Roads and the Retail Merchants by Hon. Phil. T. Colgrove, President of the Michigan State Good Roads Association, which was published complete in last week's issue of the Tradesman. The paper was well received and is worthy of careful perusal and permanent preservation by any one interested in the subject of good roads.

Paul H. Nystrom lectured on Stock Turnovers from 11 o'clock to 12 o'clock and interested every one present to a remarkable extent. The same gentleman spoke again at 2 p. m. on the subject Special Sales and Getting New Customers.

At 3 o'clock H. Leslie Wildey, of Graettinger, Iowa, spoke on How to Meet and Overcome Mail Order Competition. His address was well received and was delivered with much force. Mr. Wildey declined to permit the Tradesman to reproduce his paper entire, but kindly furnished the following summary which shows conclusively the weapons used by Mr. Wildey in combating the nuisance:

The mail order house exists only by reason of the jobbers and manufacturers' ignorance of, and indifference to the retailer's needs, and the unwillingness of most retailers to work to help themselves. There are four rules for handling this problem of mail order house competition:

First—tell your troubles to the policeman.

By this is meant that it is up to the retailer to insist upon a square deal from the manufacturer. When a mail order catalogue advertises that by special arrangement it is enabled to offer ten packages of candy and popcorn confections at 39c, it is up to the retailer to insist that the man-

ufacturer so fix his prices to the retailer that he can offer the same assortment for 39c, instead of continuing as now.

It means that it is up to the retailer to find out the misrepresentations which fill the mail order catalogues and fight to have the Postoffice Department take action.

It means that instead of paying whatever price is asked of the merchant for his wares, the retailer must insist upon a competitive price, thus throwing back onto other shoulders a part of the burden of this fight, and thus enlisting in his behalf the support of other interests—not merely their passive, but their active support.

The second rule is to get and study every one of the mail order house catalogues. The average merchant uses 98 per cent. of his energy fighting the man across the street and 2 per cent. fighting the mail order house. A reversal of this proportion will be profitable to everybody but the mail order house.

Such a study of the mail order house catalogue is essential to any kind of an understanding of the problem. It is necessary in order that the retailer may know the nature of the competition he must meet, may understand the appeal the mail order house is making to its trade. The retailer must search out the weaknesses of the mail order house, for they have weaknesses.

The third rule is to buy goods of the mail order house.

The fourth rule is advertise—the mail order house.

By buying goods of the mail order house it is possible, and in no other way is it possible, to get a line on the mail order house values. A dollar pair of shoes on the manufacturer's shelf will look just as good in the picture as the \$2 pair alongside. As a result, many consumers, and not a few retailers, conclude the mail order house \$1.25 shoe is as good as the local dealer's \$2.25 shoe. This opinion is based entirely on pictures. A purchase of mail order merchandise will reveal the falsity of this conclusion, and sometimes reveal as well the falsity of the mail order house advertising in connection with this merchandise.

Mail order house competition rests upon the indifference of the retail merchant. Indifference is just a polite way of saying laziness. And it rests upon the misrepresentation, either actual or implied, of mail order house advertising.

At 8 o'clock in the evening William A. Scott, Director of the Course in Commerce, University of Wisconsin, delivered an address on Training of Men for Business. The address was well received. He was followed by Paul H. Nystrom on Retail Salesmanship, which will be found reproduced on page 9 of this week's issue.

Mr. Nystrom was clearly the star actor in the Congress. Small in stature, rapid in conversation, possessed of a thinking apparatus which enables him to discuss mercantile matters consecutively and smoothly, with a fund of apt illustrations and anecdotes, his three talks were all heroic on the art or profession of storekeeping. To hear him is a treat. To miss hearing him is to lose the opportunity of a lifetime.

Thursday morning, A. C. MacMahon, Special Sales Expert of the National Cash Register Co., Chicago, spoke on New Methods in Retail Advertising, and W. H. Marsh, Advertising Service Division of the Burroughs' Adding Machine Co., Detroit, spoke on Retail Store Systems. The latter paper will be published in the Tradesman in the very near future.

The afternoon session was opened by E. A. Stowe, who spoke on the Relation of the Retail Merchants to the Farmers. His paper was reproduced verbatim in last week's issue. He was followed by Charles F. Hildreth, of Freeport, Ill., who spoke very entertainingly on the subject of Insurance and Inventory. His address was well received and at its conclusion a number of questions were asked by those present which he undertook to answer with fairness and deliberation.

Lee M. Hutchins then delivered an inspiring round-up address which was, of course, the best short talk of the Congress. He referred in a sympathetic manner to the effort the local committee had made to render the Congress a success and declared that the members of the committee felt well repaid for their labors. Like the audience, the committee had learned by experience and would be able to present a programme next year that will be better in every respect than the programme arranged for this year.

## Honks From Auto City Council.

Lansing, June 12—There's no great loss without some small gain. This is a good season for watercress.

Sorry we were unable to attend the Grand Council meeting at Traverse City, but the doctor insisted and we reluctantly gave in.

A full report of the Grand Council's doings was given by delegate E. H. Simpkins at our Council meeting last Saturday night.

If J. Pluvius worked on a commission, no matter how small, it would compare favorably with the income of John D. Rockefeller.

E. M. Holly (J. M. Preston Co.) started this morning on a two weeks' trip to the Northern part of the State. He will spend Sunday at the Soo.

Dr. F. W. Bullen and wife, of Hibbing, Minn., are visiting relatives and friends in Lansing and vicinity.

Work is progressing rapidly on Lansing's newest skyscraper, the Lansing State Savings Bank building, at the corner of Michigan and Washington streets. Watch Lansing grow.

Fred Mott (Elliott Grocer Co.) will spend his vacation with his family making a trip through the Western states and visit relatives at Denver, Colorado, and San Francisco, Calif.

Stewart Harrison and wife were among the Lansing Knights Templar who attended the conclave at Detroit last week.

Miss Mable Miller, of Chicago, who for several months has made her home with L. L. Colton and family, returned to the Windy City to-day. She says she has a warm place in her

heart for Lansing, but if reports are true the credit belongs to Dan Cupid.

Mr. and Mrs. Roy Mott and Mr. and Mrs. L. L. Colton will spend their vacations in the Northern part of the State and will make the trip by automobile, visiting various places of interest en route. A greater portion of the time will be spent at Mackinac Island and the Snows.

George Haskell (Worden Grocer Co.), a prominent member of Owosso Council and familiarly known as the Honest Grocerman, is somewhat of a musician—at times—and when the occasion requires carries his life with him. One of his customers living at Morice recently hinted that he was some drummer, so on his next trip George slipped his instrument in with his samples and fided himself into the good graces of this particular customer to the extent that he now gets an order twice as large as before, and the Lansing man is wondering why his orders are smaller than they used to be.

Here is one on the scribe: A certain grocery salesman who is a member of our Council and lives in Lansing, covers his territory with a ford, which, among other good qualities, is exceptionally hard to start. For this reason he often leaves the blessed thing running while he calls on his trade. Recently these conditions existed just as the writer was hurrying along the street during a shower, when someone called from the opposite side of the street and asked if we would please stop his motor, as gas was high and the rain was wet. Of course, we complied, and a moment later discovered the request had been made by Charles R. Nesen (Elliott Grocer Co.), a practical joker and a competitor of the salesman owning the ford. When the truth dawned upon us, we lost no time in turning the next corner and there are several who are now in a position to vouch for our dexterity.

H. D. Bullen.

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

Buffalo, June 14—Creamery butter, extras, 29c; first, 27@28c; common, 25@26c; dairy, common to choice, 22@25c; poor to common, all kinds, 20@22c.

Cheese—No. 1 new, 15½@16c; fair, 15c.

Eggs—Choice, new laid, 23c; fancy, 24@25c.

Poultry (live)—Fowls, 19@21c; broilers, 30@34c; old cox, 13@14c.

Beans—Medium, \$4.25@4.30; pea, \$4.25; Red Kidney, \$4.75@5; White Kidney, \$5@5.25; Marrow, \$5.

Potatoes—\$1.30@1.50 per bu. Rea & Witzig.

Louis Harmon, druggist at 759 Butterworth avenue, has opened a branch drug store at Comstock Park. It will be managed by R. Edmund Harmon, a brother of the owner.

## Use Citizens Long Distance Service



To Detroit, Jackson, Holland, Muskegon, Ludington, Traverse City, Petoskey, Saginaw and all intermediate and connecting points.

Connections with 750,000 Telephones in Michigan, Indiana and Ohio.

## Citizens Telephone Company



**DETROIT DETONATIONS.**

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

Detroit, June 12—A new distributing company to be known as the Strasburg-Miller Co. has been formed for the distribution in Detroit and Michigan of the new Liberty automobile, manufactured in this city by the Liberty Motor Car Co. James Strasburg is President of the company, W. A. C. Miller is Vice-President and A. C. Miller is Secretary-Treasurer. Associated with them on the board of directors are Horace B. Peabody, Charles D. Ducharme, C. Hayward Murphy and William H. Lally. The new salesroom and service station is being completed at 972 Woodward avenue.

M. W. Whims, manager of the Grand Rapids office and sample room of Edson, Moore & Co. was in Detroit on a business trip last week. He hurried back to Grand Rapids in order to play Sunday golf—and possibly Dan Cupid—at the Muskegon County Club, where he hangs out nearly every Sunday during the summer season.

The four-story building at the corner of Woodward avenue and Congress street, being altered for the Cunningham Drug Co., is rapidly nearing completion.

Besides inciting the wrath of John D. Martin, of Grand Rapids, we have evidently incurred the envy of our brother scribe, E. R. Haight.

Albert Lutticke, pioneer Michigan avenue merchant, and Miss Emma Loretta Brocher were married in this city June 5. After a honeymoon trip, the couple will be at home to friends at the Mount Vernon apartments. Mr. Lutticke's department store at 780 Michigan avenue is under the management of a former Grand Rapids resident, Henry Schwartz, for over twenty years with the Spring Dry Goods Co.

Germany has a new food dictator. The idea is not a new one, however. There has been one in our home for thirteen long years.

A small fire visited the furniture store of M. Rosensweig, 2284 West Jefferson avenue. The damage was nominal.

E. H. Reynolds, Jr., formerly with the Champion Ignition Co., of Flint, has joined the salesforce of the Paige-Detroit Motor Co. and will act as special representative for the company.

Nearly all the warring nations have set the clock ahead one hour. Detroit should swell with pride over the fact that nearly a whole continent has imitated it.

Allan J. Law, former Detroit, has returned to this city and opened a temporary office at 139 Bates street. He will represent a Chicago firm manufacturing automobile cleansers.

A new branch of the Wayne County and Home Savings Bank has been opened in the David Whitney building under the management of Scott Carpenter, formerly Paying Teller of the Michigan Savings Bank before its consolidation with the Wayne County and Home Bank.

Thirty-five members of the Michigan Hardware Dealers' Association left last week to attend the National Hardware Dealers' Association convention in Boston. Karl S. Judson, of Grand Rapids, President of the Association, accompanied the party, which left in a special train.

Mr. Addison, proprietor of Addison's department store, Grand Haven, was a Detroit business visitor last week.

Now that the two most prominent events of the year, the U. C. T. and Republican National conventions, are history, the newspapers will probably resume their former function of publishing the news happenings.

The Central Savings Bank has opened another branch bank, the sixth in the city. The latest addition is located at Woodward and Forest avenues.

W. H. Tinsman, one of the pioneer residents and business men of Romeo, died June 2. Mr. Tinsman was very well known in Detroit and had many friends who will read of his death with

regret. He was engaged in the crockery business.

F. D. Van Allen has been appointed Cashier of the Northwestern State Bank, on Grand River avenue. Mr. Van Allen is a former Eaton Rapids boy, coming to this city about seven years ago on his graduation from the local high school.

Disappointment was the lot of several thousand employes of Parke, Davis & Co., when rain prevented the annual excursion and picnic last Wednesday. The event, which is looked forward to each season, has been postponed to a further date.

New York and Chicago alone exceeded Detroit in building operations during May. Building permits issued during May totaled \$5,150,845, a gain over the same month of the previous year of \$2,854,000.

The B. F. Falter Sales Co., representative for the Briscoe and Argo cars, has moved into new quarters at 1231-1235 Woodward avenue, occupying the entire building.

A large addition is being added to the plant of the Solvay Process Works.

Walter H. Van Dusen, one of the pioneers in the automobile industry, has been appointed sales manager of the Detroit Motor Car Co.

The breath of life can be fanned into Detonations by the addition of a contribution now and then. Without any assistance the columns become extremely weak in the knees. Please come across.

All of the U. C. T. notes found in this week's Detonations were furnished by the Secretary of Cadillac Council.

We can not but admire Charles Reattoir for his fortitude in living in and extolling the virtues of Chicago, after having been a resident of Detroit so many years.

The feast given the visiting merchants in Grand Rapids last week was an intellectual one, in place of the former roast meat variety.

James M. Goldstein.

**Two Questions Easily Answered.**

Boyer City, June 12—You are thoroughly acquainted with political conditions in Michigan and can probably answer a question which has very often occurred to me when listening to talks by men who are looking for office in one capacity or another.

Why do the majority of these men who ask for our votes for the most important offices in the State almost invariably sidestep the prohibition question and why do so large a proportion of our strong and influential newspapers ignore the question or treat it with a sort of contemptuous flippancy that is still worse?

No great corporation nowadays will tolerate a drunkard in any position and will not knowingly employ a drinking man in a position of responsibility. Even the manufacturers and vendors of liquor discourage its use by their own employes. These are known facts. The liquor question ceased long ago to be a strictly moral and sociological issue, but became one of commercial efficiency. Then, why, in the face of a rapidly growing sentiment among the voters of the State and Nation do these men who want the job of managing the public affairs, take refuge in faltering and evasion? They make a great ado about taxation and say not a word about the heaviest burden the people of the country are called upon to bear. Charles T. McCutcheon.

The answer is simple—the politician is looking for votes and the newspaper is looking for advertising. The former realizes that the vote most easily secured is the vote of the unthinking men who are connected with liquor traffic. The newspaper finds it easiest to secure advertising from the liquor people, because they do not advertise to influential business, but to secure the good will—and silence—of the newspaper.



Barney Langel has worked in this institution continuously for over forty-five years.

**Barney says—**

*I didn't think much about the coffee business when we put in that first Roaster, but it is certainly a very big department now, with two big Roasters going all the time.*

*While the management are very cranky about the way we roast and handle our coffee, I guess that is the reason why our coffee business is growing so fast.*

**WORDEN GROCER COMPANY**

GRAND RAPIDS—KALAMAZOO

**THE PROMPT SHIPPERS**



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY,**  
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One dollar per year, if paid strictly in advance; two dollars if not paid in advance.

Five dollars for six years, payable in advance.

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Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

June 14, 1916

### THE LOSS OF KITCHENER.

The death of Earl Kitchener, the great British war lord, would have been a vastly greater loss two years ago than now. Of all Britishers in public life, he was the only one who fully grasped the scope of the struggle which would ensue when England declared war. The words which he spoke when he accepted the commission to direct the military destiny of the empire—that his appointment must be for three years—are now memorable. They indicated that he knew what was to be expected and was prepared for those eventualities which his extensive military knowledge told him were probable. He was prepared even though his country was not. England was fortunate in the possession of this genius of war at that time. The intimation that he gave of the probable duration of the conflict and the sacrifices that it would require, served to awaken the country to its peril. The foresight he manifested enabled him to plan on a scale commensurate with the enormous demand. Had there been a nerveless weakling at the British helm at that time, the course of the war might have been vastly different.

The loss of Kitchener, however, to the British cause in this war, is not to be minimized. He was the great general in command. Although the course has been mapped out, there is much yet to be done in the execution of plans, about which he knew better than any one else. Moreover, it is doubtful if there is another in the empire possessing his military genius. There is certainly none so recognized by his countrymen, although there may be such developed by the war, yet to be discovered. The grim, silent Kitchener had the confidence of Britishers, who, for the moment, at least, will be overwhelmed by his death. The loss to the country from a military standpoint is lamentable, but it will doubtless have its compensations. Rather than disheartening the British, its probable effect will be to increase their determination and set them more firmly than ever against the enemy. The tragedy may be the last thing needed to awaken them to a full consciousness of the task before them. The British public will long mourn the great Kitchener. He was their idol and deserving of their hero worship. He had done much for his country in many lands and his services will not soon be forgotten. That

he was a great soldier there can be no doubt. His ability as an organizer was marvelous. The army he recruited in England during the past two years will stand as a monument to his skill and military perspicacity. His loss has probably affected the British mind more profoundly than any other previous incident of the war, numerous and terrible as they have been, and frequently incalculably disastrous, and it remains to be seen whether it will result in quickening or slackening British activity in the great struggle.

### IT CAN BE IMPROVED.

Now that the first Retail Merchants' Congress held under the auspices of the wholesale dealers of Grand Rapids is a matter of history, it is in order to venture some observations regarding the character the event should take if it is decided to repeat it another year, as is the present announced intention of the promoters of the undertaking. In the opinion of the Tradesman the college professors can be very well dispensed with and their places taken by practical merchants who have a vital message to give, based on actual experience. The professional representatives of educational institutions contributed liberally to the programme, receiving liberal pay therefore, but none of them talked directly to their audience on the great topics of the day in language the ordinary merchant could understand. They all talked over the heads of those present, and lessened, instead of increased, the interest manifested in the programme by those present. So depressed did many of those present feel after listening to a long harangue on an abstruse subject that it required extraordinary effort on the part of the succeeding speaker to arouse them from their lethargy.

Another feature which could be changed to advantage is the selection of a permanent chairman, instead of a temporary chairman for each meeting. This would enable the presiding officer to get in close touch with his audience, so that he would be able to designate most of them by name and familiarize himself with the peculiarities and characteristics of the men who are best able to make suggestions, ask questions and otherwise keep up interest in the meetings.

The guest at a Baltimore hotel who dropped his railroad ticket and sleeping car reservation for St. Louis into a mailbox has learned that Uncle Sam has a number of rules, and one is that anything dropped into a mailbox must go to the postoffice. The guest watched for the mail collector and pleaded for his tickets, but "rules is rules," and the envelope containing the St. Louis tickets went to the postoffice and the absent minded man had to delay his departure from Baltimore. Perhaps his excuse for his carelessness is that he was thinking deeply about the Democratic National convention and its platform.

Dignity is a poor thing to stand on when you find yourself in the rear of a crowd and want to see the procession.

### SHACKLETON'S ESCAPE.

In the turmoil of the great war and amid the world's absorbed interest in it, the story of Sir Ernest Shackleton's experience and escape from death in the Antarctic ice receives comparatively brief mention and is noted only for the moment. It is doubtful if in all the record of exploration, polar or other, however, whether there has been told a story of as thrilling adventure and successful combat with the destructive forces of nature as that of Shackleton and his party amid the ice and the storm and sea of the south polar region. It was late in the second month of the war, September, 1914, that the ship *Endurance* with the explorers sailed from Buenos Ayres for Weddell Sea in the Antarctic. Shackleton's plan was to land in those waters and with no more than a half dozen of his fellow explorers cross the Antarctic continent, a stretch of ice and snow a thousand miles or more in extent, and in the Ross Sea, on the opposite side, board the *Aurora*, another exploration ship which had sailed from New Zealand simultaneously with the departure of the *Endurance* from Buenos Ayres. The disaster which befell the *Aurora* party became known to the world a few weeks ago. The vessel was torn from its moorings in the Ross Sea and after months of drifting in the ice finally freed itself and almost hopelessly damaged made its way laboriously to Tasmania, where it reported some half dozen members of its party were caught ashore and left when the vessel was carried away in the ice.

While the world was wondering what might be Shackleton's fate and whether he would cross the Antarctic continent to the Ross Sea only to be disappointed in his expectation of finding the *Aurora* awaiting him, word came last week that the explorer with five companions had reached the Falkland Islands in the South Atlantic, southeast of Southern Argentina. At that outpost of the inhabited Southern part of the world the party arrived after a voyage of over 1,500 miles, most of it made in a 22-foot boat. They brought word that some score of companions, the remainder of those on the *Endurance*, had been left in a cave cut in the ice of Elephant Island, 200 or 300 miles north of the Antarctic circle, and they came with an urgent appeal that a ship be dispatched at once to their rescue. The explorer's ship, the *Endurance*, met the destruction in the ice which the *Aurora* on the other side of the world barely escaped. Shackleton on his arrival in the Antarctic found conditions such that it was never possible for the explorer to land his party and equipment for crossing the continent. Throughout that Antarctic summer and the part of the winter following until driven from the ship by the imminent fate of being crushed in the ice, which overtook her finally, the party remained aboard the *Endurance* fast in the ice, more than a hundred miles from any land. Deserting the ship

they took with them the three small boats and all the supplies they could carry and encamped upon the ice. Thus the explorers lived through the rest of that winter and well into their second summer in the Antarctic in a constant battle with the treacherous ice, until it was possible to launch their small boats in open water. Then began another struggle with the ice filled seas in which the frail heavily laden craft many times narrowly escaped disaster.

The story of it all forms a chapter in polar exploration unrivalled for its perils. Finally the survivors of the *Endurance* reached the ice-encrusted Elephant Island, on which a landing was made, although it seemed inviting certain disaster to attempt it. In a shelter cut in the ice, Shackleton and five companions left the others while they set forth in their small boat for South Georgia Island, another waste spot in the South Atlantic, on which there are stations for whalers. It is 750 miles from Elephant Island. That voyage was hardly less thrilling than the one preceding which ended in the escape of the explorer from the Antarctic ice floes and bergs. South Georgia was reached, but no craft large enough to make the attempt to Elephant Island was to be had at the whaling station. Shackleton then determined to make the Falkland Islands, nearly 1,000 miles northwest, and seek there the help for his companions left behind. He arrived at Port Stanley and a vessel is being made ready to go or has perhaps by now started for Elephant Island.

The prime object of the Shackleton expedition met with failure owing to the conditions which indicated weather of unusual severity even for the Antarctic. Shackleton intended to complete the work of exploration which brought death to Capt. Scott and his companions at the moment of their triumph. But it is too early to write down the Shackleton attempt a complete failure, even as regards its scientific aims. As an exhibition of rare courage, determination and skill, the bringing out of himself and his entire party through the ice strewn waters in small boats 200 or 300 miles northward of the Antarctic circle, and the voyage of himself and five companions in a 22-foot boat for another 1,500 or more miles, are achievements that would rival even the crossing of Antarctic, had he succeeded in beginning and accomplishing that hazardous undertaking.

### ENTITLED TO SYMPATHY.

A salesman working for a price-cutting house should have the sympathy of all who know him.

A monkey with a cut-price circular in his hand and an order book tied around his neck could go out and get a good many orders, but would that make a salesman of the monkey?

The cut-price order-taker is depending upon his cut price to make his sales. He is losing his individuality, his initiative and his integrity, and should he lose his position, he would find his salesmanship a lost art.

## RETAIL SALESMANSHIP.

### Extent It Depends on the Five Senses.\*

The problem of the salesman is to get the customer to learn about the merchandise, to become interested, to desire to buy.

This is essentially a psychological problem, for psychology deals with the methods by which the mind gets ideas and how it uses them.

It is a matter of common sense that the way to reach a customer's mind is through his senses, hearing, seeing, touch, smell and taste; but it is not a matter of common knowledge that individuals differ widely in their ability to acquire knowledge through these senses.

It is a fact of psychology that some people learn new things through their eyes more readily than through their ears, while others learn much more through hearing than through sight. Eyeminded and Ear-minded People.

Those who learn most readily through their eyes are called eyeminded. Those who learn most readily through their ears are called ear-minded.

The lesson from these simple facts of psychology for the salesman is perfectly clear.

To try to sell to the eyeminded person the salesman must show the customer the goods, point out the things that may be seen and give the customer the opportunity to look over the goods.

The ear-minded person must be appealed to by telling him the things he should know about the goods. Although he has eyes, he may not see until told, appealed to through hearing, what to look for.

The eyeminded person understands what he sees. The ear-minded person understands what he hears.

#### Some People Must "Feel of It."

It seems that more people are eyeminded than ear-minded, but it may be stated that more people learn through the sense of touch than through either seeing or hearing.

The sense of touch is a remarkable sense. Its contributions to the mind are not so definite as those from the eye and the ear, but it seems to be no less powerful in helping the mind to form ideas.

It is the oldest sense in the body. It begins to function before any other. It continues to work up to the point of death, even long after sight, hearing, smell and taste have passed away.

The deaf and the blind depend almost entirely upon the sense of touch.

Helen Keller's wonderful achievement of a good education, ability to write and to speak, are all due to her cultivation of the sense of touch.

Everyone uses the sense of touch in acquiring a knowledge about things more than most people think or are conscious of.

#### Why Shoppers Finger Merchandise.

Hold a bright object up before a little child and it will not be satisfied to enjoy it by merely looking at it. It will want to get it into its hands. Why? Because Mother Nature has implanted an instinct in it that tells the child that its eyes may be de-

\*Address by Paul H. Nystrom before the Retail Merchants' Congress, June 7.

ceived, that sight is incomplete as well as deceptive, and that, to know all about the object it must be touched or felt.

This instinct to learn about things through the sense of touch is what prompts the shopper to handle the merchandise she is shown. This instinct is what makes the open merchandise tables and counters so successful wherever employed. People see and then feel the merchandise and upon the results of what they learn through these two senses they buy the goods.

#### Hand the Merchant a Sample.

Here again the lesson for salespeople is obvious. Get the merchandise into the customer's hands. Fit it on. Get the customer to feel it in some appropriate way. Appeal to the sense

type who learn more through the sense of touch than through either hearing or sight.

#### Appealing to Taste and Smell.

The sense of smell and taste are likewise important in the selling of some kinds of goods, such as perfumes and foods. Expert salespeople will appeal to them whenever possible.

Without intimate knowledge of the customer it is impossible for any salesman to tell easily just which of the senses is the main highway into the customer's mind.

This is a difficulty that can be surmounted by taking no chances. Appeal to every customer through as many senses as possible.

Show the goods, tell about them, get the customer to feel them or try them on, and if there is odor or taste

everything that the customer hears, sees, smells, tastes, or feels may result in an idea, and that every idea, whether fully formed or not, is classified by the mind as satisfactory or not satisfactory, and, therefore, helps or hurts in making the sale.

The store's advertising, its architecture, the window trim, the doorway, the store arrangement, the arrangement of goods, the appearance and dress of the salesperson, the voice, speech, breath, etc., all produce their effect on the customer's mind. The merchant and the salespeople can set out definitely to have all these items produce satisfactory rather than unsatisfactory results.

#### Study the Buyer's Face.

Another fact of psychology is that every idea that enters a person's mind tends to be expressed. Not every idea is expressed, but it tends to be expressed. There are dozens of ways in which the tendency of expression may show. Speech, exclamations, shaking the head, movements of the hands or body, the brightening of the eye, the movements of the muscles of the face, laughing, crying and blushing are all forms of expression.

Many people learn to control this tendency to show what they are thinking. Most people learn to control their speech to a certain extent. Some learn to control the expression of the eyes, but very few learn to control the movements of their finer muscles of the face and body.

These expressions of ideas that are within the customer's mind are very valuable to the salesman. Every good salesman watches his customer's expressions with great care, for it is by these expressions that he must judge whether he is showing the right goods, whether he is pointing out that which is interesting to the customer, whether he is on the right track or not.

#### Switching Lines of Arguments.

Skillful salesmanship consists in interpreting the customer's expressions quickly, making the necessary adjustments if the expressions seem to indicate that the salesman is on the wrong track, or pushing ahead forcefully if the expression seems to indicate favor.

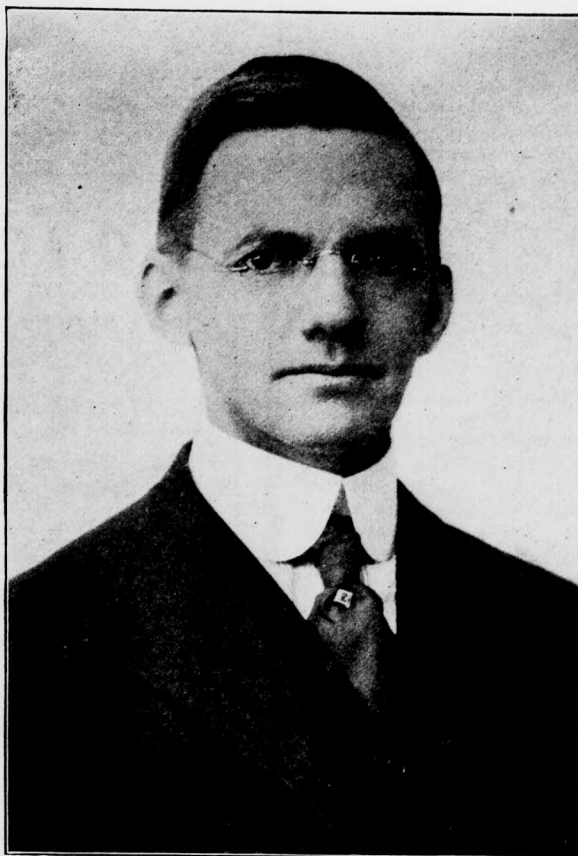
Every salesman must take a chance at the start, present some idea, then watch the customer for expression.

If the expression is good or favorable, then the customer knows that he may push ahead safely and positively.

If the expression indicates disfavor, then the quicker the salesman turns some new idea or phrase the better for him.

The study of psychology yields certain facts and certain theories about the mind. Both are of interest to the salesperson. Even the most practical minded must accept the facts such as those given above, and many others that might be given.

Every good salesman succeeds because his practice squares with these facts whether he knows it or not. Progress towards success can be made most rapid, however, by consciously ascertaining the underlying facts and then building one's practices in direct accordance.



Paul H. Nystrom.

of touch just as you appeal to the eye or ear.

Every dry goods salesman makes his appeal to the sense of touch. The machine salesman gets the customer to work the machine. The clothing salesman gets the customer to try the garment on. The shoe salesman sells shoes by fitting the feet, and fitting means appealing to the sense of touch.

Even the life insurance salesman appeals to the sense of touch by giving his prospect a card or folder to hold, something that will at least keep the touch nerves busy while he is trying to reach the customer's mind through ear and eye.

One of the reasons why it is so difficult to sell insurance to some people is because they are neither ear nor eyeminded. It is almost impossible to make an effective appeal through these channels. They are the

that should be known get the customer to sample the goods in that way.

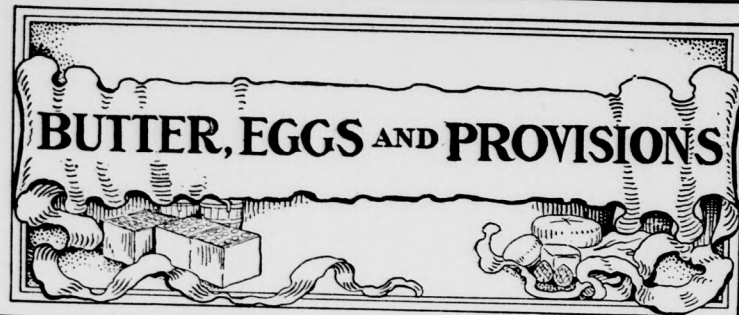
Nearly all people who are not defective get some impression through all of their senses. It is better to have the impression reach the mind through two senses than one, and better through three than two, even about the same point.

Another fact of psychology that has enormous significance in selling is the following:

#### Delicate Impressions Count.

Every idea which enters a person's mind is accompanied by some feeling, and this feeling is either good or bad, pleasant or unpleasant, satisfactory or unsatisfactory. There is no idea so small that it does not produce some feeling, causing the mind to like it or dislike it.

It is easy to see how significant this fact is in selling when one recalls that



### Care of Cream on the Farm.

According to the United States Dairy Division, there is manufactured annually over 627,000,000 pounds of creamery butter and 995,000,000 pounds of farm butter, or a total of over 1,500,000,000 pounds of butter. From a reliable information only 15 per cent of this butter grades as extras or best quality butter, while the remaining 85 per cent, grades from firsts to packing stock, the poorest quality butter. There is an average range in the market price between extras, firsts and seconds of 4 cents per pound and between seconds and packing stock of 8 cents per pound. It is safe to assume that the butter fat in the packing stock butter was as pure, clean and wholesome as the butter fat in the extra quality butter when it was drawn from the cow, and this difference in quality and price is due to neglect or lack of intelligence in taking proper care of the butter fat from time of milking until the butter is consumed. Taking the lowest range, 4 cents per pound, on 1,500,000,000 pounds of butter, the loss due to neglect or ignorance would be \$60,000,000.

In most states, the temperature of well water is below 60 deg. and from experiment, bacterial development is very slow below 60 deg. temperature. The thought suggested itself, that if we could keep the cream at the temperature of well water, nine-tenths of our poor quality cream troubles would be over.

In a tank, which is perfectly insulated on top, bottom and sides and connected up so that all the water pumped for stock would flow through it, the water would always be at practically the temperature of well water, and a can of cream kept in it would be cold enough to keep in good condition for several days. Accordingly, a number of sample tanks were made and experimented with. A ten-gallon can of cream kept in one of these tanks, temperature of water at 54 deg., and in a room averaging 109 deg. in day time and 85 deg. at night, had a temperature of 59½ deg. at the end of the week, a rise of 5½ deg. in that period of time.

In order to prevent the mixing of warm cream with cold cream (cream of older separation), a small two-gallon can is used for the warm cream and then lowered into the tank through the small square opening in the back. The can is held down by a convenient latch which engages the square ends of the handle. A cream stirrer can be left in the small can so the cream may be stirred at frequent intervals until thoroughly cooled. The lid of the compartment

for the small can is ventilated, thus allowing the animal odors and vapors to escape. Just before the next separation the cream in the small can is emptied into the delivery or shipping can in the large compartment. It is then washed and ready for the next separation. Even when the tank stands in the direct rays of the sun in the hottest summer or in the sharp cold winds of the coldest winter, the water in it will be within a few degrees of the temperature of the well water, if the water required for six horses or cows flows through it.

During the spring of 1914 fifty of these tanks were constructed and loaned to patrons of creameries in North and South Dakota, Kansas and Oklahoma. The results were very gratifying. Many farmers, who before they used these tanks, were delivering the poorest cream, immediately began furnishing the best cream. Buttermakers were surprised and could hardly believe their own eyes. In one case cream was kept perfectly sweet for over a period of one week during very hot weather. These tanks also gave good service where used during the winter, because if they were able to keep out heat, they were likewise able to keep out cold.

### Ripening Cheese by Electricity.

A process is now in use by which cheese is being ripened by electricity. Some years ago a process was patented in Germany by which it was claimed that cheese could be ripened in about twenty-four hours in a current of air and in the presence of an alternating current of electricity of high voltage and low amperage. Can any of our readers give us information whether any such process is being practically applied?

Certain egg shippers have lately complained that they have been misled by ambiguous offers sent out by certain buyers into selling eggs on terms which they understood to be "f. o. b. shipping point," but which proved to be "delivered, less freight." It is strange that a business man should make any deal involving sums as large as represented by straight carloads of eggs without a very definite understanding as to all terms of the transaction. More care in this respect would relieve the business of many a dispute and many a law-suit.

## HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

**McCray Refrigerators for Grocers** Write at once for catalog No. 70 that describes fully the McCray line of Refrigerators for Grocers and Delicatessens and 61 that describes McCray Meat Market and General Storage Refrigerators.  
McCray Refrigerator Co.  
644 Lake St. KENDALLVILLE, IND.

### 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.

## Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids, Michigan

Owned by Merchants

Products Sold Only by Merchants

Brands Recommended by Merchants

Use Half as Much

## Champion Motor Oil

as of other Oil

GRAND RAPIDS OIL CO.

Bell Phone 860

Citz. Phone 2713

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Special Sale Conductors

Expert Advertising—Expert Merchandising

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### Make Us Your Shipments

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

Kent Storage Co. Grand Rapids, Mich.

## Tip-Top Bread

Made in a model sanitary bakery, where cleanliness is a commandment that is preached and practiced.

Make "Tip-Top" Your Daily Bread

Tip-Top comes to you wrapped and sealed; it's the Perfect Loaf, Nobly Planned. If you are not carrying it, write and we'll arrange to supply you.

He Lives Well Who Dines on "Tip-Top"

Hill Bakery—A. B. Wilmlink  
Grand Rapids, Mich.

## 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.

### SEND US ORDERS

ALL KINDS FIELD SEEDS

Medium, Mammoth, Alsike, Alfalfa Clover, Timothy, Peas, Beans

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

## The Vinkemulder Company

Jobbers and Shippers of  
Everything in

## Fruits and Produce

Grand Rapids, Mich.

## AUTOMOBILES AND ACCESSORIES

### Internal Gear Is Europe's Choice.

"The engineering difficulties involved in driving a motor truck are many and varied," says Cecil Hamlin Taylor, of the Internal Gear Drive Association. "The forwardly located power plant and rear wheel drive have become accepted practice so that the primary problem is to connect these two elements so that the motor shall turn the wheels at the desired speed, and to combine the transmitting mechanism with a load carrying axle of sufficient strength to withstand the terrific hammering due to the use of solid rubber tires and heavy loads.

Much thought has been expended upon this problem and several solutions have been developed to a degree which places them upon a commercial basis. That is to say, any good example of either of several types of final drive can be made to give good commercial service under favorable conditions.

The importance of the conditions of service is strikingly shown by the development in various countries. In England the conservatism of the British mind viciously resisted the coming of the motor car, yet, owing to the size of London and its primitive transportation facilities of twelve years ago, it became the scene of the first large scale introduction of motor omnibuses.

The autophobes in their attempts to hamper the motor bus movement, finally hit upon their noisiness as the most vulnerable point of attack. Under the pressure of public clamor, vigorous public regulations against noisy public vehicles ensued, and as a direct result of these, a form of drive, in which all considerations were subordinated to quietness, was originated and used.

Germany, France, Austria, Russia and other governments have, within the past eight years, conducted the most comprehensive and thorough motor truck trials ever held. These trials have usually been held in conjunction with the annual army maneuvers and have lasted usually one month or more, as many as sixty trucks being entered by their makers in a single trial.

The conditions have been most varied, and have included every conceivable kind of road, or rather ground surface, mountain work, speed work on good roads, towing of cannon and wagons, etc.

In all of these tests the primary object has been to determine the suitability of the various constructions from a military viewpoint. The dominating military demands are for reliability and durability under all

conditions of service. First cost is of secondary importance, service being the one great essential.

As a result of these official tests, the internal gear drive has become the preferred form of drive of the German, French, Russian and Austrian governments, so that, to-day, the combined internal gear drive truck output of such great firms as Daimler-Mercedes and Krupp in Germany, De Dion and Schneider in France, Austo-Daimler and Skoda in Austria, equals the combined output of all other forms of drive in their respective countries."

### Blue Book Touring Guide Is Added To.

No better evidence is needed to show that real results are being obtained by the good roads propaganda of the past few years than the increased mileage of hard roads open for 1916. By bond issue or direct taxation, the rather slow working legislative machinery necessary to start actual road work has been preparing for two or three years, with the result that 1915 saw more actual mileage completed than any previous three years.

Every motor tourist has a keen interest in knowing how many of these stretches are open, but naturally it takes a well organized force to gather and distribute such data covering the whole United States. Such information can only be obtained by a personal inspection of all roads by men traveling in cars over the tourist routes, and fortunately for the interested tourist there is such an organization in the Blue Book National Touring Bureau and its force of road scouts.

### Poor Mother.

When arguing the respective merits of mothers, Benny never allowed

his mother to be surpassed. This attitude on Benny's part delighted mother, aged 36, until one day he ran in flushed of face and belligerent of eye.

"Mother," he shouted, "that guy, Bob, said his mother was 43 years old and I couldn't stand for that, so I said you were 45 if you were a day!"

## We Don't buy Old Cars to Sell New Ones

This is what the dealer selling new cars does when he allows a long price for the so-called trade in.

We are the largest dealers in Western Michigan handling used cars exclusively.

### Grand Rapids Motor Mart

"Used Cars of Merit"

41-45 Ottawa Cor. Louis St.  
Citizens 8066 Bell M. 866

J. T. LOOMIS, Mgr.

A Card Will Bring Out List

## United Trucks

1 1/2 to 6 ton all worm drive

United Trucks are the best business and profit builders a dealer can secure. They are standardized in construction and are capable of performing beyond the requirements usually made on similarly rated trucks as to capacity and endurance.

You will be interested in the particulars when you hear about them. Write, wire or visit us personally.

### The United Motor Truck Company

Grand Rapids, Michigan

## Sand Lime Brick

Nothing as Durable  
Nothing as Fireproof  
Makes Structures Beautiful  
No Painting  
No Cost for Repairs  
Fire Proof  
Weather Proof  
Warm in Winter  
Cool in Summer

Brick is Everlasting

Grande Brick Co., Grand Rapids  
So. Mich. Brick Co., Kalamazoo  
Saginaw Brick Co., Saginaw  
Jackson-Lansing Brick Co., Rives Junction

## The Deitz Automatic Auxiliary Carburetor

Will positively save 25% to 50% in gasoline. Increases power. Insures a perfect, powerful explosion at every shot.

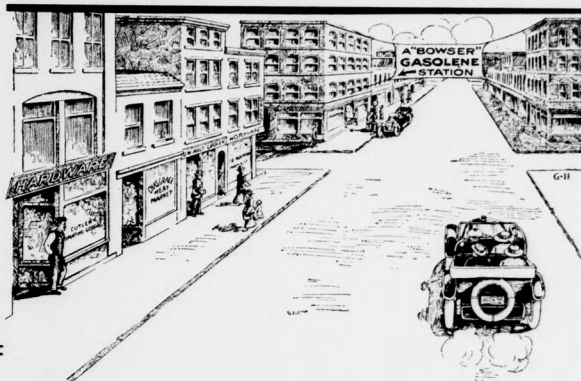
It will keep your engine absolutely free from carbon by means of moisture introduced into cylinders.

May be attached to any car. Retail price \$6.00.

Wholesale Distributors:

BROWN & SEHLER CO.

Grand Rapids, Michigan



## Make Him Stop!

It's easy enough if you use the right signal—a Bowser "Sentry" Gasolene Pump on your curb. Gasolene makes the car go—it also makes it stop and the motorist knows that when he gets gasolene from a

### BOWSER

outfit, it is clean, filtered and full-strength.

Don't stand in the door-way and see the free-spending automobile trade shoot by in a cloud of dust, only to stop at the other fellow's door. He not only sells them gasolene, but he gets their business in all the other departments of the trade.—Make them stop with a "Bowser" Gasolene Supply Station—and then sell them everything else they need.—Get them going and coming—we'll help you.

The average owner of a Bowser "Red Sentry" Curb Pump turns his gasolene stock over about 50 times a year. On how many other lines that you carry, can you do this?

S. F. BOWSER & COMPANY, Inc.

FORT WAYNE, INDIANA

Sales Offices in All Centers and Representatives Everywhere

## EVEREADY FLASHLIGHTS

Last year dealers sold 18,000,000 EVEREADY Flashlights, Tungsten Batteries and Mazda lamps. This year sales are even better.

The reason for this phenomenal showing is the quality and reasonable price of the goods backed up by extensive national advertising.

EVEREADY sales come easy. Are you getting your share? We are EVEREADY Headquarters. Drop us a postal for full information.



C. J. LITSCHER ELECTRIC COMPANY

Wholesale Distributors

41-43 S. Market St. Grand Rapids, Michigan



### Some Delights of the English Lake Region.\*

The English Lake region is mountainous and there are many bodies of water nestled among the hills and the fine character of the landscape makes it an attractive watering place for the people of England. Ulswater certainly is the most beautiful lake in England. It may be possibly eight miles in length and a mile in width. The mountains on either side are bordered by forest growth and the beauty of this lake enclosure with the clearness of the water made us recall some of the lakes of Northern Michigan. The magnificence of the oaks, elms, beeches and horse chestnuts with the wonderful variety of shrubbery which bordered the lake completely, leaving only a passageway for a good road with an occasional jetting rock reaching out into the lake out of which seemed to grow trees and shrubs with climbing ivy as drapery, made a scene of rare and unusual beauty. The heather was at its best in early June, the rhododendrons were everywhere in evidence and seemed to grow out of the rock with no earth to grow in.

The ride from Ulswater Lake was a great treat and still we regretted afterwards that we did not wheel alongside, rather than take the journey on the steamer. We stopped for the night at a little stone hotel with every delightful accompaniment for travelers, although the arrangement of meals was not very satisfactory to us. They took their breakfast anywhere along in the middle of the forenoon and the dinner hour was along about half past seven or eight o'clock at night. A wheel traveler delights in the morning sunshine and air and wants to get on the road as early as possible and at the close of the day his hunger leads him to be somewhat impatient while waiting for a belated dinner.

Our maps showed that there was an area between Lake Ulswater and Lake Windemere that was traversed by an unusual wrinkle of the earth's surface and we would have to climb to the crest of it, rising at the rate of 500 feet in a mile. This precluded any bicycle riding and we pushed our machines in advance of us. On reaching the crest we were pretty tired and pretty warm, but the view of the two lakes was worth a severe trip, and we had promised ourselves that it would be much easier going down on the other side of the mountain. We found, however, that in a little over two miles the drop was 1,200 feet and this meant walking and holding our wheels, for it would be impossible to ride. However, a coaching par-

\*Conversational address by Hon. Charles W. Garfield, before working force of Grand Rapids Savings Bank.

ty containing many very agreeable people had come up by a route which covered something over eight miles and told us that the grade was beautiful and that we could easily coast that eight miles without once using the pedals, curving first one way and then the other, which a new and beautiful landscape presented at every turn. We found it to be the most exhilarating ride we had had in all England. We rode into Ambleside, at the head of Lake Windemere, and learned that we could have luncheon and take a ride to Grassmere, the home of Wordsworth, DeQuincy and Coleridge, on the border of a beautiful lake called Rydalwater, and still have time to traverse the length of Windemere before sunset. It was a beautiful experience. We paused a moment at the grave of Wordsworth. We sat down in his pew in the little church. Aside from the appearance of great age of the entire structure, the tender associations rendered the place most interesting to us.

The steamer ride the length of Windemere was a delight, but we encountered the same experience with first and second-class tickets that we had had previously and throughout our English journey we had many pleasing experiences in comparing first, second and third-class passage on boats and trains. We found our first-class tickets placed us in the least attractive part of the boat and we exchanged them for second-class, getting a considerable rebate and found ourselves among passengers who were most delightful and companionable and from our seats we had a finer point of observation than in the more expensive and exclusive first-class apartments.

The English lake region is lacking somewhat in the stern features of the Scottish lake region, but the quiet variety of timber and the attractive cover for the landscape makes it a more attractive resort for those who love the beautiful better than the picturesque. From Lake Windemere we passed on to Lancaster where is located the largest furniture establishment in England, but we traversed a country of thin land and there was not the appearance of thrift anywhere in evidence which we had noted before. The roads were made entirely of lime rock and the dust so permeated our clothing that it was many days before we succeeded in eliminating it through the vigorous use of brooms and brushes.

Throughout this country we found great piles of peat gotten out for fuel and corded up in cubes to dry. The roadsides were not kept quite as clean of weeds and there was not the profuse use of flowers and bushes around the farm houses, and still we always saw

## Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - \$500,000

Resources Over  
8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank  
in Western Michigan



THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT  
TRY US!

## Conservative Investments Combining Safety with Income

Write for our list of offerings

HOWE SNOW CORRIGAN & BERTLES  
MICHIGAN TRUST BLDG % GRAND RAPIDS MICHIGAN  
INVESTMENT BANKERS

## THE MICHIGAN TRUST CO.

of Grand Rapids

Assists customers and others in solving perplexing questions concerning the Income Tax and War Tax Law requirements.

Acts as agent for those who desire to be relieved of the trouble and annoyance of making out certificates and compiling annual returns.

Send for blank Form of Will and Booklet on  
Descent and Distribution of Property

Audits made of books of corporations,  
firms and individuals

the climbing roses in evidence and the window boxes. Outside of scythes, we elt like criticising most of the farm implements that we saw. They were heavier and more clumsy and not so perfectly finished as those in common use in our own country, but we greatly admired the scythes and, as we were all farmers, the grace connected with the mowing, which was notable everywhere—for we were in the haying season—was admired by us all.

We occasionally passed a cemetery and these places were the most horribly depressing of anything we saw anywhere. The principal thing in evidence was marble and the more ancient slabs of marble had been removed from graves and used for paving the roads and alleys. No attempt had been made to beautify them and in this region where trees and shrubbery grow so beautiful, it seemed to us a great blunder had been made in making marble rather than living memorials.

One interesting feature to which I wish to call your attention in connection with the roads was the fact that we rarely found a grade crossing as we passed railroads. Either there was a beautiful arch or else a well arranged tunnel, so that danger was reduced to a minimum and we never had to think of listening for the warning of the engine.

Traversing the country by wheel we found many advantages because we could stop any time we desired and any little thing would make an excuse to dismount, either to view a distant landscape, talk with a stone breaker, visit with a tramp or stop a plowman in the field to discourse with him about methods in agriculture. We stopped over night at Lancaster and an interesting occurrence there I will mention because it gave us all peculiar pleasure. During the evening we listened to a conversation between an intelligent barrister and a member of Parliament about the American tariff. We knew something about the American tariff and were delighted to get the English view, and the most pleasing part of the conversation was the blunders which these intelligent men made in connection with the details of American life and we could not help but wonder whether we Americans were open to the same criticism as to what we might say or think of England and English methods and customs.

From Lancaster on to Manchester there was nothing particularly interesting until we reached the suburbs of Manchester and there we struck Belgian pavement and for nine miles we bumped over the worst form of road for the bicyclist. It seemed to us that there was no beginning or end to Manchester. It is a large city and the most wonderful town for the manufacture of fabrics in England. We found our valises and our laundry packages, which had been forwarded by mail, at the hotel, and we expected to spend the Sunday very delightfully in Manchester, but as we had no love for large cities and as we were more interested in rural life than in urban life, a few hours sufficed us and we took up our wheels again in the afternoon so that we might spend the night at some country place. A mist in the air so characteristic of England and a condition we had not

heretofore encountered made each individual granite rock in the Belgian pavement as slippery as an eel. To one who has only recently been indoctrinated in the vagaries of a bicycle, the experience of riding over several miles of this pavement was not provocative of a state of mind that comported with the usual solemnity attending Sabbath observance.

As we moved along toward the city limits it seemed as if everybody was returning from divine service. My eccentricity of movement was more entertaining to the young people than any thoughts engendered by church service and if I was the innocent cause of any religious aberration I was certainly "made to sweat for it." We had fifteen miles of this experience and at the end of the ordeal there was not a "dry rag" on me. This was not all, for all the subtrefuges of my boyhood that had been enlisted as substitutes for swearing loomed up in my memory and were used even to "cursed be Caanan" and "Je Whittaker."

We did not like the looks of the wayside inns, but darkness compelled us to stop at Whaley Bridge and seek accommodations. A vigorous pull at the bell brought a maid who piloted us to a chicken house to store our machines. We ordered rooms and waited forty minutes, then yanked the bell so vigorously that the mechanism gave away. The maid came again and enquired, "W'at will you 'ave?"

"Rooms we ordered an hour ago."

"Was hit rooms you hordered? Hi will see hafter them."

Twenty minutes later we made another big racket and the maid appeared.

"Hanything wanted?"

"Yes, everything—a room, a wash, a fire, something to eat and something to drink. We want to be made comfortable and happy."

"Your rooms are ready hup one flight."

We repaired thither, made our ablutions in a jiffy and arranged our brief toilet, but no notice of supper. Another disturbance brought the maid again who enquired, "W'at will you 'ave?"

"Supper, isn't our supper ready?"

"W'at will you 'ave for supper?"

"Anything good, but be quick, we are starving."

"Will the gentlemen 'ave cold lamb or cold roast beef?"

"Give us beef, we have had lamb until we are tired of it."

"But we 'avn't any beef."

"Bring us lamb then, and be quick."

After what seemed an interminable waiting, a shoulder of lamb appeared garnished with mint, and a plate of bread embellished with parsley. We were in no mood to appreciate garnishments. We waited some minutes and nothing else appearing we once more created a disturbance. The stoled maid again was in evidence with the stereotyped, "W'at will the gentlemen 'ave?"

"Ain't you going to get us some supper?"

"There you 'ave it sirs."

"But we are Americans and want a good Sunday night lunch. Can't you give us something attractive?"

"Hattractive! W'at's that but hattractive! Will you 'ave some hale or wine from the bar?"

## United Light & Railways Co.

Davenport Chicago Grand Rapids

### Preferred Stock Dividend No 23

The Executive Committee of the Company have declared a dividend of One and One-Half Per Cent. (1½%) on the First Preferred Stock, payable out of the surplus earnings on July 1, 1916, to stockholders of record at the close of business 3 P. M., June 15th, 1916. Stock transfer books will reopen for transfer of stock certificates at the opening of business June 16th, 1916. L. H. HEINKE, Secretary. June 1, 1916.

## LOGAN & BRYAN

STOCKS, BONDS AND GRAIN  
Grand Rapids Office, 305 Godfrey Building  
Citizens 5235 Bell Main 235

MEMBERS  
New York Stock Exchange  
Boston Stock Exchange  
Chicago Stock Exchange  
New York Cotton Exchange  
New York Coffee Exchange  
New York Produce Exchange  
New Orleans Cotton Exchange  
Chicago Board of Trade  
Minneapolis Chamber of Commerce  
Winnipeg Grain Exchange  
Kansas City Board of Trade  
Private wires coast to coast  
Correspondence solicited

## THE OLD NATIONAL BANK

GRAND RAPIDS MICH.

177 MONROE AVE.

## Complete Banking Service

Travelers' Cheques  
Letters of Credit  
Foreign Drafts  
Safety Deposit Vaults  
Savings Department  
Commercial Department

Our 3½ Per Cent Savings Certificates are a desirable investment

## 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.

## 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

## Veit Manufacturing Co.

Manufacturer of

Bank, Library, Office and Public Building Furniture  
Cabinet Work, High Grade Trim, Store Furniture  
Bronze Work, Marble & Tile  
Grand Rapids, Michigan

## 1916 IMPORTANT CHANGES TANGLEFOOT



Improved Size—Handy Sealed Package  
Retail 5 Double Sheets for 10c

Ask your Jobber or his Salesman for Particulars

"Oh, no, bring us some butter, sauce of some kind, tea or coffee, cake, pie or salad—anything good to fill us with beside bread and sheep."

We finally succeeded in getting a little butter and cheese and made a sorry meal of it. The whole experience was due to the fact that it was Sunday night and all the help was off on a lark.

We slept on feather beds that night and, after rolls and coffee furnished grudgingly at an early hour the next morning, we mounted our machines and rode toward Buxton, the most elevated city in England.

#### Sagacious Suggestions From Saginaw Salesmen.

Saginaw, June 12—The Saginaw scribe for Sample Case must have been on a month's vacation. A lot of things to write about, E. E. P., and it helps to keep up the good work of No. 43.

Secretary B. N. Mercer sent out cards to all members last week announcing the ball game between the Has Beens and the Come Alongs at Hoyt Park for Saturday p. m. We are sorry to mention the fact that there were so few on hand, but you can't expect a team to do anything when the manager himself does not show up. There were only ten of the boys on hand. True, the diamond was a little damp, but not bad enough to postpone the game. Mr. Mercer called us together and it was decided to give Manager Judd one more chance to act as manager and if he then failed, elect a new boss for the team. Those who came to see the game did not go away disappointed, as we were challenged by a team of boys ranging from 10 to 15 years of age. Without a doubt it was one of the best games played on Hoyt diamond

this year. Score, 8 to 4 in favor of the kids. Messrs. Mercer and Beyers formed the U. C. T. battery and Bender and Gowdy for the kiddies. Umpire, Steward. One of the features of the game was witnessing the kid pitcher strike out right fielder, Ora Lynch, and also the running down of catcher Beyer when he tried to steal home on the kid battery. It was a real game all the way through and the boys proved more than a mere practicing team. Pitcher Mercer became so enraged at the umpire at one time that it was necessary to call an officer to quiet the Irishman down. First baseman Ranney was badly injured during practice when a liner from Mercer's bat nipped the funny bone in Herb's right elbow. At this writing word was received that he is doing nicely and in all probability would be able to play next Saturday.

The manager of a Texas hotel advertises that he has a bird cage and canary in each room in the hotel. There are several Michigan hotels which possess louse cages. No state has anything on us.

The bull moose steak didn't taste very good to the G. O. P. boys last week. Guess Teddy found out that his brains and his moose junk didn't go very far with some of our brainy politicians. If he keeps on he may be able to run for President on the suffragist ticket.

Each member of the U. C. T. is a stockholder in the order. The laws are made by the representatives elected by the members and the laws executed by the officers elected by the members. As a policyholder in the so-called insurance company, what have you to say in regard to the down and out. Think it over and management of the company? Not a thing. Take what they give you or get then ask one of the U. C. T. boys for an application blank.

John M. Combs, district representative for the Transo Envelope Co., of

Chicago, was in the city last week. While here he was the guest of J. A. Combs, his father, a local attorney. Mr. Combs resides in Grand Rapids.

The infant son of Orin Leidlein has been very sick the past week. Last reports are he is improving.

M. S. Brown, local representative for the Hazeltine & Perkins Drug Co., Grand Rapids, attended the Knight Templar conclave at Detroit, last week.

We are extremely sorry to hear of the illness of H. D. Bullen, of Lansing, and in behalf of Saginaw Council extend to him our heartfelt sympathies and best wishes for an early recovery.

Are you going to the Grand Council meeting in Bay City next year? We are. There's a reason. Bay City is to be congratulated on landing this convention and we know there will be nothing left undone to show the boys the best time of their lives. It was through the hard and clever work of Harry Zerwis and D. J. Buck that Bay Council was chosen to entertain us next year and it is to be hoped that they will be rewarded by a big attendance. Everybody boost for Bay City for 1917.

Sam Trott, local representative for the Consolidated Coal Co., underwent a serious operation at the Women's Hospital recently. He is a member of No. 43. Have you been up to see him yet?

Frank Stiles, Tri-State manager for the Postum Cereal Co., was the guest of L. M. Steward and family the past week. He entertained with a theater party at the Franklin Thursday night.

Boys, did you ever stop to think how much pleasure is secured and how many friendships are formed by having a policy in the so-called insurance companies? It's worth thinking about.

John A. Ardussi, formerly chef at the Country Club, is now in charge of the cafe at the Canoe Club.

Theseus lodge, No. 119, Knights of

Pythias, is expecting to buy a site and build a temple soon in this city. It is very likely it will be built on the West Side.

A purse of \$10,600 is up for the races here, starting July 4 and lasting four days. The local track is considered one of the fastest in the country. It has brought some of the best horses in the country here for action.

The following men will attend the National meeting of credit men in Pittsburg June 13, 14, 15, and 16, as delegates from the Saginaw-Bay City Credit Men's Association: F. D. Smith, S. E. Symons and W. H. Ennis, of Saginaw, and W. R. Reid, I. Baker and G. B. Jenison, of Bay City.

Don't forget the base ball game at Hoyt Park Saturday at 2:30 p. m. It is a U. C. T. game and you owe your presence. Bring your wife and children and root for the boys. Won't you come?

Frank G. Putnam, who for the past seven years has been superintendent of the Michigan Institution for the Blind, was appointed for another two years at the meeting of the Board of Trustees last Friday.

The foundation has been laid for the seven one-story buildings which will join the new Bancroft Hotel on to Washington avenue. They will be ready for occupancy by August 1.

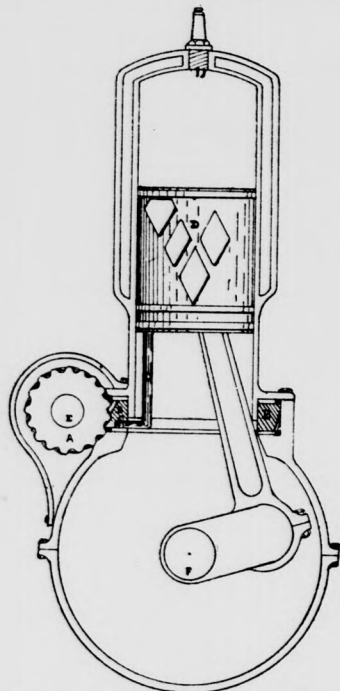
D. A. McDonald, proprietor of the Saginaw Towel Supply Co., on North Hamilton, fell dead on the street last Wednesday. He was 69 years old.

Othello Lodge, Knights of Pythias of Bay City, is expecting to erect a temple at the corner of Midland and Catherine streets.

Mike Conaton spent the last of the week in Detroit attending the general sales meeting of the John W. Ladd Co.

The latest thing out. A grape juice excursion. Have you heard about it? Can you imagine it? A grape juice excursion in a wet county visiting a salt plant.

Judge E. L. Beach, Postmaster



A—A silent screw gear which operates the screw gear B, which is attached to a strong wide finger C, which actuates the Clark-Anderson Piston in its rotary movement.

This finger C engages the piston D in a slotted chamber, which permits of the reciprocating movement of the piston D in the usual manner by the connecting rod.

The gear shaft E is actuated by a silent chain from the crank shaft F, both shafts turning at the same speed. The gear B rotates once for every two revolutions of the gear A.

During the exhaust stroke the piston port at the left of the letter D passes over the exhaust port in the cylinder wall, permitting a full exhaust during the entire stroke.

On the next stroke, or intake stroke, the port at the right of the letter D passes over the intake port in the cylinder wall, permitting a full intake of mixture.

During the compression and working strokes the piston ports are against the blind side of the cylinder opposite the cylinder ports.

## Invest for Real Profit

At last a four-cycle motor has been produced without valves or sleeves.

In the Clark-Anderson the Acme of Simplicity has been attained. Valves in every form have been eliminated—and with them 90% of motor trouble.

There are no springs to become weak or break. Such springs require 25 to 40 pounds of power for each cylinder at each revolution. We have saved that waste power.

The Clark-Anderson has ONE working part in addition to the usual reciprocating parts found in all motors. The Sleeve Valve motor has FOUR such parts, and the Poppet Valve motor EIGHT or more.

Extreme Simplicity means Extreme Reliability. There is nothing to get out of order in the Clark-Anderson. The one working part is actuated by noiseless screw gears. Without valves to stick we are assured of an even distribution of mixture among the cylinders. This means an even distribution of power, and a perfectly balanced motor. A perfectly balanced motor means less vibration, more power, greater efficiency, silence. A simple motor means lower cost of upkeep, as well as lower first cost.

The Clark-Anderson comes on the market at the most opportune time in the history of the automobile industry.

Its Simplicity also makes it adaptable to Aeroplane, Marine, Stationary, Tractor and Farm use.

The Universal Valveless Four-Cycle Motor Company has taken over the sole license for the manufacture and sale of this motor. All stock in this company is common, fully paid, non-assessable and of the par value of \$10.00 per share.

For further particulars address

### Universal Valveless Four Cycle Motor Co.

416-417 ASHTON BUILDING  
CITIZENS 7645

GRAND RAPIDS, MICHIGAN



Lown and M. J. Purcell, of Saginaw, left Monday morning to attend the Democratic convention at St. Louis. We have but one thing to regret and that is Judge Beach's attitude toward President Wilson.

Don't come to the U. C. T. meeting Saturday night and say you didn't know about the ball game in the afternoon at Hoyt Park.

Essexville is all fussed up at the prospects of getting the Alter Motor Co. to locate there. The company has outgrown its present plant at Plymouth and is seeking a new home. It would be a nice thing for the little village if they can coax them to come there. Saginaw may get a factory, too, some day.

Saginaw gets the G. O. P. State convention. It will be held Sept. 28.

One of the most important of the State's plan of trunk line highway systems which will be appreciated by the business interests of Saginaw and by travelers by road will be completed from this city to Bad Axe this year. It goes by way of Reese, Fairgrove, Sebawaing and then on to Bad Axe and will eventually reach Harbor Beach and the summer resort districts along Lake Huron shore.

Have you joined the U. C. T. Knockers Club yet? I will give you their constitution and by-laws and the first time you meet a knocker ask him for an application blank:

1. I pledge myself that I will not attend any meetings, hence, I know the business will not be attended to properly.

2. I will censure the officers, executive committee and all other committees and also the work they perform.

3. I will not attend the annual election of officers, nor will I sanction the election of officers as selected.

4. If placed on any special committees I will refuse to serve.

5. I will not give any heed to notices of dues or assessments (it might please the Secretary), nor any other communication either from this or the Supreme Council and if suspended will place the blame on the Secretary to whom it rightly belongs, for does he not receive pay for his services?

6. I will not secure the application of a new member under any circumstances and the securing of a re-instatement would be obnoxious to me.

7. I also affirm that claims and W. and O. allowances are not handled in the right manner.

8. I know that the whole ma-

chinery is wrong, but as for my assisting in adjusting matters to the best interest of all and making the order stronger and better by my cooperation, I simply refuse.

To see the attendance at some councils and some U. C. T. social functions one would imagine the Knockers Club was doing a flourishing business. Let it not be said of one of us.

Don't forget the regular meeting Saturday night at 7:30. Foresters temple.

E. M. Owen, the "P. G." specialist, is maneuvering in the vicinity of the Soo this week. He always knows where to go. He moves with the seasons. He will return to peace and plenty the latter part of this week.

James Goldstein, please tell us how, after the Detroit delegates checked out of their hotel at Traverse City, the landlord tacked up a sign on Hotel Shilson, "For Sale." Strange how a bunch of gentlemen could leave a house in such a condition that it would have to put up for sale. Better not try such a stunt in Bay City next year.

It was a sight to see the finless flivers skin the streets Sunday p. m. Actually, the sun shone.

The new Bancroft Hotel is nearing completion.

Don't sponge reading the Tradesman all the time. Subscribe now and clear your conscience. Can you beat it! All the news all the time all the year all for a wee little one hundred cents.

And they brought home the bacon. Thanks to Michigan U. C. T. counselors for the loyal support given Herb. Ranney. He deserved the honor bestowed upon him and we feel sure that you will feel proud of him as your Grand Sentinel.

L. M. Steward.

Thus far the United States has contributed about \$30,000,000 to the war sufferers of various nationalities in Europe. This is at the rate of about 30 cents a piece for the entire population. This amount has been contributed by comparatively few, all the people in the United States taken into account. If all those who have thus far given nothing would give 30 cents each the aggregate donation would be very much multiplied. It is a good cause and there is no danger of being too generous in connection with it.

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The United Home Telephone Co. will hereafter operate without competition, having purchased the interests of the Bell Co., in its territory, for which purpose these bonds were authorized.

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On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institutions must be the ultimate choice of out of town bankers and individuals.

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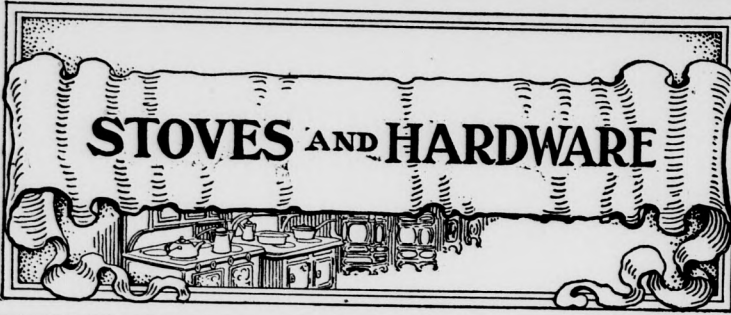
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Michigan Retail Hardware Association.  
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 Vice-President—James W. Tyre, Detroit.  
 Secretary—Arthur J. Scott, Marine City.  
 Treasurer—William Moore, Detroit.

#### Start Pushing Early and Keep on Pushing.

Written for the Tradesman.

Eternal pushfulness is the price of business success. Right now is as good a time as any for hardware dealers to take a fresh hold on this fact. The hardware dealer who has been "through the mill" knows the fact, all right; but it is worth while for him every now and then to refresh his memory.

One dealer I know of has a big paint trade. Asked why, he said: "I start after the business long before the season opens, I keep after it as long as there's a chance of selling paint—and then I keep on pushing with an eye to the next season." Add to that, he pushes hard and he pushes intelligently—has the right kind of goods, knows pretty nearly everything practical or theoretical there is to know about house painting, and puts his intelligence and knowledge at the disposal of every customer. But the primary essential is a thoroughgoing pushfulness.

What applies to paint is true just as much of any other line that is timely. The shrewd dealer plans ahead. He knows before the actual selling season arrives just how he is going to advertise and push his seasonable goods. He starts to push them a little in advance of the season, makes his heaviest drive at the very start, and keeps it up.

There is good, sound sense back of this sort of selling policy. No merchant nowadays can afford to depend upon the trade which comes to him unsolicited. He must go after business; and, granting that, it is merely common sense to be early in the field and to stay with the fight until the last shot is fired.

A number of years ago a retailer who had stocked refrigerators for the summer season complained that they were very slow sellers. It was a normal season, not quite so wet as this one promises to be. "I've been pushing hard," said the dealer when he voiced his complaint—it was then well on into August.

Enquiry showed that he had stocked the refrigerators in plenty of time, but that he had not commenced to advertise them aggressively until well on into July. Then, alarmed by the lack of sales in that particular line, he put on a spurt of enthusiasm and did some advertising. In mid-August

he was desperately trying to make sales by having his salespeople talk refrigerator to all comers.

The methods employed were all right, but they were wrongly timed. The aggressive hardware dealer brings his summer goods—refrigerators included—to the front when he feels the first touch of warm weather. Simultaneously, he commences his advertising, and puts all his energies into the initial strokes of salesmanship. If he goes in for circularizing, he gets out his circulars on refrigerators and ice cream freezers simultaneously with his earlier newspaper advertising and displays. His aim is to get there first—to get the prospective purchaser into the store and to get into personal touch with him the moment he commences to think of buying. Indeed, part of his objective is to set people thinking who otherwise would not think of purchasing a refrigerator until the end of July, and who would then decide to postpone the purchase until another year.

Most people are prone to procrastinate. They put on the window screens only when the house is full of flies, they wait until the snow drifts are piled high before lugging the storm doors up from the basement, and they think about buying that new refrigerator only when the really scorching midsummer heat strikes them. And then the family council begins and ends, so far as the refrigerator is concerned, with the decision: "It's pretty late now. We'll likely have cool weather in a few weeks. Twenty dollars is a lot to lay out for something that you won't need a month from now."

The wide-awake dealer gets his customer thinking about that new refrigerator before the hot weather really arrives. Then he can use as a clincher the argument: "If you buy now, you'll get the whole season's use of it. That's better than paying the same price in August, when you find you can't do without it."

The refrigerator is, of course, only an illustration of a truth that applies to all lines of seasonable goods. Every hardware merchant knows the paint prospect who, in June, objects that it is "getting late to paint—too much dust—thinks he'll wait until fall." There are many seasonable lines which need pushing early. There are ice cream freezers, oil stoves, fireless cookers, electric irons, screen doors and window screens, gas ranges, and many other lines, which can be most effectively pushed right at the beginning of the season.

This does not mean that the dealer should satisfy himself with a big splurge at the beginning and then re-

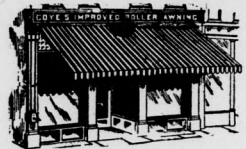
#### EVEREADY

Non-sulphating Storage Battery Sulphation has always been the greatest source of trouble and the final ruin of all lead-acid storage batteries and is to-day of all types except the EVEREADY. In buying this battery you have a long-lived trouble free Storage Battery.

Dealers will do well to write us as we have some good territory where we wish to place Service Stations.

Distributors  
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#### MODERN AWNINGS—ALL STYLES



Get our prices before buying  
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#### EASY AND PROFITABLE SALES

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### The Eureka Electric Vacuum Cleaner

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INVESTIGATE! A card will bring you our proposition in detail

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 117 Division Avenue Grand Rapids, Michigan

## Foster, Stevens & Co.

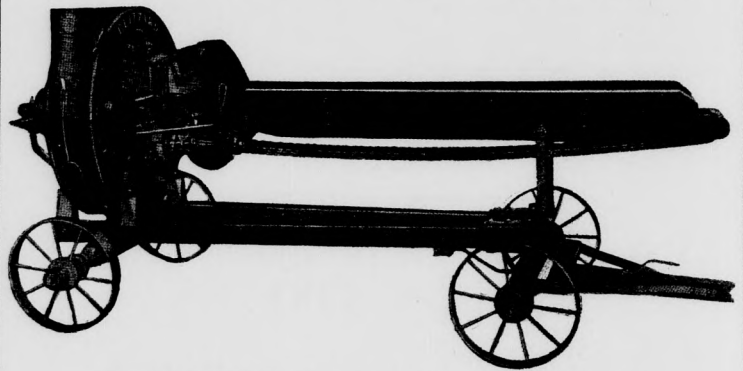
### Wholesale Hardware



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

Grand Rapids, Mich.

## "Blizzard" Ensilage Cutters



**MR. DEALER:** The next time you have an inquiry from one of your customers about an ensilage cutter, just let us have our representative call and explain our proposition on the "Blizzard." He will go right with you to see your prospect, and chances are you will get the order for a Blizzard. Let your customer fill his silo this fall, and settle afterwards. You'll get the settlement all right, and have a mighty well pleased customer besides.

Large stock of machines and repairs at Grand Rapids.

### Clemens & Gingrich Co.

Distributors for Central Western States

MAIN OFFICE  
 1501 WEALTHY ST. GRAND RAPIDS, MICHIGAN

lax his efforts. Rather, his aim should be to start things in a fashion that will attract attention and get him into touch with prospective customers; and then to follow up those prospects in a manner less sensational perhaps but none the less determined. This policy, systematically carried out, will largely eliminate the necessity of clearing out the seasonable stock some time in September at sacrifice prices.

It's only human to postpone and procrastinate. The merchant is merely a human quantity, and subject to the same failings which affect his customers although business experience and business training have undoubtedly minimized these failings. The merchant, too, is apt to procrastinate. In February he says to himself: "I ought to do pretty well with paint this spring. I guess I'll start early."

Then comes a drizzly spring. Farmers are late getting in their crops. "It's a little early to start the big drive," muses the merchant. "I'll wait until the weather clears."

In the middle of a sudden hot spell he wakes to the fact that his "big drive" so far as the paint business is concerned, hasn't yet begun. He puts on a display in a half hearted way, elicits a response that falls somewhat short of expectations, and is correspondingly discouraged. There is another hotter spell; and the merchant concludes:

"It's a bad season for paint, anyway. People are all putting off painting. I'll wait until the fall, and do some business then."

It's easy, when the weather is rotten, and sales fall short of what they should be, for a man to get into this particular frame of mind. It's easy to say, "The sun will shine to-morrow, and next day it'll be dry enough to make hay, but just now—why, I couldn't think of it." I have a fellow feeling for the man who feels like that, for many's and many's the time I've felt that way myself. But as you love your work, and as you hanker to do a little better this year than you did in 1915, chuck those feelings overboard and dig in. If there aren't as many customers to-day as you'd like, you'll have all the more time to put on a rattling good window display that will make people stop and think. There's something to be done that you can do right now; and in the long run it'll pay you to do it. Anyway, the doing will keep you from feeling gloomy. There's no antidote to gloom like good, hard work. Success in any business isn't for the man who constantly makes excuses for not doing things. It's for the man who does things, and who keeps on doing them.

So, if you're feeling gloomy because business is dull, vary the programme by gingering up your salespeople—not grouching at them, but encouraging them. Tell them you want to push the seasonable lines, and to keep on pushing. The gingering process will react upon yourself.

William Edward Park.

Money talks. That is why they put a woman's head on the silver dollar.

**Change of Heart Must Precede Peace.**

New York, June 5—The wish for early peace must be father to the thought that peace soon may come. Forgetful that the war was many years a-brewing, people say that it may end as suddenly as it began. Only a visionary man, however, can see over the obstacles which stand in the way of peace, it seems to me.

In this struggle there are principles involved which, if not settled, will breed a new war. Principles cannot be settled off-hand, and hardly by treaty. Then, of prime importance, when you talk of any treaty, is the proven unreliability of the German government. If the representatives of all the belligerent nations were sitting now at table, they could not draw up a treaty of peace which would warrant the disbandment of the allied armies and the dispersal of the allied fleets. Any agreement drawn to-day might be a mere "scrap of paper" to-morrow, certainly would be on that morrow when Germany shall produce a Bismarck who can bring about new alignment of European powers. If Germany had had such a statesman in recent years, he would have saved her for stronger friends than Austria and Turkey, or at least until the pacifists of Great Britain had drawn out more effectual lullabies in preparation for German domination.

There cannot be among the Allies any thirst for more blood, and there must be a strong desire for a permanent peace. This could come at once if the German people would overthrow their own despotic government, but there is no sign of any such thing. What, then, can be done but fight the war to a finish? War is horrible beyond all the exaggerations of pen or brush, but the insecure peace of an armed camp, every nation in fear of other nations, and in readiness for a renewal of hostilities, is not much better than war itself.

And our American pacifists, of meddlesome disposition, are now trying to help the German government to obtain just such an advantage as, half a century ago, the European pacifists tried to obtain for our rebellious Southern states. Outside advice was not wanted then, and is not wanted now, is, in fact, intolerable. Lincoln, that most humane of rulers, saw nothing but the necessity to fight to the end in order to have a permanent peace, and he refused to treat with rebels in arms. At this juncture the Allied governments must refuse to treat with a government which breaks treaties.

When the American people fully understand the greatest of wars, and see how it must end if peace shall be permanent, there will be no disposition to interfere, excepting only to help the Allies. Nobody here wishes any further harm to the German people, but there must come a change of heart and an awakening from the dream of Prussian military ascendancy, the curse of the present age. Until we get ready to be real pacifists, we shall do well to avoid the risk of being told even in a diplomatic, circumlocutionary manner to attend to our own affairs.

J. Howard Cowperthwait.

Even a deadbeat is always willing to pay an old grudge.

**We Want Correspondence**

With parties contemplating Steam or Water Heating. A forty years experience means intelligent construction. In a school heating way over three hundred rooms is our record.

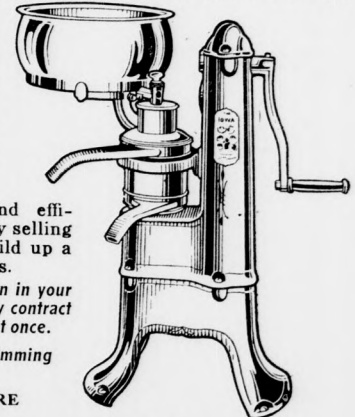
**The Weatherly Company**  
218 Pearl Street. Grand Rapids

**"IOWA"**

**CREAM SEPARATORS ARE MOST EFFICIENT. WHY?**

WHY does a Dairyman buy a Cream Separator? You reply, "To separate the valuable butter-fat from the rest of the milk." If that is true, the machine that will separate more of the valuable butter-fat from the same quality of milk than any other machine and do it with less labor and expense is the most efficient Cream Separator, isn't it?

You ask, "Why is the 'IOWA' the most efficient Cream Separator?" The "IOWA" is the only Cream Separator having a "CURVED DISC" Bowl. The Jury of Dairy Experts at the San Francisco Exposition said: "The 'CURVED DISC' has shown, under tests made by the Jury, EXCEPTIONAL efficiency in skimming milk." "EXCEPTIONAL efficiency"—that is—none other as efficient.



Dairyman rightly demand efficiency. Meet this demand by selling them the "IOWA" and build up a permanent profitable business.

If the "IOWA" Agency is open in your territory ask for Dealer's territory contract and confidential discount terms at once.

Lightest Running Closest Skimming Easiest Cleaned

DEALERS EVERYWHERE

Grand Rapids Branch, 208-210 Ellsworth Ave.

**Associated Manufacturers Co.**  
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**"The End of Fire Waste"**

COMPLETE APPROVED  
**Automatic Sprinkler Systems**

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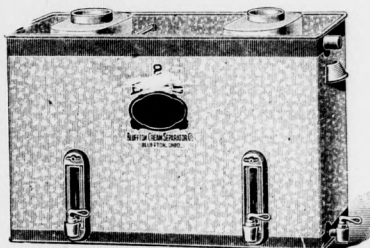
**Phoenix Sprinkler & Heating Co.**

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Estimates Free

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**Bankrupt Stock at One-half Price**



We offer 50  
**Frost Queen Milk Coolers**

- 5 gallon ..... \$1.67
- 8 gallon ..... 2.00
- 10 gallon ..... 2.50
- 12 gallon ..... 3.00

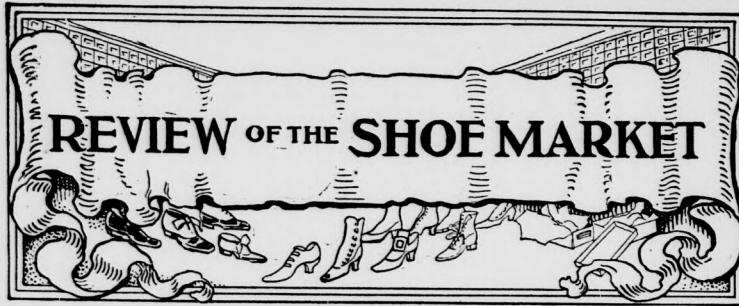
The above cut shows 10 and 12 gallon—5 and 8 gallon have one can and round tank. Also have twenty 3 gallon Water Heaters with Faucet for 75c each.

You cannot buy same quality goods in a regular way today at less than twice as much. They are brand new and in original crates.

- 2,000 lbs. ¾ and 1 inch Jute Rope at 7½c lb.
- 100 1-gallon cans Best Cream Separator Oil 38c.
- 80 lb. Steel Drums Sweeping Compound \$1.25.
- 100 1-gallon cans Black Roof Paint 25c.
- 60 1-gallon cans No. 1 Interior Varnish 98c.

**VanDervoort Hardware Co.**

**Lansing, Michigan**



### Some Remarks About Summer Leathers and Lasts.

Written for the Tradesman.

First, why is a summer shoe? Because a summer shoe is sensible—because there is a real need of it. It didn't just happen, neither did the makers and directors of footwear style thrust it upon us. It came in response to a real need. Therefore it serves a valid function. Fashion, comfort, good health, efficiency and common sense—all unite in recommending distinctively summer footwear creations for hot weather wear.

The summer shoe is, in a sense, a modern achievement. In tropical countries, to be sure, people have long worn light, airy and comfortable types of footwear—principally sandals, of more or less crude and inexpensive design and material. The sandal is, perhaps, the most primitive type of footwear. The bottom piece or "sole" has been made of many different materials such as wood, bark, rice straw, willow, bamboo, the skin of animals, and what not; and many different kinds of materials have been employed to fasten them on—vegetable fibre, leather thongs and the like.

But the primitive sandal does not answer to our modern definition of a shoe. It is lacking in the matter of actual foot-protection, durability and style. As a crude, primitive effort to meet these three essential requirements of adequate footwear, the historic sandal was well enough in its day and way; but we have progressed beyond the "Sandal age"—in this country at least. The so-called "Sandals" that are advertised and sold for our little peoples' summer wear are built on modern shoemaking machines, and the better grades of them, at all events, are turned out in keeping with the best traditions and practices of good shoemaking. They have solid oak leather soles attached to the uppers by means of a welt; and, while the uppers have been cut down to the limit, they still preserve the shape and outline of a correctly and substantially lasted shoe, and they are readily and securely fastened on by means of one or two straps.

People living in tropical regions always manifest a persistent tendency to dress in keeping with the requirements of their climate. Linen and cotton are worn instead of woolsens; and the cut of their garments for personal attire is determined by the demand for comfort. Among primitive people living in hot countries, there is not much of an edifying nature to be said concerning the matter of dress—simply for the reason that dress was quite naturally reduced to the minimum.

For good and sufficient reasons the whole subject of clothes received earlier and more serious considerations by people dwelling in the temperate zones, where cold alternated with heat, and where the rigors of climate, at certain seasons of the year, forced upon the attention of men the necessity of more adequate appareling.

And it was among people of the temperate zone that the art of shoemaking, as we know it to-day, finally developed.

But it was a good long while after we had learned the art of shoemaking that we actually learned how to make suitable shoes for hot weather wear. In many ways the summer shoe represents a refinement of shoemaking methods—and always, in the affairs of men, the refinements are later achievements.

Many men to-day who would strongly resent being classed as old men, can recall a time when many people of their respective communities—indeed most people thereof—wore hot, heavy, cloddy shoes during hot weather. Strictly speaking, that was about the only kind there was to wear, unless one had a pair of hand-made shoes specially built for summer wear purposes. The machine made product had not as yet taken on that refinement which is essential to, and characteristic of, the distinctively summer shoe. The soles were generally heavy and unyielding, and the upper leather was cut from heavy stock. Modern processes of tanning, whereby the pores of leather were left open, reducing the weight of the leather, increasing its pliability and providing for ventilation, had not been developed.

Where the pores of leather are clogged with grease and oil, you cannot have a "cool" leather—simply for the reason that ventilation is the secret of footwear comfort. Consequently the shoes of a generation or more ago could scarcely be called "comfortable" shoes, from our modern standpoint.

Russia tan leather was used to some extent, but generally in riding boots, shoes for stage wear or military purposes, or other special wear purposes; while white was confined to kid for women's special wear. Further than this the matter of color had not developed.



## Real Talking Points

The unusual interest which the trade is showing in this line of shoes—the repeat orders—the steadily increasing demand, all point to it as the year's greatest trade winner. Progressive dealers everywhere consider the

### Bertsch Goodyear Welt

shoe line as their best profit-maker. Because of its **REAL VALUE** this line offers more **REAL TALKING POINTS** than any other similar line offered you to-day. It will draw trade to you and make it **PERMANENT** because it has **SATISFACTION** built into it—it is attracting the attention of dealers everywhere.

You should investigate this line—it is built for such trade as you sell. It will "take" at first sight with those particular customers who are hard to please.

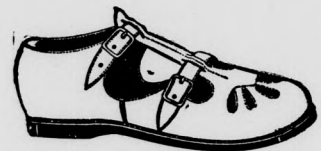
They will at once see the style and service-giving qualities.

The **BERTSCH** is trade-puller and a satisfaction giver from first to last and its merits mean repeat orders.

**HEROLD-BERTSCH SHOE CO.**

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

### Barefoot Sandals and Play Oxfords



Will be Popular Selling

Styles for Children and Growing Girls During  
the Next Two Months

We carry them in stock, all styles and sizes

No. 2758—Women's Tan Barefoot Sandal, sizes 2½ to 7	\$1.15
No. 3770—Misses' Tan Barefoot Sandal, sizes 11½ to 2	1.00
No. 3827—Child's Tan Barefoot Sandal, sizes 8¼ to 11	.90
No. 4827—Child's Tan Barefoot Sandal, sizes 5 to 8	.80
No. 3737—Misses' Tan Barefoot Sandal, sizes 11½ to 2	.85
No. 3861—Child's Tan Barefoot Sandal, sizes 8¼ to 11	.75
No. 4861—Child's Tan Barefoot Sandal, sizes 5 to 8	.65
No. 5830—Child's Tan Barefoot Sandal, sizes 2 to 5	.45
No. 3784—Misses' Black Barefoot Sandal, sizes 11½ to 2	.85
No. 3879—Child's Black Barefoot Sandal, sizes 8¼ to 11	.75
No. 4879—Child's Black Barefoot Sandal, sizes 5 to 8	.65
No. 3771—Misses' Tan Play Oxford, Elk Sole, sizes 11½ to 2	1.00
No. 3970—Child's Tan Play Oxford, Elk Sole, sizes 8¼ to 11	.95
No. 4970—Child's Tan Play Oxford, Elk Sole, sizes 5 to 8	.85

ORDER THEM NOW

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

There was not white buck, nubuck, soft, delicate dull leather finishes, no wide range of tan shades and other colors that have more recently played so prominent a part in the American shoe-style development. All these are of comparatively recent origin.

White ivory, neolin, rubber soles, and other leather substitutes of real, or alleged, hot weather merits are all new developments.

In fact it hasn't been so long since people in this country first began to seriously ask themselves the question, What kind of a shoe is a comfortable shoe for hot weather wear? What are its characteristics? How is it made? How does it look? How does it feel on the foot?

The "looks" of the really comfortable and sensible summer shoe will, of course, be largely determined by the passing vogue. But, in the main, it may be remarked that the summer shoe, if it be really stylish, will always be a trim, snug-fitting, neat-looking shoe. This is a constant requirement—shall I say, a permanent feature? Perhaps the word "refinement," which I have elsewhere used, will cover this point.

And many different leathers and finishes will, from time to time, be used in the specifically summer shoe. But they will be "cool" leathers. They will be soft and pliant, bending readily as the foot bends, and bending without any protest or inconvenience on the part of the foot in the shoe. And these shoes will be cool and comfortable shoes because the upper leather is light and porous, thus admitting air. This is the real secret of summer foot comfort. Ventilation dries up perspiration and reduces the amount of perspiration, thus providing that sense of coolness that we all covet in summer shoes.

And, of course, the soles will be light—appreciably lighter than the shoes we wear during the colder seasons.

As much as possible, weight will be taken out of the summer shoe. Weight acts like a drag to the person in the shoes. A certain amount of weight must be retained, of course, in order to secure actual foot-protection; but one of the big problems upon which tanners and manufacturers of leather-substitutes are now at work is to produce a substance that combines the maximum of foot-protection and durability with the minimum of weight. Lightness of weight helps to promote comfort of wear.

Finishes will doubtless come and go. But in the matter of color, black, white and tan will doubtless continue to be favorites. Especially with black and white, there are substantial reasons for the prediction that they shall always be worn. Further than this, it would be precarious to venture in the matter of predictions.

In summer shoes, as in footwear for other seasons of the year, there will doubtless be as much progress in the years to come as there has been in the past. With the American people the demand for hot weather comfort in the shoes they wear is a widespread and deep-seated wish. They are willing to pay for this hot weather comfort. And this demand—backed

up, as it is, by the disposition to pay well for that which meets the requirement—will undoubtedly stimulate inventive genius in the future as it has in the past—only more so. So the summer shoe has come to stay—just because it has been found to serve a real need. Cid McKay.

**Our Relations With Japan and the Far East.**

Detroit, June 12.—There is satisfaction and information when people, like Alexander Phillipps, who have visited the East, tell us of their visits and explain some of the actualities existing there, as well as our relation with the Far East especially the Japanese; but I think we should go even further in the public press and encourage the discussion of the economic principles which are involved, as between this country and the countries of the East who are directly and vitally interested in future development and relations that will tend to ensure the broadening of the commercial sphere. We may preach and write of peace and good will, but if we neglect the fundamentals, we not only do not advance, but, on the contrary, drift into a condition that must lead to ultimate serious trouble. We can avoid this with Japan by simply recognizing her absolute right to national and personal parity. Surely, if a precedent is necessary, we have them in plenty. England, Germany and other first-class nations have by their treaties acknowledged such fitness, therefore why not we who are so naturally situated to make an alliance eminently operative? We need such relations for the purpose of reaching beyond Japan and China, the countries directly facing the Pacific, as in the future, we shall, if we properly anticipate our needs, have to seek, create and perpetuate commercial relations with Russia; that country of tenfold commercial possibilities; a country whose resources are practically unlimited; an area of 8,505,000 square miles; a people whose progress for the past sixty years has been obscured by the glare of that intervening pigmy; a people whose progress will be accentuated by the present war and at its close will find them with their century's hope fulfilled, i. e. an open port on the Persian Gulf and the Yellow Sea. This country's (U. S.) treatment of Russia during the past few years in abrogating the old treaty of 1832—that old bond of friendship—has sullied our nationality, for if this country ever had a true friend, internationally, it was Russia. Notwithstanding our action, she is still friendly. In view of this, and the fact that by comparison, our material interests in the Far East, lie with Russia rather than with Japan or China, should we not agitate a change in attitude until we bring about a National policy that will ensure the opening of the trade channel above described? It is the opinion of many that if some of the effort and money expended in promoting Pan-Americanism was directed to the Far East, the benefits to our country would be a hundred fold greater, for zone latitude, climatic and other conditions are more favorable. There is much more that could be said if our people would only pause long enough to realize the importance of the questions involved, but we are superficial in many ways. We will appreciate it all some time and regret we did not heed the warnings given by students of the great principles so vital to us all. Casper.

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Get them NOW! Stitch-down Welts



- No. 7506—Miss Tan Lotus Calf 11 1/2 to 2 ..... \$0.82 1/2
- No. 7506—Child's Tan Lotus Calf 8 1/2 to 11 ..... .72 1/2
- No. 7506—Child's Tan Lotus Calf 5 to 8 ..... .62 1/2
- No. 7507—Infants' Tan Lotus Calf 2 to 5 ..... .38

Made with Special Non-absorb Vitality Elk Soles.  
No. 7512—Infants' same in White Buck @ .38

# VENTILATED

- No. 7500—Men's Tan Lotus Calf Oxford ..... @ \$1.90
- No. 7500—Boys' Tan Lotus Calf Oxford 2 1/2 to 5 1/2 ..... 1.65



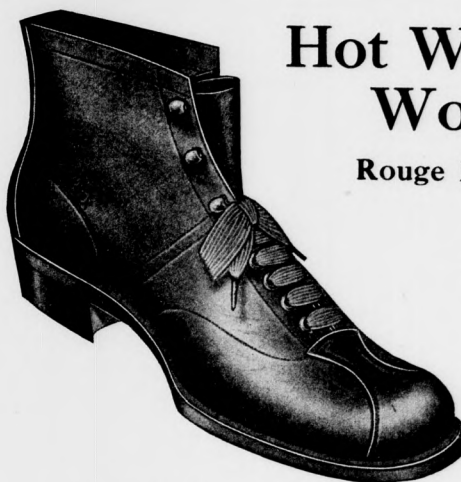
Long Arch-support Heels

Stitch-down Welts

## Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



# Hot Weather Work Shoes

Rouge Rex Quality

The Shoes the Farmer wants

The Profits that you want

- No. 480—Black Wolverine Kip, Flexible Sole, Welt, Rubber Heel..... \$2.70
- No. 421—Black Wolverine Kip, Flexible Sole, Welt..... 2.50
- No. 435—Chocolate Wolverine Kip, Flexible Sole, Welt..... 2.50
- No. 423—Chocolate Wolverine Kip, 2 chrome soles, nailed, rubber heel 2.25
- No. 437—Chocolate Wolverine Side, 2 chrome soles ..... 2.15
- No. 473—Black Wolverine Side, 2 chrome soles ..... 2.10
- No. 456—Chocolate Wolverine Kip, 2 chrome soles..... 2.15
- No. 453—Black Wolverine Kip, 2 chrome soles ..... 2.15
- No. 4111—Chocolate Veal, Oak-a-tan soles ..... 2.00
- No. 4123—Black Veal, Oak-a-tan soles ..... 2.00
- No. 4124—Smoked Veal, Oak-a-tan soles..... 2.00

These numbers in stock awaiting your order.  
Also a full stock of 8 inch outing shoes.

**Schwartzberg & Glaser**  
**Leather Co**  
Shoemakers and Shoe Store Supplies  
Both Phones  
240 Pearl St. Grand Rapids, Mich.

**HIRTH-KRAUSE COMPANY**  
Hide to Shoe  
Tanners and Shoe Manufacturers  
Grand Rapids, Michigan



**The Glove Situation For the Fall Trade.**

The cool weather throughout the month of May resulted in a very fair amount of business for retailers in leather gloves and the fabric glove season may be said to be fairly on at the beginning of June. A careful examination of conditions in every branch of the glove business to-day reveals a state of affairs to which, of course, we have been drifting ever since the outbreak of the war in Europe, but still is hard to believe and evidently is not believed by some buyers. I will first take up again, and as briefly as possible, the conditions in the glove factories in Europe. In France, it seems like an old story to write that they are very short of male help, but it grows worse every day. One manufacturer in Grenoble writes: "We have no men working except youths and old men and invalids."

Cutters are getting more than double the old price and will work only for manufacturers who pay them premiums or favor them in some form or other. Leather brings all kinds of fantastic prices and a quotation to-day means only the price at which some particular lot was sold. The tanneries are practically closed for want of help and the manufacturer quoted above tells of a certain other manufacturer who owns a very large quantity of skins in the hair, but cannot get them tanned, and then sums up this end of the situation by saying, "The key to this problem is can we keep the price of skins down to a working basis this year and can we get them tanned?" I will quote from this letter again when space will allow, as it comes from a thoughtful, brainy man, whose opinions are valuable. With the price of leather soaring into the unknown, some labor costs doubled, together with nearly all the accessories doubled it is not difficult to see where importers are coming out. The old \$9.50 dollar glove was knocked out some time ago and now the old \$13.50 dollar glove follows suit. Imported gloves will necessarily be scarce this fall and some of the orders taken this spring will not be delivered. But I want to go on record again as saying there will be no famine in gloves even now. There will be gloves enough of some kind or other to go around, but very likely no one will get exactly what he or she wants, and that attractive bargain table with the 69 or 59-cent gloves will contain—what? I don't know myself, but will hazard a guess that it will be domestic-made gloves.

In the fabric glove field we find the same topsy turvy conditions. A few of the German-made cotton

gloves trickled through prior to May 15 and were, of course, quickly gobbled up by the favored few. What will come through from now on until the end of hostilities is problematical. I am informed that there is still a limited quantity in Rotterdam waiting shipping "permits," but considering the enormous demand in the United States for these gloves it goes without saying that if every fabric glove in Rotterdam and elsewhere was dumped into New York to-morrow they would not fill the waiting orders nor last any longer than it would take to ship them out. In May Dry Goods I told of the efforts being made by some enterprising manufacturers to produce these imitation chamois gloves, here, and I am glad to record that two manufacturers that I know of are making and delivering very creditable goods in this class. It marks the beginning of new industry in glove making in this country. It is needless to say that these manufacturers are fairly swamped with orders and as that is not a very agreeable sensation, in one way they have my sympathy. Turning now to the silk glove manufacturer, who apparently had everything his own way this year, I find a condition that is almost fantastic, brought about by the war in Europe. A year ago this branch of the glove business was in the doldrums, no bottom to prices, and to-day manufacturers cannot deliver their orders. Why? Mainly because they cannot get clasps to put on them. Again why? Because the manufacturers of munitions for Europe have multiplied the price of brass by the figure 4 and clasp manufacturers cannot pay the price and execute their orders. Thousands of dozens of silk gloves are ready for delivery all but putting on the clasps, and I know of a manufacturer who asked one of his largest customers "if he would wait until October for his spring delivery of silk gloves?" Think of it. In my opinion, the clasp manufacturers have lamentably failed to meet the situation. As I look at it, one of our most important industries, one that we wrested from Europe, viz.: the manufacturing of silk gloves, is being "held up" because clasp manufacturers, whose business is regular, allow themselves to be brushed aside by munition manufacturers, whose mushroom business will cease the very moment the war ceases. It is an unpleasant thing to reflect on, this matter of letting one of our important industries languish because in an allied industry no one had spunk, "sand," nerve or brass enough to jump in and meet the situation. Some one will do it before long. Who

**Brooms of the Hour  
"Prize" "Gold Bond"**

Packed in Cases  
Genuine Polished Handles

Never Approached  
Write for Particulars

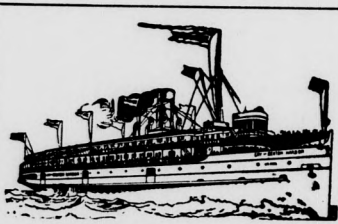
**Amsterdam Broom Co.**

41-49 Brookside Ave.  
AMSTERDAM, N. Y.

Largest Independent Broom Concern in the World

**TAKING INVENTORY**

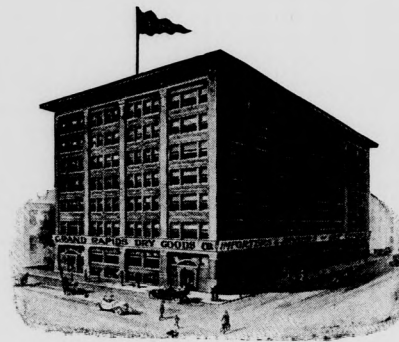
Ask about our way  
BARLOW BROS. Grand Rapids, Mich.



**CHICAGO BOATS**

Graham & Morton  
Line

Every Night



**Did You Forget to Order Some Flags?**

If so, than have some forwarded by Parcel Post or Express. We have in stock following grades and sizes:

Cotton with printed stripes	2½x4 feet, per dozen	\$ 3.00
Cotton with printed stripes	3x5 feet, per dozen	4.50
Cotton with sewed stripes	3x5 feet, per dozen	7.50
Cotton with sewed stripes	4x6 feet, per dozen	10.50
Cotton with sewed stripes	5x8 feet, per dozen	15.00
Cotton with sewed stripes	6x10 feet, per dozen	21.00
Cotton with sewed stripes	6x12 feet, per dozen	27.50
Cotton with sewed stripes	8x12 feet, per dozen	36.00
Wool Bunting with sewed stripes	4x6 feet, each	1.75
Wool Bunting with sewed stripes	6x10 feet, each	3.50

**Grand Rapids Dry Goods Co.**

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.



**Timely Talk**

IN view of the nearness of commencement, watches are indeed a timely topic. A Watch from here affords lasting pleasure. It is right in every particular — price, appearance, durability and timekeeping qualities, to say nothing of the satisfaction of knowing that you have gotten just a little more than you paid for. The hearty interest we take in the welfare of every Watch we sell is fast making us lasting friends. Let us talk Watch to you.

**HERKNER'S**  
114 MONROE AVENUE  
GRAND RAPIDS, MICHIGAN

is it? Surely some manufacturer of clasps will come to the rescue of his silk and sick glove brother, saying, "Here are clasps, they cost more but the price goes back when the war is over." A good supply of clasps today would release millions of dollars' worth of merchandise. Is that not worth your attention, you clasp manufacturers who are asleep?

**Domestic Gloves.**

On this branch of my subject I wish I could take the article that I wrote in the May number of Dry Goods and insert it here without being accused of plagiarism. There is no change of any importance in the conditions except that adverse conditions are becoming more acute. The difficulty in getting clasps, which is holding up the silk people, affects, of course, the leather glove people and perhaps a little more. For instance, buyers order silk gloves and take what clasp is given them, but a great many buyers order special clasps and names on their leather gloves. I strongly advise all buyers who want prompt delivery on their fall domestic gloves to waive the question of clasps and take what they can get. The work people of Fulton county are in a state of unrest and discontent. Orders are large and they know it and like to strike at such times, but cutters are more intelligent, or perhaps better informed by experience than heretofore, and, using experience as a teacher, are not liable to strike at present.

Now Fulton county has a fixed census of workers on gloves, cutters, sewers, etc., so no matter where they work or what inducement draws them from one employer to another, it follows that only a certain volume of gloves can be produced, and it is a pretty safe assumption that the maximum quantity that can be made up to November 1 is already booked, and I therefore foresee a shortage in domestic gloves late in the season of 1916. I mean by this, good gloves, and I want to say the leading manufacturers of gloves in the United States are stepping forward in the right direction, making good gloves. I have seen as good gloves made in this country this spring as were ever made in any country, in their class, and I know some manufacturers who are working only on \$13.50 qualities. The scarcity and difficulty in getting good leathers is another thorn in the side of the glove manufacturers that may be worse before it is better. I am informed that the few lots of mocha leather that now straggle in occasionally are inferior in quality owing to the fact that they have been so long in transit, being shipped from port to port before reaching the United States, that the natural fat of the hides, which is near the surface and which is the first thing that has to be removed, has now soaked in, so to speak, and cannot be removed or gotten rid of, and the consequence is poorer leather. The outlook for any immediate supply of good mocha leather is rather gloomy. There is said to be plenty of it stacked up in Aden, but the British government will not permit it to pass and if it lays there long it will rot—that's the plain English of it.

I am aware that this entire article is not pleasant reading, but I have endeavored to put readers of Dry Goods in possession of all the facts in possession concerning all angles of the glove business, and it is just as well to face the situation as it is. Fall business will be good anyway, and as I said in the beginning, there will be gloves of some kind to sell, so why should we worry?—O. M. Reid in Dry Goods.

**Balmy Blasts From Battle Creek.**

Battle Creek, June 12—The ancient scribe, Guy Pfander, has discarded his journalistic mantle and is now with the Postum Cereal Co. as salesman. Guy, may the best attend thee, is the wish of the boys of No. 253.

Battle Creek Council was most ably represented at the Traverse City Grand Council by Mr. and Mrs. J. Q. Adams, and Mr. and Mrs. E. Schoemaker and Mr. and Mrs. Fred Barney and daughter. All report a good time except Ed., who caught such a cold that he cannot express himself audibly. The signs he makes, however, lead us to believe he, too, had some time.

Billy Masters, city salesman for Redcoort goods, is threatened with forditis. We trust you have it in a very mild form.

It is with deep regret that we learn of the affliction of our friend and brother, Fred Clark. He suffered a stroke of apoplexy about four weeks ago and has been in a very serious condition ever since. Just a post card or letter sent to 128 Pigeon street, Jackson, would be most keenly appreciated by him.

Friday the writer met Charles Spencer, of Plainwell, who is now introducing Hershey gum. If a youngster gets by him without a stick of chewing wax, it isn't Charlie's fault. It pays to advertise.

J. E. Lesperance, for the past ten years manager of the Gately store here, has removed to Saginaw where he has been transferred to take over the management of the store in that city as well as to become active head of the Michigan string of Gately houses. His family will go to Saginaw later. Besides being active head of the Saginaw branch, Mr. Lesperance will also be known as merchandise man for the seven stores in Michigan besides the South Bend branch. Mr. Lesperance came to Battle Creek ten years ago, opening the local store and has made many friends. Previous to coming to this city he had been associated with the Gately company ten years and at the present time has been in its employ for a score of years. His promotion to the Saginaw branch gives him one of the most responsible positions offered by the Gately company.

M. J. Loomis.

If it is true that every failure is a step toward success, the fact would explain why some men become richer every time they fail.

**Signs of the Times  
Are  
Electric Signs**

Progressive merchants and manufacturers now realize the value of Electric Advertising.

We furnish you with sketches, prices and operating cost for the asking.

**THE POWER CO.**

Bell M 797

Citizens 4261

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.

**GEO. S. DRIGGS  
MATTRESS & CUSHION CO.**

Manufacturers of Driggs Mattress Protectors, Pure Hair and Felt Mattresses, Link and Box Springs, Boat, Chair and Window Seat Cushions. Write for prices. Citizens 4120. GRAND RAPIDS

**Drink Habit Cured in Three Days  
IT'S QUICK, SURE AND EFFECTIVE**

A harmless vegetable treatment taken internally—no hypodermics used—absolute privacy with home comforts. Correspondence confidential. Interviews strictly private.

**NEAL INSTITUTE For treatment of Drink and Drug Habits**

Under New Management

71 Sheldon Ave., Grand Rapids, Mich.

Citizens Phone 5572

Bell Phone 1692

**SUMMER GOODS**

June and July are the best months for thin wash goods.

We still have good assortments, Lawns, Organdies, Batistes, Voiles, Dimities, Gingham, Etc. White Goods of all kinds.

Order now while assortments are good.

**Paul Steketee & Sons**

Wholesale Dry Goods

Grand Rapids, Mich.



**Away With  
Old-Style  
Counters**

Who wants an old-style counter that doesn't earn its salt?

—a gathering place of rubbish? Who wants to hide goods away in barrels and boxes where they gather dust and dirt and can't be seen? Away with your old-style counter!

**SHERER PURE FOOD COUNTER**

puts dollars into your pockets just as surely as if you picked the money off its shiny top.

It stores 30 lines in space now wasted by the old-style counter. It displays each line behind a clean glass window. The "Sherer" saves steps and time—increases sales by putting the goods where they can be seen. Eliminates waste by keeping out dirt and dust and flies and mice and "samplers"—which means real money saved.

**40,000 Grocers Say:**

"Get the Sherer Counter" by using it themselves. 40,000 grocers can't be fooled! They Shererized their stores and are pleased with the results. Find out about it. Get our free booklet E. It shows how you are losing money—and how you can pay us as the "Sherer" pays you.

Write today.

**SHERER-GILLETT CO.**

1707 S. Clark St. CHICAGO





### Sound Philosophy Shown in Everyday Living.

Written for the Tradesman.

We see some wise and good persons who deserve to be called Philosophers of the Common Life, so aptly do they bring wisdom to bear on the perplexing and annoying details of daily living. Usually they are the most unassuming people in the world, put on no airs, and make no effort to look like Solons.

Last evening I happened to be in the home of a friend when a guest—Aunt Clara they call her—arrived for a two weeks visit. From a telegram received early in the afternoon, they knew that because of her train being late she had missed a connection and was compelled to wait four or five hours at a little junction only thirty miles from her destination.

The first greetings over, my friend began to express her great regret over the delay. "It was a shame! To have to stay nearly five mortal hours in that hot little waiting room and sit on the hard seat! Aren't you nearly dead? If the roads over that way were not almost impassable for a machine, we would have motored over to meet you. Of all things, I hate waiting for a train!"

Aunt Clara, who really looked very fresh and rested considering her long journey, very quickly dispelled the anxiety of her hostess.

"Of course I was disappointed not to get here as I had planned, and I hope the delay hasn't put you to any inconvenience, but really I didn't have a bad time at all at the junction. I had some magazines with me, and I read three or four good short stories. Then the express came in, and a woman with a little boy and girl got off. They had to wait for my train, so, as she seemed a very nice person, I proposed that we take a walk to a piece of woods about a hundred rods away. It was hot in the sun, but the woods were cool and shady and we all enjoyed the ramble."

Here Aunt Clara told of a conversation they had on their way to the woods with a boy who was driving a team hitched to a cultivator, and his droll replies to their enquiries. She also told some really funny sayings of the little boy and girl. While returning to the station they all stopped at a house where preparations were being made to sell strawberries and cake that evening for the benefit of a church. Aunt Clara persuaded them to sell a few dishes ahead of time, so her little party had a treat of berries. "When we got back to the station, I really felt rested from my long journey," she declared, "and my af-

ternoon was not at all an unpleasant one."

At once I recognized in Aunt Clara a Philosopher of Common Life. For I happen to know that that particular junction is about as unpromising a spot as one could well find for a long wait, and it requires wit and practical optimism to see and take advantage of all possible alleviating circumstances as she had done. If Aunt Clara hadn't found the pleasant woman and the charming little boy and girl and the shady woods and the berries, she would still have had resources within herself for passing a few hours time without fretfulness and chafing of spirit. She is of that kind.

When one is compelled to wait for a train, a street car, or for some tardy fellow being to keep an appointment, why not take the thing with philosophy and not get fretted up? Almost always if a little forethought has been used to provide a book or a paper, one can read. Or maybe this is a chance to make a reply to some letter that has long claimed an answer. Sometimes it may be an opportunity to think over some important matter that needs thorough consideration before a decision is arrived at. Or perhaps the best way to employ the time may be in just quietly resting from the strain and tension of the customary work. An enforced wait, if taken right, may be a real luxury to a busy person. If you take it the other way and become all wrought up over the delay, you not only wear your own nerves uselessly, but you are apt to weary your friends afterward by descriptions of your impatience and annoyance.

A cottage which I pass frequently has a name which shows that the happy people who live there have gotten hold of some sterling points in

#### 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

#### OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

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

#### AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

## Are Your Net Profits Satisfactory?

Probably not, if you are like nine out of ten merchants.

Your trouble probably is (1) you have too many of some items; (2) not enough items.

If you will buy the "many lines in one bill" offered by our monthly catalogue of General Merchandise, you easily can apply the remedy.

### Butler Brothers

Exclusive Wholesalers of  
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New York Chicago

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## The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations



Registered.  
U. S. Pat. Off.

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package and are made only by

**WALTER BAKER & CO. Ltd.**

Established 1780

Dorchester, Mass.

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

# SHINGLES

Reduces Fire Insurance Rates

Will Not Ignite from Flying Sparks or Brands

Sold by  
All Lumber Dealers

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

"Originators of the Asphalt Shingle"  
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# RAMONA THEATER

**Better Than Ever**

**Brighter Than Ever**

**Bigger Than Ever**

**POPULAR PRICES**

**Twice Daily:--- Afternoon and Evening**



the Philosophy of Common Life. Suits Us they call their home—the name is on a little sign over the entrance. I like to pass that house, and I am told by those who know the family well that they are as bright and sensible and cheery as the name of their dwelling indicates.

I like to moralize on that name. Sometimes I place emphasis on the first word—Suits. After you've bought a thing and paid for it, or gotten it in some other honest way if it is something that you don't exactly buy and pay for, isn't it a most excellent trait of mind to be suited with it? Of course if one gets things haphazard, without any planning or consideration, then one doesn't deserve to be suited. But when a thing has been well thought out beforehand and carefully selected, and is all right of its kind, then one ought to be suited. But many are not. And on that unfortunate mental habit that trumps up all sorts of faults and flaws in things that really are perfectly good—such things as houses and dresses and hats and automobiles and even husbands and wives—on that unfortunate mental habit hangs many a tale of discontent and unhappiness and even many a divorce suit. The name Suits Us has a lesson for every passer-by.

If it were a big pretentious place, there might be an unpleasant note of self-satisfaction in the name Suits Us. But with far finer and larger residences all around, it shows just a commendable freedom from envy and discontent to proclaim thus bravely that the plain little cottage Suits Us. I am sure the mistress of that home never finds fault with her husband because he does not make so much money as some of the men who are their neighbors. And I am sure too that he is a plucky man who always has done his level best.

Sometimes I take the name of the cottage in another way and place the emphasis on the last word—suits Us. Whether or not it may suit other people is of minor importance, as it should be. This meaning is appropriate because the place has individuality and evidently has been arranged to fit the peculiar needs and the special tastes—perhaps even the whims and fancies—of the people who live there. So many houses are mere copies of other houses. Suits Us is not so.

Sometimes in my imagination I extend the name a little, so that it reads Suits All of Us. For in passing I have seen the father and the mother and the nearly grown son and daughter, each one finding so much of enjoyment in his or her own way, that I am sure it is a home where the rights and desires of each member of the family have due respect. Some houses might very suitably be named Suits Me, so plainly is all effort centered in pleasing just one, the rest faring as best they can. Whether this one is a bear of a husband and father, or a nagging, exacting wife, or a young lady daughter with nerves and finical ideas, or a thoroughly spoiled child—there can be no real home feeling where such selfishness and injustice have sway. That all the

members of a household shall willingly make sacrifices, that all shall receive loving consideration—to produce this fine blending of giving and taking that makes a true atmosphere is the great work of the wise and tactful mother. This kind of living has to do with ethics and even religion, but it is sound philosophy as well.

Quillo.

The family that has occasion to move six times a year seldom moves in good society.




**There's No Other Flavor Like**  
**Mapleine**  
That's why it continues to grow in popular favor  
Order from  
**Louis Hilfer Co.**  
1503 Peoples Life Bldg.  
Chicago, Ill.  
**CRESCENT MFG. CO.**  
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**The Handy Press**  
*Turns Waste Into Profit*  
**All Steel Fire Proof Paper Baler at**  
**\$25.00**  
(Also larger sizes)  
Proved by years of service  
*Write To-day*  
**The Handy Press**  
Manufactured by  
**The Grand Rapids Salvage Co.**  
Grand Rapids, Mich.

**GUARANTEED BEDDING**  
**QUICK SHIPMENTS**  
Mattresses      Coil Springs  
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Sanitary Cover Pads  
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Bulk Feathers      Feather Pillows  
Made by  
**Grand Rapids Bedding Co.**  
Grand Rapids, Mich.



**SUGAR POINTS**  
*"Guaranteed"* **NUMBER 4**

We guarantee FRANKLIN CARTON SUGAR to be full weight and made from sugar cane. Its reputation as the Standard of Purity and Quality, and its great popularity are all additional guarantees to you that Franklin Carton Sugar will please your customers and is the best sugar for you to handle. The ready-weighed sealed cartons save you time and trouble and prevent loss by overweight.

Cartons hold 1, 2 and 5 lbs., according to grade  
Original containers hold 24, 48, 60 and 120 lbs.

**THE FRANKLIN SUGAR REFINING CO.**  
Philadelphia

**Boston Breakfast Blend**



—Splendid Quality  
at a  
Moderate Price

**Judson Grocer Co.**  
**The Pure Foods House**  
GRAND RAPIDS, MICHIGAN



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 Grand Treasurer—Wm. J. Devereaux, Port Huron.  
 Grand Conductor—W. T. Ballamy, Bay City.  
 Grand Page—C. C. Starkweather, Detroit.  
 Grand Sentinel—H. D. Ranney, Saginaw.  
 Next Grand Council Meeting—Bay City, June 1 and 2, 1917.

**Pickings Picked Up in the Windy City.**

Chicago, June 12—Chicago's new municipal pier was opened on Wednesday, June 7. It is very grand and will be used very shortly as the general landing place for all passenger and freight steamers, each vessel owner paying the city a certain rental per season.

All Chicago was alive with politicians, and from the talk one could hear, each individual knew all about it.

H. Kortlander of Grand Rapids, was a Chicago visitor last week.

George L. Edloff, of Detroit, representing the B. J. Johnson Soap Co., of Milwaukee, spent a couple of days in Chicago last week on his way to Cleveland, en route to Detroit. Mr. Edloff is district sales manager for the above concern and reports business very fine.

P. L. Bean, of Farmer City, Ill., and a member of Mt. Vernon Council No. 523, U. C. T., looked the convention over in Chicago last week.

I. L. Ferris, of Waterloo, Ia., with the Bonus Corset Co., of Chicago, and a brother of Frank Ferris, Senior Counselor of Cadillac Council, Detroit, was in Chicago last week on a business trip, as well as taking in the convention. Mr. Ferris is President of the Waterloo Traveling and Business Men's Association.

The weather in Chicago has been anything but enjoyable. It started in to rain Tuesday noon and never let up until Friday night about 9 o'clock. Some rain! It did everything but snow.

Except in one or two hotels where there was a great deal of noise the convention was rather quiet.

One of the sights during the G. O. P. convention in this city was the suffragette parade. It was expected that 30,000 would participate, but, on account of the rain, about 6,000 were all who marched. But from the enthusiasm that was shown by the few, it took the place of the many. You sure got to take your hats off to the women—they walked in puddles of water for two miles, some with umbrellas, some with raincoats, but the majority without either, and the only dry ones were those who had the privilege of using automobiles. Every time the wind would sweep along Michigan avenue, a few umbrellas would blow inside out. The sight was well worth seeing.

One of the conspicuous visitors at the Coliseum during the convention was L. C. Kucker, one of 61st street's popular cigar merchants. Mr. Kucker had a number of invitations from different delegates, all caused by his be-

ing a good fellow, and one who has made a success in the cigar business for years.

First it is election day; then a holiday; then a preparatory day; then another holiday; then a few more conventions; then some more election days; then a few special city official honor days. When do we get a chance to work and find a merchant at his place of business? It might be a good thing if a few special days were eliminated.

One of the very interesting things taken up at the U. C. T. meeting of the Northwestern Council of Chicago is what is known as the pass-it-along-system. Starting with the conductor and going from left to right around the entire council chamber, each member stands and gives his name, the number of his council and the line of goods he sells, adding to it something original or impressive regarding same. This makes quite a hit. It brings the counselors closer together and makes them feel more at home. Charles W. Reattoir.

**Too Highly Colored.**

"Your narrative is too highly colored," remarked the editor, returning the bulky manuscript, the story coming from a member of the Authors' Club.

"In what way?" enquired the disappointed author.

"Why," replied the editor, "in the very first chapter you make the old man turn purple with rage, the villain turn green with envy, the hero turn white with anger, the heroine turn red with blushes and the coachman turn blue with cold."

**A Hotel Bargain**

Hotel DeHaas, a 35-room brick hotel, 15 other room 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 \$50,000, will sell for \$17,000. Easy terms; will not rent; reason age. No license and 4 sub-rentals. Address: The Evans-Tinney Co., Fremont, Mich.

**Livingston Hotel**

Grand Rapids, Mich.

Fine Cafe in Connection

Entertainment Every Evening

**The Hotel Geib**

Faton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

**At Harbor Springs, Mich.**

The

**Emmet House**

is a good place to stop

Open all year \$2.00 per day

Now under management of Will Cartwright, you will be treated right. Come on Fishing, the Perch are biting.

**Snyder's Restaurant**

41 North Ionia Ave.  
 4 Doors North of Tradesman  
 Special Dinners and Suppers 25c

**HOTEL CODY**

EUROPEAN  
 GRAND RAPIDS, MICH.

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

**Cushman House**

PETOSKEY

AMERICAN PLAN \$2.50 AND UP

Leading Hotel in Northern Michigan

W. L. McMANUS, Jr., Prop.

The best Rooms and Meals in Michigan for the money.  
 Come and see for yourself.  
 Open all the year.

**Hotel Charlevoix**

Detroit

EUROPEAN PLAN

Absolutely Fire Proof

Rates, \$1 for room without bath; \$1.50 and upwards with bath.

Grinnell Realty Co., Props.

H. M. Kellogg, Manager



**Attention, Hotel and Restaurant Men**

FOR SALE—Six foot, hand carved solid oak side board for dining room. Cost \$300 new. Bargain at \$35.  
 Coffee Ranch,  
 12 Monroe Ave. Grand Rapids, Michigan

**Hotel Hermitage**

John Moran, Mgr.

EUROPEAN PLAN

Grand Rapids, Mich.

Rates without bath 50, 75 and \$1.00

Rates with bath \$1.00 and \$1.50 per day

CAFE IN CONNECTION



**BUFFALO**  
 450 Rooms 450 Baths



**DETROIT**  
 1000 Rooms 1000 Baths



**CLEVELAND**  
 1000 Rooms 1000 Baths

**The Notables—and You**

PEOPLE of national importance are pretty sure to get good hotel service anywhere. They are recognized as important, and everybody is alert to serve them and minister to their comfort.

What Hotels Statler specialize in is providing that same alert, interested, gracious service to every guest—however much or little he spends.

That doesn't mean a lower standard of service for the notable; it means a higher standard (which we call *Hotels Statler Service*) for the unrecognized man. For we know that his good-will is just as important to us; there are so many of him.

Every—every—Hotel Statler room has private bath; outside light and air; circulating ice-water; writing desk with plenty of stationery, etc.; local and long distance telephones; pin-cushion with needles, thread, buttons, etc.; candle for a low night-light, and numerous other unusual conveniences. Morning paper delivered free to every guest-room.

**HOTELS STATLER**

BUFFALO - CLEVELAND - DETROIT

Hotel Statler, ST. LOUIS, now building

Rates from \$1.50 Per Day



**Activities In Some Michigan Cities.**

Battle Creek is following the programme of purchasing one motor fire truck a year and the department will be fully motorized by the end of 1917.

The Bell Telephone Co., Union Telephone Co. and the Consumers' Power Co. have agreed to remove poles from the business section of Owosso, changing from aerial to the conduit system, the improvement to be completed in 1917.

Boyer City has increased the wage scale of city laborers from \$2 to \$2.25 per day.

The Adrian Chamber of Commerce will use sign boards to advertise the city and has bought fifteen boards at a cost of \$300, which will be placed on roads that lead to the city.

Deerfield will have electric lights and power, having granted a twenty-year franchise to the Tecumseh Electric Co.

Saginaw will pave State street with asphalt at a cost of \$16,284. It had been planned to pave six other streets this summer, but the work was postponed until next year, believing that better figures can then be secured from contractors.

Jackson has voted to purchase two new motor driven fire engines, which with exception of two trucks will complete motorization of the department.

Flint's summer tax rate this year is \$14 per \$1,000, or \$2.20 higher than last year, despite an increase in assessed valuation of \$10,333,133.

Dowagiac has increased 300 in population during the past year, according to the school census just taken.

Jackson will improve about twenty-five miles of streets with gravel and other material this summer.

The third annual Potato Congress of the Upper Peninsula will be held in Escanaba Nov. 1-3.

S. H. McCrory, of Washington, D. C. chief of drainage division of the Department of Agriculture, is in Saginaw to study the flood problem there, also general drainage conditions of the county.

The Mayor and City Clerk of Marquette are concluding a free employment bureau for high school students, the idea being to find summer jobs for these boys at home rather than to let them get away to other places.

A new building unit of six stories will be added this year to the Cass Technical high school, Detroit. New courses have been added at this popular school and the curriculum includes foundry work, plumbing, garage and automobile testing work, steam laboratory, building material testing laboratory, coal and metal testing, metal plating, soap, paint and dye making, catering, dietetics, dressmaking, millinery, salesmanship and nursing.

The Denton-Deitch Co., of St. Joseph, is discontinuing the manufacture of furniture novelties and will make phonographs and phonograph cabinets.

Battle Creek's annual children's play festival, the city's biggest event in kid-dom, will be held June 23. Local merchants are joining in the celebration.

Ashmun street and Portage avenue at the Soo are now equipped with ornamental lights.

The Adrian Chamber of Commerce now has a transportation department with Neil B. Hayes in charge.

Jackson needs a new building code, and needs it now, according to Fire Chief King.

Almond Griffen.

**Price of Matches Rises.**

Potash having leaped to \$400 a ton since the start of the war, matches now are costing more than formerly. Several retail cigar men have declared that if the price of matches goes any higher they will not be able to give paper book matches to purchasers of cheap cigars. Smokers who used to get twelve small pocket boxes of matches for five cents no longer are able to do so. There was an increase of 2 cents on the dozen, then the price came down, but now it is difficult to find a store where they can be purchased at the old rate.

The manager of one company said that there were as many of the ordinary safety matches coming from Norway and Sweden as in normal times and that the war had not interfered with imports enough to cause a rise in price for that reason. There had been an advance in price of matches because of the increased cost of potash, paper and other things that go to make a match, he explained. The little matches one gets in small black boxes are made abroad, but book matches are made in this country, as are most of the other matches used here. He didn't think there was any danger of a shortage in the local market.

**Libby-McNeil in Big Alaska Salmon Deal.**

Libby, McNeil & Libby, Chicago packers, are reported in Coast advices to be about to consummate one of the largest deals in the history of the salmon canning industry. They are said to have paid down \$200,000 as part purchase price on the North Alaska Salmon Company property of San Francisco a \$600,000 corporation, the deal to be completed on October 1, after this year's salmon pack shall have been made.

It includes the transfer of four canneries situated on the shores of Bristol Bay, Alaska, a fleet of seven ships, together with tenders, small boats and barges. At present the North Alaska Salmon Company is paying a dividend of 75c per month on each share of stock, the par value of which is \$100.

This will make Libby, McNeil & Libby one of the largest factors in the salmon canning industry, in addition to their immense business in canned meats, canned fruits and vegetables.

**Definition of Untold Wealth.**

Young Walter had heard the expression, "untold wealth," and was considerably puzzled as to its meaning. That evening when his father came home, however, he became enlightened as to the definition.

"Father," said he, "what is untold wealth?"

"The property you keep from the income tax list, my son."

# The New Era Laughs



HOW WE DO LAUGH

DURING 1915 IN NET NEW MEMBERS in Michigan, nearly THREE TIMES MORE THAN ALL OTHER FRATERNALS COMBINED. See Commissioner's report for facts.

- Modern Woodmen .....37.27%
- Woodmen of the World (1914) ...53.92%
- Royal Neighbors .....33.00%
- Mystic Workers .....31.96%
- Knights and Ladies Security .....40.93%

At the **STUPENDOUS BLUNDER** of our critics and competitors—**THE SUPREME OFFICERS' TRUST**—a la Fraternal Voters' League. **THEY DEMANDED THE MOBILE-NEW YORK-AGREEMENT-VALUATION LAW** and got it.

They are now fighting, **WITH FALSE STATEMENTS**, the proposed **FRA-TERNAL AMENDMENT** which **REPEALS** false **VALUATIONS** and **GUARANTEES** the right of **HAVING A LODGE** and all **OTHER BENEFITS**.

**READ THEIR RECORD** for 1915 just published in their June official organs—below we give a sample:

**25,000 OLD LINE AGENTS ARE BUSY** with these "exhibits" but the **NEW ERA ALONE IS GIVING THEM A HOT RECEPTION.**

## IF THE MOBILE LAW IS NOT REPEALED

**YOU ARE GOING OUT OF BUSINESS OR FREEZE OUT** your old members. **WOODMEN, ROYAL NEIGHBORS, GLEANERS, ETC.,** read and **DEMAND** an explanation.

**UNDER THE NEW ERA'S CONSTITUTIONAL GUARANTEE, IT ADDED**

**"Technical Solvency"--yet all have more Net Cash Assets than Accumulated Liabilities.**

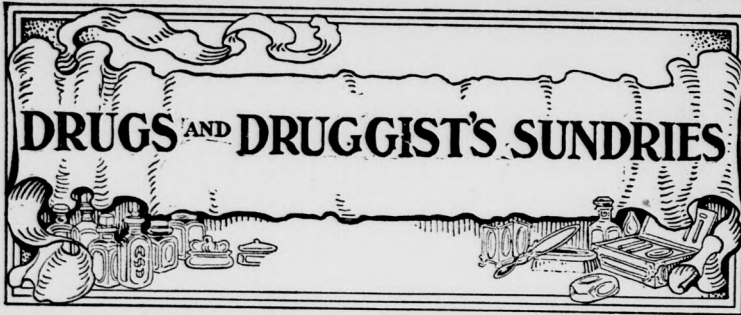
- Brother American Yeomen .....30.48%
- A. O. of Gleaners (1914) .....48.21%
- Modern Brotherhood of Am. (1914) 56.56%
- Knights and Ladies of Honor .....56.71%

For full particulars apply

## NEW ERA ASSOCIATION

27 Fountain Street

Grand Rapids, Mich.



#### 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—Detroit, June 27, 28 and 29.

#### 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, 165 Rhode Island avenue, Detroit.  
Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

#### Why Good Apprentices Are Scarce.

According to the supervisor of commercial education in the Chicago public schools, there is no reason why boys should be out of work. He is unable to supply the demand for boys who have finished the two-year commercial course in the high schools. According to his record of the activities of the students in commercial work since the two-year courses were started in 1912, it develops that the average age of the graduate is 16 years. The average salary of the 1912 class is \$13.50. The average beginning salary was \$8.25. The minimum salary was \$5, and the lowest salary is \$10. The largest salary is \$18.

The question before the drug trade therefore resolves itself into this: If a two-year commercial course brings these wages, how many four-year high school graduates will be willing to work for \$5 a week in a drug store?

We know and fully appreciate the motives influencing the professional educators and professional reformers. Their desire to elevate and reform pharmacy is indeed laudable, but it should be remembered that pharmacy cannot be elevated by arbitrary pronouncements of the commissioners of education who are of academic training and tendencies, whose knowledge of practical pharmacy is nil, or purely theoretical. Reform must come from within itself. Educators must follow the demand, not create or force one of its own. Were pharmacy really a profession in this country, it would be a beautiful condition, but it is not, it is nowadays chiefly a business enterprise.

#### The Sale of Disinfectants.

Sanitation and preventive medicine are constantly growing in importance, and it behooves the druggist, who is the natural distributor because of qualification and the right of precedence, to inform himself thoroughly so that he may intelligently and effectively handle this line of products.

That there will be an ever-widening field for these products is further supported by the fact that they are rapidly becoming indispensable in the animal industries and the agricultural field. It is evident therefore that it pays, and will continue to pay, to push this line—manifestly those who early become identified as carrying reliable products and up-to-date information on their use are the ones who will establish a profitable business in disinfectants. The use of disinfectants by the general public is based on such poor knowledge, or even actual error, that it is not difficult for the pharmacist to establish a reputation for being well informed and get this line on a paying basis if he will give it intelligent consecutive attention. Any druggist who is well informed on the important points regarding the use of the coal-tar disinfectants, formaldehyde and two or three of the more harmless preparations for use in the body cavities will certainly be able to sell these products intelligently and profitably over the counter.

#### Experience of Local Druggist With Brenard Co.

Grand Rapids, June 12—Some time last spring a representative of the Brenard Manufacturing Co. called on me and showed me a proposition which looked to me like a legitimate advertising proposition. After I had taken it on I discovered that things were not working out as the man had represented they would. After repeated efforts had been made by the Brenard Manufacturing Co. to get some people interested, it utterly failed. The company then endeavored to get us to enter into a dishonest scheme to induce people to go into a voting contest by posting false statements as to the number of votes contestants had received by claiming to prospective contestants that people had voted for them when they had not and by falsely representing that there was a real voting contest when

in reality none had been started at the time—only one, in fact, having received any votes. I absolutely refused to do anything of the kind. It also developed that there was nothing to the scheme but a proposition to get the notes of some responsible party in exchange for a promise to increase the profits of the signer's business and in exchange for certain inferior articles to be used as premiums. The Brenard Manufacturing Co. does not do anything which any person in the retail drug business cannot do for himself if he desires to run a voting contest as an advertising proposition and buy his premiums of a reputable house. Its so-called copyrighted plan for running the voting contest contains much matter which will force the dealer to lie to his customers if carried out according to instructions and also embodies much matter which no reputable dealer will care to follow. Attached to the contract were six notes for \$70 each. After falling down on its part of the contract, the Brenard Co. endorsed the notes over to F. M. Loveland and he brought suit on three of these notes and endeavored to recover them under the guise of a bona fide purchaser without proving the contract from which the notes had been detached. It was shown, however, in the course of the trial that one T. O. Loveland was a partner in the Brenard Manufacturing Co. The jury did not take any stock in the theory of bona fide purchaser when the case came to a trial and brought in a verdict of no cause for action.

After being defeated in court, the Brenard Co. effected a settlement which cost me \$100, besides my time and trouble. Ben Schutte and W. H. Quigley, of this city, and Tony De Kruif, of Zeeland, settled with the Brenard Co. by paying \$200. The druggists kept the junk, which is all I consider it is. As stated above, the druggists had to pay \$200 and sign a letter exonerating the Brenard Co. from all misconduct and misrepresentation and putting it all onto the poor salesman's shoulders. This letter had to be sworn to before a notary public, consequently forcing the signers to remain silent on the subject, but insofar as I would not consent to signing any such a letter, I feel at liberty to state the facts as I see them. Therefore, if I can do the downtrodden retail druggists and other retailers any good, I am certainly willing to do my duty. If you want any further information on this, write to our National Secretary, Mr. Potts, who I know is a personal friend of yours. He can give you some stronger dope than the above.

Henry Riechel.

#### Retailed Glory.

"Mother wants a penn'orth of glory devine."

"We don't keep that," said the druggist.

"Oh, yes you do," the little maid retorted. "We've got it here before. Mother pours it down in the back yard."

Then the druggist knew that glory devine was another way of saying chloride of lime.

#### UNIVERSAL CLEANER

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

ORDER FROM YOUR JOBBER

## B. & S. Famous 5c Cigar Long Filler

Especially Adapted to the  
Discriminating Taste  
of the Drug Trade

Send for Sample Shipment.

Barrett Cigar Co.  
MAKER  
Ionia, Michigan

### Malt and Hop Tonic

"Its strong up-building action  
Gives general satisfaction."



Grand Rapids  
BREWING CO.  
For Sale by all Wholesale Druggists



**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

# Soda Fountains

## Soda Fountain Equipment

Including Carbonators, Shakers, Mixers, Glassware  
Spoons, Sanitary Cups, Etc.

### Tables—Chairs

We are also headquarters for fruits, syrups, flavors, extracts, root beer, coca cola, and everything demanded by the retail public in this line. We are more fully equipped than ever before to serve you for the summer season and we solicit not only your orders, but inquiries in regard to the merchandise that we can furnish to the dispensers of summer drinks.

## Hazeltine & Perkins Drug Co.

Wholesale Druggists

Grand Rapids, Michigan



## Cover More Territory —By Telephone

THE telephone plays an important part in the daily work of every up-to-the-minute salesman.

From established central points a much greater territory can be covered via Bell toll lines than is possible when a trip is made in person to see each customer or prospect.

The advantages offered by Bell service enable salesmen to conserve energy, save time and increase the volume of their business.



Michigan State Telephone Company

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>	Boric (Powd.) .. 20@ 25	Boric (Xtal) .. 17@ 25	Carbolic .. 1 16@1 20	Citric .. 87@ 90	Muriatic .. 5 1/2@ 8	Nitric .. 11 1/2@ 15	Oxalic .. 88@ 95	Sulphuric .. 5 1/2@ 8	Tartaric .. 87@ 90																																																																							
<b>Ammonia</b>	Water, 26 deg. .. 8 @ 12	Water, 18 deg. .. 5 1/2@ 9	Water, 14 deg. .. 4 1/2@ 8	Carbonate .. 13 @ 16	Chloride .. 10 @ 25																																																																											
<b>Balsams</b>	Copaiba .. 1 00@1 40	Fir (Canada) .. 1 25@1 50	Fir (Oregon) .. 40@ 50	Peru .. 5 50@5 75	Tolu .. 75@1 00																																																																											
<b>Berries</b>	Cubeb .. 70 @ 75	Fish .. 15 @ 20	Juniper .. 8 @ 15	Prickley Ash .. @ 30																																																																												
<b>Barks</b>	Cassia (ordinary) .. 25@ 30	Cassia (Saigon) .. 90@1 00	Elm (powd. 35c) .. 30@ 35	Sassafras (pow. 35c) .. @ 30	Soap Cut (powd.) .. 23@ 25																																																																											
<b>Extracts</b>	Licorice .. 38@ 40	Licorice powdered .. 50@ 55																																																																														
<b>Flowers</b>	Arnica .. 1 00@1 10	Chamomile (Ger.) .. 95@1 10	Chamomile (Rom.) .. 55@ 60																																																																													
<b>Gums</b>	Acacia, 1st .. 60@ 65	Acacia, 2nd .. 50@ 55	Acacia, 3rd .. 45@ 50	Acacia, Sorts .. 35@ 40	Acacia, powdered .. 40@ 45	Aloe (Barb. Pow) .. 30@ 40	Aloe (Cape Pow) .. 20@ 25	Aloe (Soc. Pow.) .. 40@ 50	Asafoetida .. 1 00@1 10																																																																							
<b>Asafoetida, Powd.</b>	Pure .. 1 15@1 25	U. S. P. Powd. .. 1 30@1 50																																																																														
<b>Others</b>	Camphor .. 68@ 75	Guaiaac .. 50@ 55	Guaiaac, powdered .. 55@ 60	Kino .. 70@ 75	Kino, powdered .. 75@ 80	Myrrh .. 80@ 80	Myrrh, powdered .. 50@ 50	Opium .. 13 80@14 00	Opium, powd. .. 15 60@15 80	Opium, gran. .. 15 80@16 00	Shellac .. 31@ 35	Shellac, Bleached .. 35@ 40																																																																				
<b>Tragacanth</b>	No. 1 .. @ 3 50	Tragacanth powder .. 2 25	Turpentine .. 10@ 15																																																																													
<b>Leaves</b>	Buchu .. 1 75@1 85	Buchu, powdered .. 1 85@2 00	Sage, bulk .. 67@ 70	Sage, 1/4s loose .. 72@ 78	Sage, powdered .. 55@ 60	Senna, Alex .. 55@ 60	Senna, Tinn. .. 42@ 50	Senna, Tinn. pow. .. 50@ 55	Uva Ursi .. 18@ 20																																																																							
<b>Oils</b>	Almonds, Bitter, true .. 15 00@15 25	Almonds, Bitter, artificial .. 7 00@7 25	Almonds, Sweet, true .. 1 25@1 50	Almonds, Sweet, imitation .. 65@ 75	Amber, crude .. 1 50@1 75	Amber, rectified .. 2 60@2 75	Anise .. 2 00@2 25	Bergamont .. 5 00@5 20	Cajeput .. 1 35@1 60	Cassia .. 2 25@2 60	Castor .. 2 00@2 15	Cedar Leaf .. 1 20@1 40	Citronella .. 85@1 20	Cloves .. 2 00@2 25	Cocoonut .. 20@ 25	Cod Liver .. 6 40@6 50	Cotton Seed .. 1 15@1 25	Croton .. 2 00@2 25	Cupbebs .. 4 25@4 50	Eigeron .. 1 75@2 00	Eucalyptus .. 1 00@1 25	Hemlock, pure .. @ 1 00	Juniper Berries .. 8 00@8 20	Juniper Wood .. 1 25@1 50	Lard, extra .. 85@1 05	Lard, No. 1 .. 85@ 95	Lavender Flowers .. @ 8 00	Lavender, Gar'n .. 1 25@1 40	Lemon .. 2 00@2 25	Linseed, boiled, bbl. .. @ 70	Linseed, bld. less .. 75@ 80	Linseed, raw, bbl. .. @ 69	Linseed, raw, less .. 74@ 79																																															
<b>Mustard, true, oz.</b>	@ 2 00	Mustard, artifi. oz. .. @ 1 75	Neatsfoot .. 85@ 95	Olive, pure .. 2 50@3 50	Olive, Malaga, yellow .. 1 60@1 75	Olive, Malaga, green .. 1 60@1 75	Orange, Sweet .. 4 00@4 20	Origanum, pure .. @ 2 50	Origanum, com'l .. @ 2 75	Pennyroyal .. 2 25@2 50	Peppermint .. 3 00@3 25	Rose, pure .. 12 00@14 00	Rosemary Flows .. 1 50@1 75	Sandalwood, E. I. .. 9 50@9 75	Sassafras, true .. 1 25@1 45	Sassafras, artifi'l .. 50@ 60	Spearmint .. 2 75@3 00	Thymy .. 95@1 05	Tansy .. 4 00@4 25	Tar, USP .. 30@ 40	Turpentine, bbls. .. @ 48 1/2	Turpentine, less .. 53@ 58	Wintergreen, tr. .. 5 50@5 75	Wintergreen, sweet birch .. 4 00@4 25	Wintergreen, art .. 3 50@3 75	Wormseed .. 3 50@4 00	Wormwood .. 4 00@4 25																																																					
<b>Potassium</b>	Bicarbonate .. 1 80@2 00	Bichromate .. 85@ 90	Bromide .. 4 75@4 80	Carbonate .. 1 60@1 75	Chlorate, xtal and powdered .. 75@ 75	Chlorate, gran'r .. 75@ 80	Cyanide .. 45@ 55	Iodide .. 5 10@5 20	Permanganate .. 2 40@2 50	Prussiate, yellow .. 5 00@5 25	Prussiate, red .. 6 50@7 00	Sulphate .. @ 1 10																																																																				
<b>Roots</b>	Alkanet .. 90@1 00	Blood, powdered .. 20@ 25	Calamus .. 75@3 00	Elecampane, pwd. .. 15@ 20	Gentian, powd. .. 45@ 50	Ginger, African, powdered .. 20@ 25	Ginger, Jamaica .. 30@ 35	Ginger, Jamaica, powdered .. 30@ 35	Goldenseal pow. .. 6 50@7 00	Ipecac, powd. .. 4 00@4 25	Licorice .. 30@ 35	Licorice, powd. .. 28@ 35	Orris, powdered .. 30@ 35	Poke, powdered .. 20@ 25	Rhubarb .. 75@1 00	Rhubarb, powd. .. 75@1 25	Rosinweed, powd. .. 25@ 30	Sarsaparilla, Hond. ground .. 55@ 60	Sarsaparilla Mexican, ground .. 25@ 30	Squills .. 35@ 40	Squills, powdered .. 40@ 60	Turmeric, powd. .. 13@ 20	Valerian, powd. .. 70@ 75																																																									
<b>Seeds</b>	Anise .. 20@ 25	Anise, powdered .. @ 25	Bird, Is .. @ 10	Canary .. 8@ 12	Caraway .. 25@ 30	Cardamon .. 1 80@2 00	Celery (powd. 50) .. 38@ 45	Coriander .. 10@ 15	Dill .. 30@ 35	Fennel .. @ 1 00	Flax .. 5 1/4@ 10	Flax, ground .. 5 1/4@ 10	Foenugreek, pow. .. 8@ 10	Hemp .. 8@ 12	Hops .. 40@ 50	Lobelia .. 40@ 50	Mustard, yellow .. 22@ 30	Mustard, black .. 19@ 25	Mustard, powd. .. 22@ 30	Poppy .. @ 50	Quince .. 1 00@1 25	Rape .. 10@ 15	Sabadilla .. 40@ 50	Sabadilla, powd. .. @ 40	Sunflower .. 10@ 15	Worm American .. @ 25	Worm Levant .. 1 50@1 75																																																					
<b>Tinctures</b>	Aconite .. @ 75	Aloes .. @ 65	Arnica .. @ 75	Asafoetida .. @ 1 35	Belladonna .. @ 1 65	Benzoïn .. @ 1 00	Benzoin Compo'd .. @ 1 90	Buchu .. @ 1 80	Cantharadies .. @ 80	Capsicum .. @ 90	Cardamon .. @ 2 00	Cardamon, Comp. .. @ 60	Catechu .. @ 75	Cinchona .. @ 1 05	Colchicum .. @ 75	Cubbebs .. @ 1 20	Digitalis .. @ 80	Gentian .. @ 75	Ginger .. @ 75	Guaial .. @ 1 05	Guaial, Ammon. .. @ 80	Iodine .. @ 2 00	Iodine, Colorless .. @ 3 00	Ipecac .. @ 75	Iron, clo. .. @ 60	Kino .. @ 80	Myrrh .. @ 1 05	Nux Vomica .. @ 70	Opium .. @ 3 50	Opium, Capmh. .. @ 90	Opium, Deodor'z'd .. @ 2 75	Rhubarb .. @ 70																																																
<b>Paints</b>	Lead, red dry .. 10 @ 10 1/2	Lead, white dry .. 10 @ 10 1/2	Lead, white oil .. 10 @ 10 1/2	Ochre, yellow bbl. 1 .. @ 1 1/4	Ochre, yellow less 2 .. @ 5	Putty .. @ 5	Red Venet'n bbl. 1 1/4 .. @ 4	Red Venet'n less 1 1/4 .. @ 5	Vermillion, Amer. 25 .. @ 30	Whiting, bbl. .. @ 1 45	Whiting .. 2 @ 5	L. H. P. Prep'd. 1 60@1 70																																																																				
<b>Insecticides</b>	Arsenic .. 9@ 15	Blue Vitriol, bbl. .. @ 20	Blue Vitriol, less 22 .. @ 28	Bordeaux Mix Pst 8 .. @ 10	Hellebore, White powdered .. 55@ 60	Insect Powder .. 30@ 50	Lead Arsenate .. 9@ 16	Lime and Sulphur Solution, gal. .. 15@ 25	Paris Green .. 37 1/2@ 43																																																																							
<b>Miscellaneous</b>	Acetanalid .. 2 00@2 25	Alum .. 12@ 15	Alum, powdered and ground .. 14@ 17	Bismuth, Subnitrate .. 4 10@4 15	Borax xtal or powdered .. 10@ 15	Cantharades po 2 00@10 00	Calomel .. 2 00@2 05	Capsicum .. 30@ 35	Carmine .. 6 50@7 00	Cassia Buds .. @ 40	Cloves .. 30@ 35	Chalk Prepared .. 9@ 8 1/2	Chalk Precipitated 7 .. @ 14	Chloroform .. 65@ 75	Chloral hydrate 2 00@2 25	Cocaine .. 5 40@5 60	Cocoa Butter .. 60@ 70	Coras, list, less 70% .. @ 2	Copperas, bbls. .. @ 2	Copperas, less .. 2 1/2@ 7	Copperas, powd. .. 4@ 10	Corrosive Sublim 1 80@1 85	Cream Tartar .. 55@ 60	Cuttiebone .. 45@ 50	Dextrine .. 7@ 10	Dover's Powder .. @ 2 50	Emery, all Nos. .. 6@ 10	Emery, powdered .. 5@ 8	Epsom Salts, bbls. .. @ 4	Epsom Salts, less .. 5@ 8	Ergot .. 1 25@1 50	Ergot, powdered 2 75@3 00	Flake White .. 15@ 20	Formaldehyde lb. .. 15@ 20	Gelatin .. 90@1 00	Glassware, full cases .. 80%	Glassware, less 70% .. @ 1 1/4	Glauber Salts bbl. .. @ 1 1/4	Glauber Salts less 2 .. @ 5	Glue, brown .. 13@ 18	Glue, brown grd. 12 .. @ 17	Glue, white .. 15@ 25	Glue, white grd. 15 .. @ 20	Glycerine .. 62@ 75	Hops .. 45@ 60	Iodine .. 5 65@5 91	Iodoform .. 6 75@6 94	Lead Acetate .. 20@ 25	Lycopodium .. 4 00@4 25	Mace .. 85@ 90	Mace, powdered 95@1 00	Menthol .. 4 50@4 75	Morphine .. 6 30@6 55	Nux Vomica .. 20@ 25	Nux Vomica pow. .. @ 20	Pepper, black pow. .. @ 35	Pepper, white .. @ 40	Pitch, Burgundy .. @ 15	Quassia .. 12@ 15	Quinine, 5 oz. cans .. @ 1 05	Rochelle Salts .. 42@ 48	Saccharine .. 19 00@19 20	Salt Peter .. 45@ 50	Seidlitz Mixture .. 40@ 45	Soap, green .. 20@ 25	Soap, mott castile 12 .. @ 15	Soap, white castile case .. @ 8 00	Soap, white castile less, per bar .. @ 85	Soda Ash .. 4 1/2@ 10	Soda Bicarbonate 2 .. @ 6	Soda, Sal .. 1 1/4@ 5	Spirits Camphor .. @ 75	Sulphur roll .. 2 75@ 5	Sulphur Subl. 3 1-10 .. @ 5	Tamarinds .. 15@ 20	Tartar Emetic .. @ 80	Turpentine Ven. 2 25@2 50	Vanilla Ex. pure 1 00@1 50	Witch Hazel .. 65@1 00	Zinc Sulphate .. 15@ 20

GROCERY PRICE CURRENT

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

ADVANCED

- Post Toasties
Mushrooms
Sal Soda
Hazel Nut Smoking
Pan Handle Scrap

DECLINED

- Cheese
Farina
Flour

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A through Y).

1

Table listing grocery items under column 1, including Ammonia, Axle Grease, Baked Beans, Bath Brick, Baked Beans, BATH BRICK, BLUING, Condensed Pearl Bluing, Folger's, BREAKFAST FOODS, Dried Fruits, Evaporated Milk, Farinaceous Goods, Fruit Jars, Gelatine, Grain Bags, Herbs, Ice Cream, Jelly, Macaroni, Meats, Mustard, Nuts, Olives, Petroleum Products, Pickles, Playing Cards, Potash, Provisions, Rice, Rolled Oats, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, and Yeast Cake.

2

Table listing grocery items under column 2, including Clams, Clam Bouillon, Corn, French Peas, Gooseberries, Hominy, Lobster, Mackerel, Mushrooms, Oysters, Plums, Pears in Syrup, Peas, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Tuna, Catsup, Cheese, Beans, Blueberries, and Swiss, Domestic.

3

Table listing grocery items under column 3, including CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOANUT, COFFEES ROASTED, and various other products.

4

Table listing grocery items under column 4, including McLaughlin's XXXX, Extracts, CONFECTIONERY, Mixed Candy, and various other products.

5

Table listing grocery items under column 5, including Peanuts, CRACKERS, National Biscuit Company Brands, In-er-Seal Trade Mark Package Goods, Other Package Goods, Bulk Goods, and various other products.

6

7

8

9

10

11

Sugar Fingers	13
Sugar Crimp	11
Vanilla Wafers	20
<b>Butter</b>	
N B C, Square	Boxes 7
N B C, Round	7
<b>Soda</b>	
Premium Sodas	8
Saratoga Flakes	13
Saltines	13
<b>Oyster</b>	
Dandy, Oysters	7
N B C Oysters Square	7
Shell	8

<b>Specialties</b>	
Adora	1 00
Nabisco	1 00
Nabisco	1 75
Festino	1 50
Festino	2 50
Lorna Doone	1 00
Anola	1 00
Minerva Fruit Cake	3 00

Above quotations of National Biscuit Co., subject to change without notice.

<b>CREAM TARTAR</b>	
Barrels or Drums	50
Square Cans	54
Boxes	51
Fancy Caddies	59

<b>DRIED FRUITS</b>	
<b>Apples</b>	
Evapor'd Choice blk @7 1/2	
Evapor'd Fancy blk @8 1/2	
<b>Apricots</b>	
California	10 1/2 @12
<b>Citron</b>	
Corsican	16 1/2

<b>Currents</b>	
Imported, 1 lb. pkg.	14
Imported, bulk	13 1/2
<b>Peaches</b>	
Muir's—Choice, 25lb.	6 1/2
Muir's—Fancy, 25lb.	7 1/2
Fancy, Peeled, 25lb.	12

<b>Peel</b>	
Lemon, American	13 1/2
Orange, American	13 1/2
<b>Raisins</b>	
Cluster, 20 cartons	2 25
Loose Muscatels, 4 Cr.	7 1/2
Loose Muscatels, 3 Cr.	7 1/2
L. M. Seeded, 1 lb.	8 1/2 @9

<b>California Prunes</b>	
90-100 25 lb. boxes	@ 6 1/4
80-90 25 lb. boxes	@ 6 1/4
70-80 25 lb. boxes	@ 6 1/4
60-70 25 lb. boxes	@ 7 1/4
50-60 25 lb. boxes	@ 8 1/4
40-50 25 lb. boxes	@ 9 1/4

<b>EVAPORATED MILK</b>	
<b>Red Band Brand</b>	
Baby	2 40
Tall	3 50
5 case lots, 5c less;	
case lots, 10c less.	

<b>FARINACEOUS GOODS</b>	
<b>Beans</b>	
California Limas	6 1/2
Med. Hand Picked	4 50
Brown Holland	4 00
<b>Farina</b>	
25 1 lb. packages	1 60
Bulk, per 100 lb.	4 00

<b>Original Holland Rusk</b>	
Packed 12 rolls to container	
3 containers (40) rolls	3 20
<b>Hominy</b>	
Pearl, 100 lb. sack	2 50
Maccaroni and Vermicelli	
Domestic, 10 lb. box	3 60
Imported, 25 lb. box	3 50

<b>Pearl Barley</b>	
Chester	3 40
Portage	4 75
<b>Peas</b>	
Green Wisconsin bu.	3 25
Split, lb.	6 1/4
<b>Sago</b>	
East India	8 1/2
German, sacks	9
German, broken pkg.	

<b>Tapoca</b>	
Flake, 100 lb. sacks	8 1/2
Pearl, 100 lb. sacks	8 1/2
Pearl, 36 pkgs.	2 60
Minute, 10 oz., 3 doz.	3 60

<b>FISHING TACKLE</b>	
1/4 to 1 in.	6
1 1/4 to 2 in.	7
1 1/2 to 2 in.	9
1 3/4 to 2 in.	11
2 in.	15
3 in.	20

<b>Cotton Lines</b>	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20

<b>Linen Lines</b>	
Small	20
Medium	26
Large	34
<b>Poles</b>	
Bamboo, 14 ft., per doz.	55
Bamboo, 18 ft., per doz.	60
Bamboo, 18 ft., per doz.	80

FLAVORING EXTRACTS

<b>Jennings D C Brand</b>	
<b>Pure Vanilla</b>	
No. 1, 1/2 oz.	85
No. 2, 1 1/4 oz.	1 20
No. 4, 2 1/2 oz.	2 25
No. 3, 2 1/4 oz. Taper	2 00
2 oz. Flat	2 00
<b>Terpeness</b>	
<b>Pure Lemon</b>	
No. 1, 1/2 oz. Panel	75
No. 2, 1 1/4 oz. Panel	1 13
No. 4, 2 1/2 oz. Panel	2 00
No. 3, 2 1/4 oz. Taper	1 75
2 oz. Flat	1 75

FLOUR AND FEED

<b>Grand Rapids Grain &amp; Milling Co.</b>	
<b>Winter Wheat</b>	
Purity Patent	5 75
Fancy Spring	6 60
Wizard Graham	5 75
Wizard, Gran. Meal	4 80
Wizard Buckw't cwt.	3 80
Rye	6 00
Valley City Milling Co.	
Lily White	6 25
Light Leaf	5 85
Graham	2 65
Granena Health	2 75
Gran. Meal	2 19
Bolted Meal	2 00

<b>Voigt Milling Co.</b>	
<b>Wheat</b>	
Voigt's Crescent	6 25
Voigt's Royal	6 65
Voigt's Flourist	6 25
Voigt's Hygienic Graham	5 25
Watson-Higgins Milling Co.	
New Perfection	6 10
Tip Top Flour	5 60
Golden Sheaf Flour	5 20
Kern's Success Flour	6 40
Marshall Best Flour	6 25
Kern's Wisconsin Rye	5 35

<b>Warden Grocer Co.</b>	
Quaker, paper	5 30
Quaker, cloth	6 00
<b>Kansas Hard Wheat</b>	
Voigt Milling Co.	
Calla Lily	6 50
<b>Warden Grocer Co.</b>	
American Eagle, 1/2s	6 25
American Eagle, 1/4s	6 10
American Eagle, 1/8s	6 00

<b>Spring Wheat</b>	
<b>Roy Baker</b>	
Mazeppa	6 00
Golden Horn bakers	5 90
Wisconsin Rye	5 50
Bohemian Rye	5 85

<b>Judson Grocer Co.</b>	
Ceresota, 1/2s	7 05
Ceresota, 1/4s	6 95
Ceresota, 1/8s	6 85
<b>Voigt Milling Co.</b>	
Columbian	6 50

<b>Warden Grocer Co.</b>	
Wingold, 1/2s cloth	7 00
Wingold, 1/4s cloth	6 90
Wingold, 1/8s cloth	6 60
Wingold, 1/2s paper	6 80
Wingold, 1/4s paper	6 60

<b>Meat</b>	
Bolted	4 60
Golden Granulated	4 80
<b>Wheat</b>	
Red	1 08
White	1 03

<b>Oats</b>	
Michigan carlots	44
Less than carlots	46
<b>Corn</b>	
Carlots	77
Less than carlots	79

<b>Hay</b>	
Carlots	20 00
Less than carlots	23 00
<b>Feed</b>	
Street Car Feed	31 00
No. 1 Corn & Oat Fd	31 00
Cracked Corn	31 00
Coarse Corn Meal	31 00

<b>FRUIT JARS</b>	
Mason, pts., per gro.	4 90
Mason, qts., per gro.	5 25
Mason, 1/2 gal. per gro.	7 60
Mason, can tops, gro.	2 25

<b>GELATINE</b>	
Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1 25
Knox's Sparkling, gr.	14 00
Knox's Acid'd doz.	1 25
Minute, 2 qts., doz.	1 25
Minute, 2 qts., 3 doz.	3 75
Nelson's	1 50
Oxford	1 75
Plymouth Rock, Phos.	1 25
Plymouth Rock, Plain	90

<b>GRAIN BAGS</b>	
Broad Gauge	18
Amoskeag	19
<b>Herbs</b>	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

<b>HIDES AND PELTS</b>	
<b>Hides</b>	
Green, No. 1	16
Green, No. 2	15
Cured, No. 1	18
Cured, No. 2	17
Calfskin, green, No. 1	20
Calfskin, green, No. 2	18 1/2
Calfskin, cured, No. 1	22
Calfskin, cured, No. 2	20 1/2

<b>Pelts</b>	
Old Wool	60 @ 1 25
Lambs	25 @ 40
Shearlings	15 @ 35

Tallow

No. 1	@ 6
No. 2	@ 5
<b>Wool</b>	
Unwashed, med.	@ 32
Unwashed, fine	@ 27

HORSE RADISH

Per doz.	90
<b>Jelly</b>	
5lb. pails, per doz.	2 30
15lb. pails, per pail	65
30lb. pails, per pail	1 15

ICE CREAM

<b>Piper Ice Cream Co. Brands</b>	
Bulk, Vanilla	60
Bulk, Fancy, any flavor	65
Brick, Plain	1 00
Brick, Fancy	1 20

JELLY GLASSES

1/4 pt. in bbls., per doz.	15
1/2 pt. in bbls., per doz.	16
8 oz. capped in bbls., per doz.	18

MAPLEINE

2 oz. bottles, per doz.	3 00
1 1/2 oz. bottles, per doz.	1 75
1 1/2 oz. bottles, per dz.	18 00
32 oz. bottles, per dz.	30 00

MINE MEAT

Per case	2 85
<b>MOLASSES</b>	
<b>New Orleans</b>	
Fancy Open Kettle	45
Choice	38
Good	32
Stock	27

<b>Half barrels 2c extra</b>	
Red Hen, No. 2 1/2	2 15
Red Hen, No. 5	2 00
Red Hen, No. 10	1 95

MUSTARD

1/2 lb. 6 lb. box	16
<b>OLIVES</b>	
Bulk, 1 gal. kegs 1 10 @ 1 20	
Bulk, 2 gal. kegs 1 05 @ 1 15	
Bulk, 5 gal. kegs 1 00 @ 1 10	

<b>Stuffed, 5 oz.</b>	
Stuffed, 8 oz.	2 25
Stuffed, 14 oz.	2 25
Pitted (not stuffed)	
14 oz.	2 25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1 35
Lunch, 16 oz.	2 25

<b>Queen, Mammoth, 19</b>	
Queen, Mammoth, 28	4 25
Olive Chow, 2 doz. cs.	5 75
per doz.	2 25

PEANUT BUTTER

<b>Bel-Car-Mo Brand</b>	
25 lb. fibre pails	10
14 lb. fibre pails	10 1/2
10 lb. tin pails	11
23 oz. jars, 1 doz.	2 30
2 lb. tin pails, 1 doz.	3 00
7 oz. jars, 2 doz.	1 80
11 oz. jars, 2 doz.	1 35

PETROLEUM PRODUCTS

<b>Iron Barrels</b>	
Perfection	8 5
Red Crown Gasoline	19
Gas Machine Gasoline	28 9
V M & P Naphtha	15 5
Capitol Cylinder	33 9
Atlantic Red Engine	19 9
Summer Black	8 7
Polarine	32 9

<b>PICKLES</b>	
<b>Medium</b>	
Barrels, 1,200 count	8 50
Half bbls., 600 count	4 75
5 gallon kegs	2 10
<b>Small</b>	
Barrels	10 50
Half barrels	6 25
5 gallon kegs	2 40

<b>Gherkins</b>	
Barrels	14 00
Half barrels	6 75
5 gallon kegs	2 70
<b>Sweet Small</b>	
Barrels	17 00
Half barrels	9 00
5 gallon kegs	3 50

<b>PIPES</b>	
Clay, No. 216, per box	2 00
Clay, T. D. full count	80
Cob	90

<b>PLAYING CARDS</b>	
No. 90, Steamboat	75
No. 15, Rival assorted	1 25
No. 20, Rover, enam'd	1 50
No. 572, Special	1 75
No. 98 Golf, Satin fin.	2 00
No. 808, Bicycle	2 00
No. 632 Tourist whist	2 25

<b>POTASH</b>	
Babbitt's, 2 doz.	1 75
<b>PROVISIONS</b>	
<b>Barreled Pork</b>	
Clear Back	23 00 @ 24 00
Short Cut Clr	20 00 @ 21 00
Bean	19 00 @ 20 00
Brisket, Clear	24 00 @ 25 00
Fig	
Clear Family	26 00

<b>Dry Salt Meats</b>	
S P Bellies	14 1/2 @ 15
<b>Lard</b>	
Pure in tierces 14 @ 14 1/2	
Compound Lard 12 1/2 @ 13	
80 lb. tubs ...advance 1/4	
50 lb. tubs ...advance 1/4	
50 lb. tubs ...advance 1/4	
20 lb. pails ...advance 1/4	
10 lb. pails ...advance 1/4	
5 lb. pails ...advance 1	
3 lb. pails ...advance 1	

Smoked Meats

Hams, 14-16 lb.	18 1/2 @ 19
Hams, 16-18 lb.	18 @ 18 1/2
Hams, 18-20 lb.	17 @ 18
<b>Ham, dried beef</b>	
sets	29 @ 30
California Hams	13 1/2 @ 14
<b>Picnic Boiled</b>	
Hams	19 1/2 @ 20
Boiled Hams	29 @ 29 1/2
Minced Ham	13 @ 13 1/2
Bacon	19 @ 21

<b>Sausages</b>	
Bologna	10 1/2 @ 11
Liver	9 1/2 @ 10
Frankfort	12 @ 12 1/2
Pork	11 @ 12
Tongue	11
Headcheese	11
<b>Beef</b>	
Romless	20 00 @ 20 50
Rump, new	24 50 @ 25 00

<b>Pig's Feet</b>	
1/4 bbls.	1 00
3/4 bbls., 40 lbs.	2 00
1/2 bbls.	4 25
1 bbl.	8 50

<b>Tripe</b>	
Kits, 15 lbs.	1 00
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

<b>Casings</b>	
Hogs, per lb.	35
Beef, rounds, set	19 @ 20</

SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Cigars, Twine, Vinegar, Wicking, and Woodenware.

18

Table with 2 columns: Item Name and Price. Includes categories like Rob Roy, Cigars, Twine, Vinegar, Wicking, and Woodenware.

14

Table with 2 columns: Item Name and Price. Includes categories like Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Mop Sticks, Pails, Toothpicks, Traps, Tubing, Washboards, Window Cleaners, Wood Bowls, and Wrapping Paper.

15

TELFER'S COFFEE

MADE IN DETROIT USA. Includes list of coffee products like Jamo, Edna, Belle Isle, Bismarck, Vera, Koran, Telfer's Quality, Mosan, Quality, W. J. G. Tea, Cherry Blossom Tea, and Telfer's Ceylon.

AXLE GREASE



1 lb. boxes, per gross \$ 70. 3 lb. boxes, per gross \$ 10.

BAKING POWDER

10c, 4 doz. in case ... Doz. 85. 15c, 4 doz. in case ... 1 25. 25c, 4 doz. in case ... 2 00. 50c, 2 doz. plain top ... 4 00. 80c, 1 doz. plain top ... 6 50. 10 lb. 1/2 doz., pin top ... 13 00. All cases sold F. O. B. jobbing point.

Special Deal No. 1. 12 doz. 10c, 12 doz. 15c, 12 doz., 25c ... 49 20. Barrel Deal No. 2. 3 doz. each 10, 15 and 25c ... 32 80. With 4 dozen 10c free. 1/2 Barrel Deal No. 3. 6 doz. each, 10, 15 and 25c ... 24 60. With 3 dozen 10c free. Half-Barrel Deal No. 3. 4 doz. each, 10, 15 and 25c ... 16 40. With 2 doz. 10c free. All barrels sold F. O. B. Chicago.

Royal. 10c size ... 90. 1/4 lb cans 1 35. 6 oz cans 1 90. 1/2 lb cans 2 60. 3/4 lb cans 3 75. 1 lb cans 4 80. 1 1/2 lb cans 13 00. 5 lb cans 21 50.

FITZPATRICK BROTHERS' SOAP CHIPS. White City (Dish Washing) ... 210 lbs. ... 3c per lb. Tip Top (Caustic) ... 250 lbs. ... 4c per lb. No. 1 Laundry 88% Dry ... 225 lbs. ... 5 1/2 c per lb. Palm Soap 88% Dry ... 300 lbs. ... 6 1/2 c per lb.

16

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; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.



Morton's Salt. Per case, 24 2 lbs. ... 1 70. Five case lots ... 1 60. SOAP. Lautz Bros. & Co. [Apply to Michigan, Wisconsin and Duluth, only.] Acme, 70 bars ... 3 05. Acme, 100 cakes, 5c sz ... 3 40. Acorn, 120 cakes ... 2 40.

Queen Anne. 60 5c packages ... 2 40. 100 pkgs., 5c size ... 3 75. 24 packages ... 3 75. Oak Leaf. 24 packages ... 3 75. 100 5c packages ... 3 75.

17

Cotton Oil, 100 cakes 6 00. Cream Borax, 100 cks 3 90. Circus, 100 cakes 5c sz 3 75. Climax, 100 oval cakes 3 05. Gloss, 100 cakes, 5c sz 3 40. Big Master, 100 blocks 3 90. Mystic White Borax 4 00. Naphtha, 100 cakes ... 3 90. Oak Leaf, 100 cakes 3 40. Queen Anne, 100 cks. 3 40. Queen White, 100 cks. 3 90. Railroad, 120 cakes ... 2 40. Saratoga, 120 cakes ... 2 40. White Fleece, 50 cks. 2 50. White Fleece, 100 cks. 3 25. White Fleece, 200 cks. 2 50.

Proctor & Gamble Co. Lenox ... 3 20. Ivory, 6 oz. ... 4 00. Ivory, 10 oz. ... 6 75. Star ... 3 35.

Swift & Company. Swift's Pride ... 2 85. White Laundry ... 3 50. Wool, 6 oz. bars ... 3 85. Wool, 10 oz. bars ... 6 50.

Tradesman Company. Black Hawk, one box 2 50. Black Hawk, five bxs 2 40. Black Hawk, ten bxs 2 25.

Scouring. Sapolio, gross lots ... 9 50. Sapolio, half gro. lots 4 85. Sapolio, single boxes 2 40. Sapolio, hand ... 2 40. Scouring, 50 cakes ... 1 80. Scouring, 100 cakes ... 3 50. Queen Anne Scourer 1 80.

Soap Compounds. Johnson's Fine, 48 2 ... 3 25. Johnson's XXX 100 5c 4 00. Rub-No-More ... 3 85. Nine O'Clock ... 3 50.

WASHING POWDERS. Gold Dust. 24 large packages ... 4 30. 100 small packages ... 3 85.

Lautz Bros. & Co. [Apply to Michigan, Wisconsin and Duluth, only]. Snow Boy. 100 pkgs., 5c size ... 3 75. 60 pkgs., 5c size ... 2 40. 48 pkgs., 10c size ... 3 75. 24 pkgs., family size ... 3 20. 20 pkgs., laundry size 4 00.

Naphtha. 60 pkgs., 5c size ... 2 40. 100 pkgs., 5c size ... 3 75.

Queen Anne. 60 5c packages ... 2 40. 100 pkgs., 5c size ... 3 75. 24 packages ... 3 75.

Oak Leaf. 24 packages ... 3 75. 100 5c packages ... 3 75.

BBLs. 210 lbs. ... 3c per lb. 250 lbs. ... 4c per lb. 225 lbs. ... 5 1/2 c per lb. 300 lbs. ... 6 1/2 c per lb.

The Only Five Cent Cleanser



Guaranteed to Equal the Best 10c Kinds. 80 Cans ... \$2.90 Per Case. SHOWS A PROFIT OF 40%.

Handled by All Jobbers. Place an order with your jobber. If goods are not satisfactory return same at our expense.—FITZPATRICK BROS.

FOOTE & JENKS' Killarney (BRAND REGISTERED) Ginger Ale. 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.



# 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 Rent—Dry goods store 25 x 85, two stories with shelving and fixtures. Rent cheap, location center of city. Been doing business thirty years. First class clothing store connected with it. City population 12,000, 10,000 country people trade in city. There are only four dry goods stores in city. Good chance. Enquire of A. J. Wilhelm, Traverse City, Michigan. 202

Extra Good country store, fine buildings, clean stock, cash trade; \$3,700 takes everything. Box 172, Wayland, Michigan. 203

For Sale—Ice cream parlor and variety store in town 1,500, center of business block. Invoice about \$800. Will hear investigation. Other interests demand my attention. Lock Box 418, Marlette, Michigan. 204

For Sale—Box factory and sawmill. Plant in operation, with good trade and well located. Bargain for practical box man. Write Alabama Box & Lumber Company, Montgomery, Alabama. 205

For Sale—New moderate sized factory in Michigan. Fully equipped with modern machinery and dry kiln. Will sell entire plant and give liberal terms, or to a thoroughly trained furniture man who can produce results will sell a working interest and give management. Must be able to give references of experience, etc. Address No. 206, care Michigan Tradesman. 206

Wanted—To hear from owner of stock of general merchandise for sale. Lowest cash price in first letter. P. Hoffman, Phoenix Bldg., Minneapolis, Minn. 197

For Sale—\$4,000 stock shoes and clothing. Well established business in one of best manufacturing towns of 2,000 population in Southern Michigan. Fine business for right man at reasonable price all or part cash. Hambleton & Son, Plainwell, Michigan. 198

George Gover, Letterer and Designer, Bellevue, Ohio. Correspondence solicited. 199

For Sale—General store in good farming community and turning stock about three times annually. Good chance for the right man to increase materially. Address No. 200, care Tradesman. 200

Drug Store For Sale—A-1; in the heart of the Oklahoma Panhandle; the Santa Fe R. R. is running a survey within eight or ten miles from the town. A cinch on the railroad soon. I have the only drug store in the town. Will do close to \$10,000 this year; no junk. Clean proposition, no trade accepted. If interested act quickly. E. C. Poer, Gray, Oklahoma. 201

For Sale—Stock clothing and men's furnishings located in town of 800 in best farming district in Southern Michigan. Stock will invoice about \$6,000, can be reduced. Stock is in fine condition and will bear close investigation. Low rent, no competition. Owing to rapid advance in merchandise this is a snap. Do not answer this unless you mean business. Address Clothing, care Michigan Tradesman. 207

For Sale—F. P. Lighting plant, four gallon capacity with piping and eight lights, \$25. Two Oscar Onken revolving cloak racks, \$10. New oval top umbrella case, \$4 umbrella capacity, \$10. Umbrella wall case 58 inches wide, 52 inches high, \$10. Cracker case, \$3. Cheese case, \$3. Large enterprise coffee mill, \$15. H. C. Walker, Byron, Michigan. 208

For Sale—One late style National Cash Register, slightly used. Write for price and description. A bargain for some one. H. R. Klockslem, Box 134, La Porte, Indiana. 210

For Sale—Store buildings and lots \$6,000; merchandise stock \$10,000. Will sell stock and fixtures but prefer to sell all. Doing a cash business of about \$40,000 yearly. Dodson is about half way between Havre and Glasgow on the main line of the G. N. Ry. Northern Mercantile Co., Dodson, Montana. 211

For Sale—New cash market doing nice business. Must sell as owner wants to go West. Cheap if taken at once. Address No. 212, care Tradesman. 212

Armada wants another hardware store. Chance for right party. Just one store in town of 1,000. Lock Box 45, Armada, Michigan. 213

For Sale—Ginseng garden 5-16 of an acre full of 4 to 6 year old plants, house, eight lots, thirty apple trees bearing. Fine location; will sell cheap. Dalberg Bros., Reed City, Michigan. 174

You want more business? "Cook's Selling Service" — economical, effective—means new customers, larger sales, increased profits. Free booklet explains. William Cook, 80 Maiden Lane, New York. 140

We own a grocery in a good location at Madison Square, rent \$20. Also a grocery on a good corner on Bridge street, rent \$25. Will sell either stock for part cash and give time on the balance if necessary. If you want a good business come and see us. Holt Bros., 221-222 Widdicomb Bldg., Grand Rapids. 187

To Rent—Modern store building in Concordia, railway center, paved streets; best trading point in State. Elevator installed should tenant need three floors. C. W. McDonald, Concordia, Kansas. 175

Wanted—One lever paper press 16 x 20. Must be cheap for cash. Address W. P. Myers, Linden, Michigan. 185

We have a good corner location in this city for a drug store, rent \$25. It will pay you to investigate. Holt Bros., 221-222 Widdicomb Bldg., Grand Rapids. 186

Collect Your Own Bills—Without expense of agencies. Write for samples absolutely legal collecting letter forms free for trial on debtor. John T. Dainton, Publisher, 3 Leland St., Detroit, Michigan. 188

For Sale—Stock consisting of dry goods, shoes, furnishings, china and enamelware, wall paper and bazaar goods. Yearly sales about \$10,000. Doing business for 13 years. Can reduce stock to \$2,000. Located forty miles from Detroit on two railroads and D. V. R. Good reasons for selling. A chance of a lifetime for the right man. Act at once. Apply No. 189, care Michigan Tradesman. 189

Only bakery and ice cream parlor in town of 1,500. Good bargain. Selling on account of sickness. Address Box 843, Kalkaska, Michigan. 190

Meat Market For Sale—Best location in the city. Reason for selling, other business takes attention. Cherry Street Market, 719 Cherry St., Phone 1210, Grand Rapids. 178

Meat Market—For sale or rent. Sickness of owner. Address J. F. Struble, Mt. Pleasant, Michigan. 179

For Sale—Clean stock groceries, dry goods and shoes in Central Michigan. Have other business and wish to dispose of this quick. Good opportunity for hustler. Inventory about \$3,000. Cheap for cash or would take good property. Would sell dry goods or shoes separately. Address No. 181, care Tradesman. 181

For zinc mines or lands in Missouri and Arkansas, write W. J. Robinson, Box 717, Joplin, Missouri. 182

For Sale—General stock in live town doing an annual business of \$45,000. For particulars address B., care Tradesman. 170

For Sale—Grocery stock and fixtures, Address Box 165, Birmingham, Michigan. 172

Best location for new drug store or ladies' ready-to-wear garments in the fastest growing city in Southern Michigan. New modern steam heated block just finished. All rooms occupied but one, by first-class tenants, on the main business street and line of transit between railway depots. Newest and finest moving picture house in the same block. Address F. T. Smith, Sturgis, Michigan. 173

\$12,000,000 a Month From Oil In Oklahoma Fields where we own large property in proven field; producing oil wells on every side. Will develop on cooperative plan. Wonderful opportunity to join with successful oil men who have drilled eight wells and struck oil every time. Small investors get deed to land and share in all wells drilled by our company. Invest \$15, payable \$5 cash, \$2 monthly. May pay you thousands—as small investments have others in these fields. Write to-day for complete particulars, maps and bank endorsements. Oklahoma Oil Wells Company, 278 Stewart Bldg., Houston, Texas. 145

For Sale—Stock of groceries, crockery, tin, enameled ware, ten-cent and other good lines; best location, town of 700, Southern Michigan. Wide light store, fine living rooms second floor; sale or rent. Exceptionally clean stock and fixtures, about \$2,500. Exceptional opportunity. Write C. H., care Michigan Tradesman. 161

For Sale Cheap—Only repair shop and exclusive shoe store in town of 2,300. Brick building and complete repair machinery outfit. Terms on part. H. E. Wellman, Marcelona, Michigan. 157

Rexall Store For Sale—Fine soda, cigar, stationery and sundry lines carried. Eastman agency. Good fixtures, \$6,000 gets it for a quick sale. Established trade, full prices, two railways, situated in Michigan fruit belt, population 5,000. Address No. 176, care Tradesman. 176

For Sale—Only restaurant and bakery in best little town in Michigan. Write Judge, care Michigan Tradesman. 169

For Sale—A stock consisting of groceries, shoes and men's furnishings. All new clean salable merchandise located at Byron, one of the best little business towns in Central Michigan. This is by far the leading store in the town. Stock is in a two-story and basement brick store 22 x 80 feet with all new shelving, electric lights, plate glass front. Business established 15 years. Will sell the furnishings and shoes separate from the groceries. Shoe and furnishings stock will invoice about \$3,000. Groceries and fixtures will invoice about \$3,500. Will sell or lease the store building as buyer prefers. Reason for selling, I am connected with a manufacturing enterprise to which I must give my entire time after July 1. If you mean business I can soon convince you that this is a good paying opportunity for the right man. If you want a good paying retail business get in touch with me at once. H. C. Walker, Byron, Michigan. 144

For Sale or Exchange For Farm—Hardware, implement and harness stock in live town, Bay county. Good business for live man. Good reasons for selling. Address No. 192, care Tradesman. 192

For Rent—A good up-to-date meat market and all modern fixtures at reasonable rent for both. In one of the best locations in Owosso, Michigan. Address Owosso Grocery Co., Owosso, Mich. 196

For Sale—Old established hardware, furniture and implement store in town of 600, Southern Michigan. Cheap rent, clean stock. Best chance in State. Good reasons for selling, \$2,000 will handle it. Apply at once. Box D, care Tradesman. 194

For Sale—Clean stock general merchandise in fine country town. Established over thirty years. Money making location. Good reasons. W. F. Beatty, New Lothrop, Michigan. 191

Oklahoma Oil Field Lots \$10 each. May make your fortune. Map and description free. Address Frank P. Cleveland, 1100 Adams Express Bldg., Chicago. 195

Auto-Vim, The Gasoline Rectifier—Gives 25 per cent. increased mileage. Good for autos, tractors, gasoline or coal-oil engines. Based on internal lubrication idea. One gallon delivered \$1.85. Auto-Vim Co., Swetland Bldg., Cleveland, Ohio. 167

For Sale—4-station Lamson Barr cash system. Will sell for \$10 per station if taken at once. Address Allen Bros., Ionia, Michigan. 147

For Sale Or Exchange—Large, clean up-to-date stock of furniture, rugs, queensware, including undertaker's complete outfit, consisting of new, up-to-date funeral car, caskets, supplies, etc., all located in one of the largest and best equipped furniture and undertaking rooms in Eastern Nebraska, in city of 1,800 population. Building new brick, built expressly for this business. Will sell business and real estate together or separately to suit purchaser. Stock \$10,000 real estate \$10,000 less \$2,200 encumbrance. If necessary, may consider part trade by way of clear or lightly encumbered, well improved farm property. A. G. Collins, Hebron, Nebr. 149

For Sale—199-acre stock and grain farm, 4 miles northeast of Dowagiac, Michigan. Good buildings. Will take some property in part payment. Wm. Wallace, 1419 Forbes Ave., St. Joseph, Michigan. 133

For Sale—Building with general merchandise store established in it; all fresh stock; seven-room flat. The only business in town. Good barn and new grain house goes with it. Good location for busy man. Price \$5,500. Selling on account poor health. Address No. 134, care Tradesman. 134

For Sale—Stock of General Merchandise. In Dowling (inland town). Stock will invoice around \$6,000. Dowling is located in Barry county in one of the best farming districts in Michigan ten miles south of Hastings, seventeen miles from Battle Creek. Any one wishing to buy a first-class business cannot go wrong buying this stock of goods. Postoffice in connection with store pays \$300 per year. This is a partnership business and we are going to sell. Don't write unless you mean business. Rice & Cassidy, Dowling, Michigan. 121

For Sale—Rexall Store in best town of 1,200 in Southern Michigan. A splendid money making proposition and a bargain. Price \$4,000. Terms \$1,500 or more down balance on time if desired. Write quickly. Address No. 81, care Michigan Tradesman. 81

Special—Want to increase your trade? Send for free sample of our Trade Booster. It will surely appeal to you. Colonial Printing Co., Mansfield, Ohio. 156

For Sale—Furniture and rug business. City 9,000. Good country trade. A business, well established. Inventory \$8,000, can reduce. Must sell account ill health. F. S. Gutschow, Mt. Clemens, Michigan. 55

Safes Opened—W. L. Stocum, safe expert and locksmith. 128 Ann St., N. E., Grand Rapids, Michigan. 104

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

The Detroit Mercantile Adjusters, counselors and executors of high grade special sales and buyers of entire stocks. Room 1, Vhay Block, 91 Grand River Ave., Detroit, Michigan. 32

For Sale—Good paying drug store, well located in city of 40,000 in Southern Michigan. Clean up-to-date stock, invoicing \$4,000. A dandy opening for young man. Address No. 49, care Tradesman. 49

For Sale—Best grocery business in one of the best towns in Michigan. Reason too much work. Don't answer this unless you mean business. Address No. 44, care Michigan Tradesman. 44

For Sale—Good clean stock of drugs and stationery in town of 12,500. Business established 40 years. W. H. Oakley, Administrator, Ishpeming, Mich. 984

Stocks Wanted—If you are desirous of selling your stock, tell me about it. I may be able to dispose of it quickly. My service free to both buyer and seller. E. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

Auctioneer—Merchandise and real estate auctioneering is my specialty. Magnus Waugen, Hartland, Minnesota. 809

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

Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wisconsin. 963

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Buyer, Milwaukee, Wisconsin. 925

## HELP WANTED.

Wanted—Registered druggist or young man with drug store experience. Give reference, age and experience. Schrouders, 47 Monroe, Grand Rapids. 209

Wanted—First-class spinner, principally in zinc and copper; steady position. Gerock Brothers Mfg. Co., 1252 South Vandeventer Ave., St. Louis, Mo. 139

## POSITION WANTED.

Experienced window-dresser and card-writer now employed in Washington, D. C., will be open for a position July 1. Salary \$25 per week to start. Address No. 150, care Tradesman. 180

Wanted—Position by experienced grocery man. Best of references. M 10, Tradesman. 155

## AUTO-GUIDE BOOKS

Blue Book, \$2.50. King's Official Route Book, \$2.00. King's Official Route Book of Michigan, \$1.00. Prepaid by mail.

The Book Store E. Higgins Co. Booksellers Stationers Engravers 138 Monroe Ave.

## Bel-Car-Mo BRAND Peanut Butter

Three Sized Packages 10c, 15c and 25c

Sold by All Wholesale Grocers See Quotations in Grocery Price Current

### MERCHANT VESSELS LOST.

The records show that vessels lost through the European war number 1,276 with a tonnage exceeding 2,585,000 gross tons. Of this tonnage 1,623,766 was British and 213,243 shipping belonging to the central powers. France has lost 203,417 tons. As the entire tonnage of the United Kingdom was 19,541,364 before the war the percentage of loss is 8 in the case of that power, and the British claim that this is replaced by construction which has been going on all the time. The losses of all nations in May were only 116,724 tons whereas in April the total was 214,880, the decrease being attributed to the latest American note to Germany. Operations in the vicinity of England have been in the main discontinued and the activities have been transferred to the Baltic and the Mediterranean. Judged from the standpoint of experience and the rules of international law, the most curious thing in the history of this business is the destruction of neutral shipping, which amounts to 369,176 gross tons for the entire period of the war. Holland and the Scandinavian countries are the chief sufferers. It remains to be intelligibly explained by what process of reasoning the Teutonic powers have justified these attacks, for it cannot be believed that the sinking of these vessels was accidental in every case, but also one needs explanation of the acquiescence by the neutral powers in these performances. Occasionally one hears of a feeble protest by neutrals, but nothing like a real show of resentment or threat of retaliation. But this war has brought many new things to notice, most of them by no means welcome to persons having a zeal for human welfare.

### PROBLEM OF NEGRO LABOR.

The negroes are involuntary citizens in this country in the sense that the first of them were brought here against their wish and will. They were imported into the South and held in slavery, and it is doubtful if any other race in the world would have multiplied so rapidly under such conditions. Their numbers increased even in slave times, and have kept right on increasing until in the Southern states they form a very large proportion of the population. For the most part they are the hewers of wood and the drawers of water, a fact mainly due to the prejudice against them and the failure to provide proper educational facilities. Since the War of the Rebellion there has been slow and steady progress, and institutions like Hampton, Tuskegee and Fiske, along with many others, have accomplished a really wonderful work, but there is a great deal yet to be done. While the Southerners are far from looking upon the black man as a social equal, and while some of them treat them pretty badly, they would find it exceedingly difficult to get along without the colored help, which, while not the most excellent in the world, is about all there is to be had in that section, and it is only fair to say in this connection

that some of it is exceedingly good.

In the Northern states foreigners from the other side of the sea have been depended upon to do most of the hard work and they have come over here by the millions. Since the beginning of the European war immigration has dwindled almost to the vanishing point. The same war has made manufacturing and other lines of business good in the North and some employers complain of the difficulty in getting help. The Southern newspapers say that there is quite an exodus of black flocks Northward, coming here to get the jobs which are represented as waiting for them. It is yet to be determined if that will work out successfully. It is undoubtedly true that they can get work here just now but when the war stops there will be more workers than wages, more people than employment, and presumably the first to lose out will be the blacks. Then, too, they are not accustomed to the methods of industry in the North. Two good laborers here will do as much as three colored usually do in the South, for most of them are as much opposed to slavery figuratively as they are literally. There are a great many cotton mills in the Southern states, but few if any of them employ negroes, recruiting their forces entirely from the whites. There are very many who insist that the South is the natural home for the negro and that in large numbers they will never become acclimated in the North. There is no reason why this should be so, or at least no reason which can not be overcome. If a good many colored folks come into the other states, some of them will get a footing which they can retain and anyhow it is up to them to work out their own problem.

While our naval experts are studying the activities in European waters in an effort to determine on the best policy for this country, and while those experts are making recommendations as to the number and character of ships to be provided, there is a strong element in Congress which is seemingly doing everything possible to prevent this country from keeping up with the times in such matters. The House has rejected the general board's programme to restore the American navy to second place in three years and has adopted the "little navy" programme. The bill as it passed the House provides for five battle cruisers, four scout cruisers, ten destroyers, three seagoing submarines, forty-seven submarines, one fuel ship, one ammunition ship, and one hospital ship. The programme of the general board called for two battleships and six battle cruisers. It looks odd, even in this country, to pass a naval bill without a battleship in it. Programmes in the past have provided from two to four of these leviathans. The bill approves the appropriation of \$11,000,000 for an armor plate factory. As a general rule the Republicans in Congress advocate a large navy and the Democrats a small one, but there is a curious element of locality in the affair. The eighteen Republicans who voted for the "little navy" are all from interior states, ranging from Ohio to Wyoming,

while of the twenty-five Democrats who voted for a big navy twenty-one are from seaboard states, the other four being from the enlightened State of Illinois. Evidently the statesman in the interior, whose district is immune from naval attacks, does not mean that the Government shall be spending its money for the protection of those fellows on the coast. It is hoped that some time our Congress will be made up of men representing not districts but the United States.

Some of the spokesmen, or, more strictly speaking spokeswomen, of the Woman's Peace Party publicly avow that any law seeking to compel physical training in the public schools or to establish any form of exercise which by any possibility can be regarded as savoring of the military should be disregarded and disobeyed. One of the speakers on a recent occasion, discussing this matter actually argued in favor of organizing parades of school children carrying banners stating that they would absolutely refuse to obey any law regarding military training in the public schools. It is entirely proper and within bounds for people to argue and protest against propositions of this character, since there is easily room for two opinions. When, however, anybody advocates instilling into the youthful mind rebellion against regularly enacted laws, that comes close to being treasonable and it is certainly the worst of bad policy. The only thing to be done with any statute is to obey it, and if it is not a good one, to urge its amendment or repeal. In fact, it has been often said that the very best way to secure the repeal of an objectionable law is to enforce it. Nothing could be more unfortunate or ill-advised than the suggestions offered by some of the members of the Woman's Peace Party in an open effort to create youthful rebellion against the law.

A new rival to summer-hotel and resort keepers has appeared in the person of Uncle Sam, who is urging the hundred million persons over whom he has more or less influence to visit the parks which he has provided for their pleasure. A certain familiarity with some of them is widespread, owing to the industry of publishers and lecturers, nor can they be said to be entirely neglected by sightseers. Scattered among eight states and covering an area about equal to that of New Jersey, they are visited by more than 250,000 tourists every year. But half of this number confine their attention to the oldest of the lot, the park of Hot Springs, Ark. The largest of them all, Yellowstone Park, has a scanty 20,000 visitors a year, and the others still fewer. The Department of the Interior thinks them sufficiently interesting to warrant the issuing of a 48-page pamphlet summarizing the attractions of the eleven largest. It is possible to suspect a mercenary motive in this move, for more than one of these places yield a revenue to Washington. Yellowstone Park and some others produce a profit

from concessions. The cost of caring for them is small, less than a city pays for keeping one of its main streets in condition. The Government's pamphlet says nothing about supplying railway passes to tourists.

The Government forecast of the wheat crop shows a probable falling off of 300,000,000 bushels as compared with last year, although the probable yield, when not contrasted with its predecessor, seems large. That will inevitably mean a heavy loss not only to the farmers in the West and Northwest, but as well to the country, because there is a heavy export demand for this cereal since, owing to the war, less is necessarily raised on the other side of the sea than usual. Bread being the staff of life, wheat is an essential. In this country other grains are utilized more successfully than abroad, since the people over there are not properly appreciative of corn bread or johnny cake. It is possible that favorable climatic conditions will raise the actual yield beyond the present forecast, still it is reasonably sure that 1916 will not come up to 1915 in this important respect. The fact is liable to have some influence on the cost of living.

### Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
Am. Light & Trac. Co., Com.	381	385
Am. Light & Trac. Co., Pfd.	110	114
Am. Public Utilities, Com.	45	47
Am. Public Utilities, Pfd.	77	78½
Citizens Telephone	7	7½
Comwth Pr. Ry. & Lt., Com.	63½	65
Comwth Pr. Ry. & Lt., Pfd.	83½	85
Comwth 6% 5 year bond	102	103½
Michigan Railway Notes	100½	102
Michigan Sugar	113	115
Pacific Gas & Elec., Com.	58	60
Tennessee Ry. Lt. & Pr., Com.	11	12½
Tennessee Ry. Lt. & Pr., Pfd.	51	54
United Light & Rys., Com.	52½	54
United Light & Rys., 1st Pfd.	77	78½
United Light 1st and Ref. 5% bonds	88¼	90¼
Industrial and Bank Stocks.		
Commercial Savings Bank	225	
Dennis Canadian Co.	75	85
Fourth National Bank	225	
Furniture City Brewing Co.	40	50
Grant Motor	10	17
Globe Knitting Works, Com.	145	150
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	80	90
G. R. National City Bank	155	162
G. R. Savings Bank	255	
Holland St. Louis Sugar	15	16
Holland St. Louis Sugar, Pfd.	8½	10
Hupp Motor	10	11
Kent State Bank	250	260
Old National Bank	199	205
Perlman Rim	150	155
Peoples Savings Bank	300	
United Motors	72	74

Don't give up your life so entirely to your business that you lose sight of the value of everything else and live for business success alone.

Your store does not need to be the most expensively equipped in town to be the best. Just give the public the best service.

### BUSINESS CHANCES.

For Sale or Trade—For stock dry goods, my Chalmers six 7-passenger touring car. Address D. C. Levinson, Petoskey. 214

Department Store For Sale—In town of 7,000 Northern Michigan. Established 18 years. Stock new and up-to-date, bought at old low prices. Other business requires my attention. A snap for the right party. \$12,000 will handle it. Address No. 215, care Michigan Tradesman. 215

\$750 stock new millinery for \$250 cash. Address Levinson's Department Store, Petoskey, Mich. 216

### SITUATIONS WANTED.

Salesman well acquainted with Michigan territory would like position with some well established house. The factory has been closed on account of the war reason for being out of position. Salesman, care Tradesman. 217

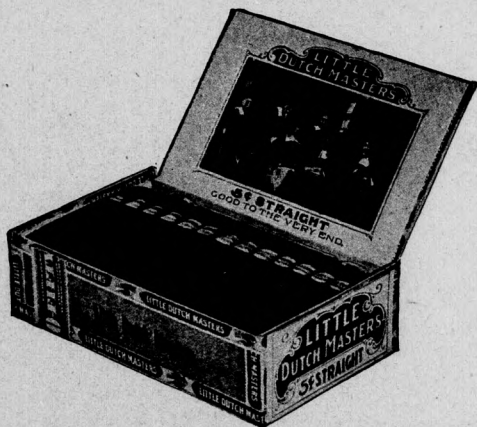


YES: "WHITE HOUSE" COFFEE is making HISTORY—the kind of history that carries along with it every grocer handling it; and makes him a participator in all the credit its splendid quality gives—a sort of public benefactor, as it were—a dealer having the confidence of his patrons.

Distributed at Wholesale by  
**JUDSON GROCER CO. — Grand Rapids, Mich.**

## LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory  
 Handled by All Jobbers Sold by All Dealers  
 Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity  
 to supply the demand

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

## The State and National Pure Food Laws are Very Strict

The standard set by the pure food officials for baking powder is very high

### And It Should Be

Dealers and consumers are entitled to the fullest protection against poisonous and harmful substances in their foods, and against fraud, deceit and misrepresentation in their sale.

The wise manufacturer is getting in line with the Pure Food Laws (*not fighting them*) and cooperating with the Pure Food Officials to make his product better, purer and free from all taint of misrepresentation in its sale.

## KC Baking Powder

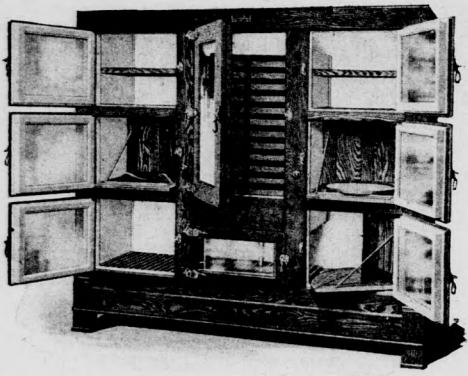
complies with all Pure Food Laws, and its manufacturer has never fought them. It *does not* contain any albumen (sometimes called white of egg) an ingredient discredited everywhere—and we have never used the fraudulent "water glass test."

Just a can of pure, legal baking powder, guaranteed to give perfect satisfaction.

**25 Ounces for 25c**  
 (More than a pound  
 and a half for a quarter)

At all grocers

**Jaques Mfg. Company, Chicago**



# B & B

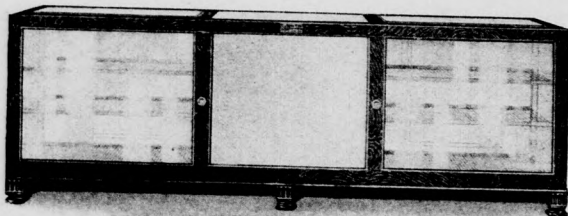
## Ice King Refrigerators and Refrigerator Display Counters

*For the Grocer and Marketman  
Absolutely the Finest Produced*

Extremely handsome in design and finish; thorough in every detail of construction; thicker walls and heavier insulation than any other made; white enamel inside finish; smooth fiber board lining; no cracks or joints to catch dirt; unsurpassed in refrigerating properties; the utmost obtainable in beauty, durability, economy, efficiency, safety and satisfaction.

Place one in your store, and your customers will talk about it; you will take pride in showing it to them; it will create confidence in your methods of handling perishable foods; that means a bigger and better business.

*Sold on easy monthly payments  
Send for free catalog No. 38*



*Quality through and through*

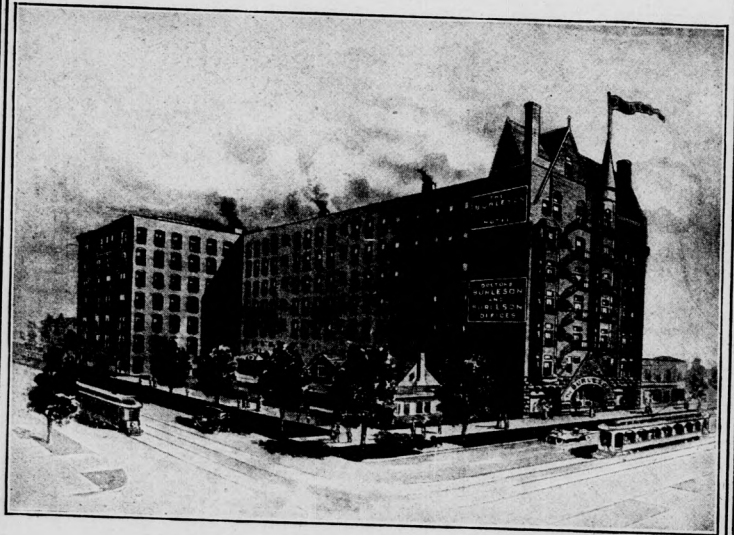
### Ligonier Refrigerator Co.

210 Cavin Street

Ligonier, Indiana

Formerly the Banta & Bender Co

## Piles Cured WITHOUT the Knife



### *The Largest Institution in the World for the Treatment of Piles, Fistula and all other Diseases of the Rec- tum (Except Cancer)*

WE CURE PILES, FISTULA and all other DISEASES of the RECTUM (except cancer) by an original PAINLESS DISSOLVENT METHOD of our own WITHOUT CHLOROFORM OR KNIFE and with NO DANGER WHATEVER TO THE PATIENT. Our treatment has been so successful that we have built up the LARGEST PRACTICE IN THE WORLD in this line. Our treatment is NO EXPERIMENT but is the MOST SUCCESSFUL METHOD EVER DISCOVERED FOR THE TREATMENT OF DISEASES OF THE RECTUM. We have cured many cases where the knife failed and many desperate cases that had been given up to die. WE GUARANTEE A CURE IN EVERY CASE WE ACCEPT OR MAKE NO CHARGE FOR OUR SERVICES. We have cured thousands and thousands from all parts of the United States and Canada. We are receiving letters every day from the grateful people whom we have cured telling us how thankful they are for the wonderful relief. We have printed a book explaining our treatment and containing several hundred of these letters to show what those who have been cured by us think of our treatment. We would like to have you write us for this book as we know it will interest you and may be the means of RELIEVING YOUR AFFLICTION also. You may find the names of many of your friends in this book.

We are not extensive advertisers as we depend almost wholly upon the gratitude of the thousands whom we have cured for our advertising. You may never see our ad again so you better write for our book today before you lose our address.

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