Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, JULY 12, 1916

Number 1712

Better, Wiser and Happier

Do you wish the world were better?

Let me tell you what to do;

Set a watch upon your actions,

Keep them always straight and true;

Rid your mind of selfish motives;

Let your thoughts be clean and high,

You can make a little Eden

Of the sphere you occupy.

Do you wish the world were wiser?

Well, suppose you make a start,

By accumulating wisdom

In the scrapbook of your heart;

Do not waste one page on folly;

Live to learn, and learn to live.

If you want to give men knowledge

You must get it, ere you give.

Do you wish the world were happy?
Then remember day by day
Just to scatter seeds of kindness
As you pass along the way;
For the pleasures of the many
May be ofttimes traced to one,
As the hand that plants an acorn
Shelters armies from the sun.

Ella Wheeler Wilcox.

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

Made for a Discriminating Public by a Discriminating House for Discriminating Dealers.

If you wish to secure the agency of the BEST ICE CREAM it is possible to produce, write at once to

Piper Ice Cream Co.

Kalamazoo,

Michigan

Pere Marquette Railroad Co.

DUDLEY E. WATERS, PAUL H. KING, Receivers

FACTORY SITES

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.

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

RAMONA THEATER

Better Than Ever

Brighter Than Ever

Bigger Than Ever

POPULAR PRICES

Twice Daily: --- Afternoon and Evening



Eat Plenty of Bread

> It's Good for You

The Best Bread is made with

Fleischmann's Yeast

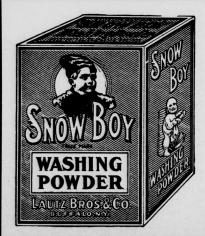
Boston Breakfast Blend



-Splendid Quality at a Moderate Price

Judson Grocer Co. The Pure Foods House

GRAND RAPIDS, 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 @ 3.20-½box 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.

Yours very truly,

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

Lautz Bros. & Co.

SPECIAL FEATURES.

- 2. Upper Peninsula.
 4. News of the Business World.
 5. Grocery and Produce Market.
 6. Detroit Detonations.
 7. Bankruptcy Matters.
 8. Editorial.
 9. Men of Mark.
 10. Automobiles and Accessories.

- Men of Mark,
 Automobiles and Accessories.
 Financial.
 Mercantile Problems.
 Butter. Eggs and Provisions.
 The Meat Market.
 Woman's World.
 National Association Retail Druggists.
- National Association field gists.
 Sinces.
 Dry Goods.
 Hardware.
 The Commercial Traveler. 34. 36. 38. 40. 42. 43.
- Drugs.
 Drug Price Current.
 Grocery Price Current.
 Special Price Current.
 Business Wants.

TAXING WAR PROFITS.

The Revenue bill now before Congress, if it becomes law, will place the United States in the growing group of nations which have imposed a tax on the profits of their munition

The most striking difference which the taxes on munitions levied by Canada and England present to our own, is that they are levied not solely on munition and copper companies, but on nearly all companies which have benefited by the war. The Canadian measure permits the exemption of corporations with a capital less than \$50,000. The only distinction in the American bill is made between small and large gross receipts, in a difference in the percentage rate of the tax. Thus, on gunpowder and other explosives the tax on gross receipts ranges from 5 per cent. to 8 per cent., and on shells, machine guns and other arms, from 2 to 5 per cent.

The American bill provides that if a company's net profits are below 10 per cent. on its invested capital, no tax shall be levied, and if the payment of the tax would reduce net profits below 10 per cent., the tax to be paid shall be equal only to the net in excess of 10 per cent. The Canadian measure imposes a tax on net, rather than gross, profits, and the exemption is only 7 per cent. The tax is equal to one-quarter of the excess above that exemption. The British plan does not exempt any specified percentage, but provides for a tax of 60 per cent. on "excess profits;" that is to say, all profits earned over and above an average of profits in "normal" years.

To the Tradesman it seems little short of an outrage to compel the men of the National Guard to take the new Federal oath in the way in which it is being demanded. The men who enlisted prior to the Mexican flurry did so without the slightest idea that a situation would arise in which they would find themselves confronted with the necessity of turning them-

selves into regular soldiers for perhaps three or more years. Now they are compelled to choose between taking the oath that many, in justice to themselves and their families, ought not to take, or of being hissed out of camp. It is an ex-post-facto law which is being applied; the militiamen having contracted for one form of service are being obliged to take on another and very different contract. It is a choice which ought not to have been put up to them at all; but having been put up to them, it should be made easy and honorable for men with families dependent upon them to retire, particularly as the Mexican danger seems to have passed. Instead, they are being dragooned into the service under conditions that amount to conscription, for not one in a hundred has the moral courage to say no and face taunts of cowardice and of "welching." The whole situation is far from creditable to the Wilson administration. Hereafter, of course, all men enlisting in the militia will know that the President, by a stroke of his pen, can convert them into regulars for six years, and send them anywhere he pleases for as long a time as he thinks any "emergency" exists.

The high cost of war to the United States is illustrated by the proposal, which failed of adoption in Congress, to grant \$50 monthly to families of National Guardsmen absent on active service. No one argued that \$50 would more than supply the bare necessities of an average American family. Yet this sum is about treble what any European government started out with in the way of allowances at the war's beginning. England, in the fourth month of the war, voted about \$17.75 per month to each dependent family, and France, by merely extending the scope of an old statute, gave approximately \$16.50 for the same purpose. The German government bestows \$7.50 per month on its dependent soldier families, which will not go very far with salt pork at 75 cents per pound, butter \$2 per pound and eggs \$3 per dozen. Russia does not pay any fixed sum per month, but merely the current market value of certain quantities of food. At the highest possible figure, Russia's allowance to dependents of soldiers is smaller than that of France and much less than one-third that proposed for the families of Americans. In Canada, on the other hand, the sum allotted is as high as \$20. And the Canadian soldier receives \$18 more pay a month than the American. In other words, the cost of this service to Canada, whose standard of living approaches that of the United States, approximates the American estimate of \$50.

FOOLING WITH FIRE.

When the San Rafael, Cal., Retail Grocers' Association undertook to unionize their clerks they bit off more than they contemplated to chew. As the story is told, a newcomer in that city kept his shop open nights, greatly to the discomfiture of the other grocers and refused to follow the rule of the remainder and close early. To discipline him the Association decided to unionize the clerks of the whole city and invited a walking delegate down from the San Francisco union to talk to the clerks. He same and held a meeting, but would only tolerate the clerks joining the San Francisco union, whereas they wanted to form a local of their own, and the meeting broke up without accomplishing its results.

The business agent of the San Francisco union then served notice on the grocers of San Rafael that they must force their clerks to join the San Francisco union or they would be boycotted. The Grocers' Association refused to make any such demands upon its clerks, whereupon the San Francisco Grocery Clerks' Union placed a boycott upon the firm doing the largest grocery business in San Rafael, the C. Grosjean Co.

A plug ugly, exceedingly repulsive in appearance, is now parading up and down the streets in front of C. Grosjean & Co.'s store, yelling "unfair house" and carrying the boycott banner over his shoulders. In the meantime the grocery clerks of San Rafael have organized a club of their own, and four grocery clerks have joined the San Francisco union. Many suburbanites who reside in San Rafael and who do not approve of the high handed methods of the trades union, grafters and sluggers have commenced trading with C. Grosjean Co. to offset the boycott.

CONDENSED MILK SCARCITY.

One of the numerous articles which have severely felt the demand of the war and of our own domestic preparations for trouble on the Mexican border, is condensed milk, and at just this season of the year, when condensed milk has an unusually large domestic demand, it has made the product especially scarce, particularly in metropolitan centers.

Every manufacturer is finding himself driven to the limit to supply his demand and is forced to fill orders in small fractions. He is competing with the butter maker for rich milk and cream and forced to use high priced sugar and abnormally expensive cans. Whereas the average prices two years ago were \$4.40 a case and a year ago \$4.50 the ruling price for standard grades is now around \$5.25, and hard to get at that.

The usual supply from Holland and Switzerland is not coming here now for obvious reasons, and countries formerly supplied by those sources are turning to America. One day last week, it is said, foreign buyers were in the New York market trying to pick up 75,000 cases, but had to go away with only a portion of it. export demand stimulated, with hot weather demanding the "tin cow" and with armies in the field to be fed, together with the butter maker taking every advantage of a wet, grassy season, condensed milk is making records.

Expediency is the keynote of the revenue bill now being ground through Congress under the watchful waiting of President Wilson. is proposed to collect an additional \$210,000,000 of revenue in the easiest manner practicable. The corporation tax is to be doubled, the income tax practically doubled, munition makers are to yield a share of their profits, and estates worth above \$50,000 are to pay an inheritence tax. Popular reformers will be gratified by the fact that all these taxes are to rest on the classes, not on the masses. Those who will feel the new taxes represent only a negligible fraction of the voting public. Their grief cannot turn an election, and they may well begin to question whether the Democratic party, now it has found the recipe, will refrain from additional exactions. But these are also the classes that have been most nearly solid for a greater army and navy and have scorned any calculation of the cost. We may yet have the greatest navy in the world and a million men under arms, but if we do, the income-tax rates will probably be such as to stagger well-to-do humanity.

The finest athletic field in the country for industrial employes has been opened at Bethlehem, Pa., by the Bethlehem Steel Company-a field that would put to shame all except a few of those maintained by the colleges. It contains a football gridiron, baseball diamond, soccer field, a dozen tennis courts, a group of running tracks, and a concrete structure which serves at once as grand stand and gymnasium. The field was dedicated last week by the thousands of men who were to take possession of it, in a monster parade that showed that the workers have something the spirit of college men, after all. One shop had turned out a huge submarine, another a striking reproduction of the skeletonal beams of a factory, a third a monster anvil with wrenches and hammers as big as a man-the whole an industrial pageant not wholly humorous in char-

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, July 10—D. K. Moses, proprietor of the Leader, one of our largest dry goods and clothing of our largest dry goods and clothing stores, has purchased the stock of M. Newmark, who has been conducting a clothing store on West Portage avenue for a number of years, known as Everybody's Store. Mr. Moses has had the stock removed to a store on Ashmun street, where he is offering same to the public at a sacrifice in price, which is causing a few of the merchants to fall in line on reducing the high cost of living and the public in general is reaping the benefit meanwhile.

while.

The hotel at Moran was re-opened Saturday last for the summer season, having been closed since the terrible accident on circus day, June 5.

accident on circus day, June 5.
J. A. Burns, who recently resigned his position with the Ormsbee-Atkins men's clothing house, Marquette, where he had charge of the men's clothing department, has accepted a position in the sales department of Miller's clothing store on Ashmun street

Charles Madison, well known lum-erman of Kenneth, has purchased berman of Kenneth, has purchased a new Buick and is enjoying a drive over the country roads during the present hot spell.

M. Hoban, popular postmaster at

present hot spell.

M. Hoban, popular postmaster at St. Ignace, returned last week from an extended trip to Milwaukee.

Mackinac Island is again resuming its summer activities and a number of the popular hotels were opened last week for the season, among them being the Grand, the New Mackinac, the Chippewa and Island House. The Hotel Murray has been opened for some time and reports a good business. The Islanders are looking for a good summer and if the warm weather continues as it has been for the past week there will be a scramble for the cool breezes and comforts at the cool breezes and comforts at the Island such as has not been for years. Most all of the cottages at the Island

Most all of the cottages at the Island are now occupied.

Manistique is to have a new ice cream factory. Carl Schubringer has purchased the ice cream machinery of the old creamery company and will engage in making ice cream for the wholesale trade. He expect to do a large outside business with the surrounding towns as well.

Professor and Mrs. Walter Warner and family, of Cincinnati, Ohio, arrived at DeTour last week, where they expect to make their home for the summer. This will mean much to the musical circles at DeTour, as the professor is a valuable asset to the DeTour band, in which he takes an active part during his stay at Dective part during his stay at De-

Twenty years ago last Wednesday Dr. G. P. Ritchie, our well known dentist, reached the Soo. The most remarkable feature during his long stay at the Soo is that he has never been laid up a day by sickness or accidents, but he could not stand it any longer, and made a misstep from his car. dislocating his ankle, which has laid him up since. As a muchneeded vacation and rest were coming him, he is making no complaint over him, he is making no complaint over

the mishap.

J. L. Lipsett, manager of the Lipsett implement house, has been laid up with indigestion for the past two with indigestion for the past two weeks. He is showing signs of im-provement and his many friends are hoping to see him out again in the near future.

near future. C. J. Go Milwaukee Goppelt, who helped make Milwaukee famous as a chocolate town, was a Soo visitor last week. Charley made an auto trip during his stav here out through the country and, being obliged to come back by the Pickford road, which is under course of construction his experience. course of construction, his experiences in autoing were varied and many. It required Charley's entire strength to

keep the auto from turning turtle be-tween the construction work and the ditch on either side. Charley says that during all his years of traveling he has yet to see worse country roads he has yet to see worse country roads than he encountered in making the trip. However, the large sales of chocolates and sweets sold the country stores, kept Charley's cheerful disposition up until he reached the Soo again. He left for the copper country on the Anchor line, which he much prefers to automobiling in the country.

The Fourth of July celebration here came to a close without a mishap of any kind. The noise was perpetual from early morning until the next morning. Hon. G. J. Diekema, of morning. Hon. G. J. Diekema, of Holland, was the principal speaker of the day and made a big hit. The fireworks were unusually good and appreciated by all.

W. Stroble, of the Lincoln Chau-

tauqua Co., Chicago, was a business visitor here last week, in the interests of the chautauqua which is to be held here during the week of Aug. 1 to 6. G. A. Ratter, book-keeper for the

Cornwell Company, has purchased a new Overland and has made some record breaking trips throughout the country. His many friends are as yet unable to determine how fast he can drive, as they lost count after he struck a forty-five mile gait, but do not doubt that he could easily make seventy miles an hour if put to the

G. W. Green, of Dafter, was a Soo

Dave Rye, of Pickford, was a Soo caller last week, taking back a supply of meats for his large market at Pick-

The many friends of A. J. Eaton, our popular city recorder, were agreeably surprised when the announcement was made of his marriage to Miss Mable Grace Keith, of Grand Rapids. Mr. Eaton is one of the Soo's busy young men who has earned a reputation during his term in the reputation during his term in the recorder's office for the past ten years.

recorder's office for the past ten years. The newly weds are receiving the congratulations of their many friends.

C. S. Beadle, formerly one of the Soo's leading business men, but now a resident of Detroit, is visiting here this week looking over his real estate interests. Mr. Beadle savs Detroit is a great city, but it will have to go some to come up to the Soo in the good old summer time.

Thomas Chandler, of the Sault Edison Co., was all smiles last week over the arrival of a son and heir. Tom cheerfully bought the cigars for his many friends who were waiting to extend congratulations.

many friends who were waiting to extend congratulations.

Leo D. Metzger, a graduate this spring of the law department at the University of Michigan, has entered into partnership with Hon. Sherman T. Handy, our esteemed Mayor. Mr. Handy is considered one of the best attorneys in Cloverland and Mr. Metzger is to be congratulated in hosping.

Attorneys in Cloverland and Mr. Metzger is to be congratulated in having Mayor Handy as a partner.

H. W. Mather, for the past few years book-keeper for the Cornwell Company, has been transferred to Flint. During his stay at the Soo Mr. Mather made many friends who regret his departure but wish him every success in his new field. He was active in church circles and an enthusiastic autoist, being the possessor of the only Packard in the Soo.

William G. Tapert.

Joseph P. Lynch (Lynch Bros.) was married Monday to Miss Ellen J. Lynch, of Andover, N. Y. The ceremony occurred at the Church of Sacred Heart, being conducted by Rev. J. J. Sheehy. The marriage is the culmination of a ten year acquaintance. The happy couple are spending their honeymoon in Chicago. They will be at home to their friends at 25 Rochester Court after July 20.

SUCCESSFUL SALESMEN.

Wm. Mendelsohn, Representing the Jaques Manufacturing Co.

William Mendelsohn was born in Chicago Aug. 1, 1881. His ancestors were German on both sides. He attended the public schools of Chicago until 13 years of age, when he entered the Boston Store as a clerical employe. Two years later he secured a position as blender for the Reliance Distilling Co., which he held six years. The next three years he was employed in the bottling department of Goodhart, Hartman & Co. He then engaged in the moving picture business. He conducted moving picture shows in various parts of Chicago for several years. Concluding that he was meant for a traveling salesman, he secured a position with Fitzpatrick Bros., manufacturers of Kitchen Klenzer, and he has opened territories successively in Missouri, Indiana, ed with his territory and hopes to be able to continue in his present position and in his present territory for many years to come.

The country seems almost puzzled by its prosperity. Record figures in everything are being chalked up by Government bureaus and commercial agencies on the credit side of the ledger; yet well-known authorities keep telling each other and the public not to rejoice prematurely. There is a feeling like that which induced Polycrates to throw his solitaire into the Aegean, that "things are too good to last." In imitation of this oldworld Trust-magnate, corporations are throwing vast sums into their sinking funds, and swell depreciation accounts beyond all precedent. Polycrates was terror-stricken when his chef found the solitaire in next day's filet-de-sole. So business men tremble when they see that quarterly earn-



William Mendelsohn

Ohio, Wisconsin, Iowa and Michigan. He is at present assigned to Western and Northern Indiana territory and undertakes to see his trade three times a year.

Mr. Mendelsohn was married June 26, 1907, to Miss Bessie Friend of Chicago. They have two children, daughters 41/2 and 71/2 years of age, respectively, and reside in the maternal home at 5529 Michigan avenue.

Mr. Mendelsohn has only one hobby outside of his business and that is fishing. He is probably the only traveling salesman in the United States who carries a stereopticon machine along with him. His outfit is a very complete one and two or three evenings each week he hangs out a sheet twenty feet square and gives the people of the town he happens to be in the benefit of a outdoor picture show, including current events as well as illustrations showing how Kitchen Klenzer is made and

Mr. Mendelsohn is very much in love with his job and is also enamourings refuse to diminish by libationpouring. Their sword of Damocles is peace in Europe. It is to be hoped that when that sword does fall it will be harmlessly, on a cushion of reserves, depreciation accounts, and sinking funds, with general financial conservatism.

It is estimated by Treasury officials that a war with Mexico would cost \$10,000,000 a month. This can be little better than a guess, but on that guess, the Department figures that the funds can come out of income, saving the necessity of a bond issue. The country is not so much interested in the question of the cost of the Mexican war as in that of having the United States ready to meet any enemy. It is quite conceivable that the maintenance of a good army and a good navy would cost in time of peace, in excess of what has been expended heretofore, an amount far above the cost of subjugating the bandits of Mexico, establishing order and setting up a stable government by Mexicans, and it would be worth the price.

America's Biggest Fall Merchandise Display Is On

It's ready—the great Fall Merchandise exhibit looked forward to by more than two hundred thousand merchants as the signal to prepare for their Fall, Holiday and Winter profit-getting. Right here in Chicago, on our sample floors, you can see NOW the merchandise of the world. Nowhere else in America is it possible to see so many major lines of goods conveniently displayed in one place. Not until you have inspected these goods can you get an adequate idea of what the markets of everywhere have to offer you this year. You are invited. And it will be to your interest to come just as soon as you can conveniently do so.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

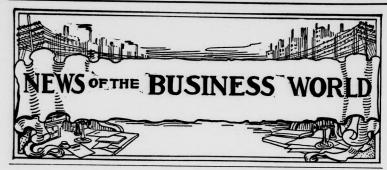
NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS



Movements of Merchants.

Marquette-Conrad Wellman, grocer, has filed a voluntary petition in bankruptcy.

Dowagiac-Merwin & Bonnell succeed Bonnell & Hartner in the grocery business.

Hersey-Earl Proctor is closing out his stock of general merchandise at public sale.

New Boston-The Peoples State Bank has been organized with a capital stock of \$20,000.

Battle Creek-A. I. Marble has opened a cigar and tobacco store at 49 East Main street.

Munising-Miss Ella F. Grogan has closed out her millinery stock and will retire from business

Middleton-E. H. Moss has sold his drug stock to B. O. Reynolds, who will continue the business.

Shelby-Alfred R. Heald is remodeling and enlarging his bakery. He has also installed a new oven with a capacity of 200 loaves daily.

Vermontville-Mrs. W. H. Chaffee has sold her interest in the bakery to her son, E. H. Cole, who will continue the business under his own

Charlotte-William Welch has sold his grocery stock to George W. Mc-Elmurry, who will continue the business at the same location on Prairie

Perry-James Locke, of Lansing, has purchased an interest in the Dunning Hart hardware stock and will devote his entire attention to the business

Mt. Pleasant-J. M. Lutzenheiser and William Ferguson have formed a copartnership and engaged in the produce, butter, egg and poultry business.

Battle Creek-John K. Godfrev has formed a copartnership with Price Mayo under the style of the John K. Godfrey Jewelry Co. and engaged in business.

Saginaw-The Michigan Packing Co. has decreased its capital stock from \$30,000 to \$25,000; also changed its name to the Saginaw Valley Can-

Petoskey-John M. Shields, receivor of the Petoskey Hardware Co., has sent the creditors dividend checks representing the full face value of their claims.

Menominee-The Z. & H. Market Co. has dissolved partnership and the business has been taken over by Val Hoffman, who will continue it under his own name.

Detroit-The Dearborn Hardware Co. has engaged in business with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Midland-The Fahrner Elevator Co. has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Saginaw-Fire damaged the Stephen F. Zacharias store building, meat and grocery stock to the extent of about \$9,000, July 7. The loss is partially covered by insurance.

Alpena-Martinson & Stafford and Nowak & Martinson have consolidated their clothing stocks and will continue the business under the name of Martinson & Stafford.

Jackson-Maher Bros. have taken over the T. C. Smoke stock of pianos, piano players and sheet music and consolidated it with their own stock at 120 East Main street.

Lansing-The Gately Co., with headquarters in Saginaw, has opened the 118th store in its chain, at 208 South Washington avenue, under the management of W. C. Horn.

Jackson-J. H. Lourim & dealers in dry goods, are building a two-story addition to their building on West Main street, which will provide an additional floor space on two floors of 120 x 40 feet.

Detroit-The Dubary Blouse Shop has been incorporated to sell ladies ready-to-wear apparel at retail with an authorized capital stock of \$2,000, all of which has been subscribed and \$1,200 paid in in cash.

Marquette-John Jones has removed his stock of general merchandise from Diorite to the corner of Michigan and High streets and will continue the business, adding a line of groceries to the stock.

Ludington - Elmer Chesebrough has sold his interest in the meat stock of Chesebrough & Fredburg, to Frank Krause and the business will be continued at the same location under the style of Fredburg & Krause.

Detroit-Jack Burnham's shop has been incorporated to retail men's wear and other merchandise with an authorized capital stock of \$2,500, of which amount \$1,500 has been subscribed and \$1,000 paid in in cash.

Portand-Marshall & Wright, lumber dealers in Ionia and John B. Mathews have formed a coparnership and taken over the real estate and lumber business of Charles A. Estep and will continue it under the management of Mr. Mathews.

Detroit-The Henry A. Wright Co, has engaged in business to manufacture, buy, sell and deal in machinery, railroad and mill supplies with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and \$250 paid in in cash.

Gladwin-Merton H. Wright, engaged in the general store business, formerly known as Wright & Burton, has merged the business into a stock company under the style of the Wright-Carson Co., with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and paid in in cash.

Detroit-A. C. Klett, formerly of 65 Monroe avenue, has moved a few doors west of his former location and has added to his stock of men's furnishings a men's shoe department. Mr. Klett previously sold furnishings exclusively. The store was remodeled before Klett occupied it and it is now one of the most modern and well equipped of the Monroe avenue stores.

Detroit-L. Nathanson is having the building at 615 Hastings street remodeled and is preparing to open a large, modern retail shoe store July 15. Although Nathanson has occupied the store for some time, the remodeled building bears little resemblance to the former structure. The interior is being refitted, new shelves and fixtures being installed and the store will be one of the most modern of the stores exclusive of the downtown section.

Detroit-The Howard Shoe Co., Gratiot avenue, has been dissolved and the Schroeder Shoe Co. has purchased the stock and will occupy the store. It is understood that Boston shoe manufacturers will act as receivers in order to protect their accounts. With the purchase of the Howard stock, the Howard Shoe Co. adds one more to its string of stores. It now conducts three stores. One of these is on Randolph street and the other two are located on Gratiot avenue.

Detroit-Wilmer F. Btuler, for many years identified with the shoe jobbing business in this city, has resigned his position with the Michigan Shoe Co. and will become an executive of the Ainsworth Shoe Co., another jobbing concern. Before becoming connected with the Michigan Shoe Co., Mr. Butler was manager of the Queen Quality Shoe Co., and prior to this was associated with L. N. Valpey, one of Detroit's oldest shoe con-

Detroit-Robert Doolittle, buyer for the shoe house of R. H. Fyfe & Co., is off on an Eastern trip. He will visit all the Eastern shoe centers and will also attend the annual outing of the New York Shoe Travelers' organization, which will be held in New York. Doolittle is buyer for the five floors of his company's store and although he will find time to visit with the travelers and Eastern managers and retailers, he will devote most of his time to business. He expects to return to Detroit about July

Detroit-The Up-To-Date Shoe Repair Co., on John R. street, owned and operated by Neil Blakely and John Blakely, has sold its stock and machinery equipment to The Griswold Repair Co. This gives the latter company a much larger plant than its former location on Griswold and The Up-To-Date is State streets. now about the largest and most completely equipped institution of its kind in Detroit. Neil Blakely has entered the commission business, and

John Blakely will sell real estate. Both have been identified with the shoe business for several years in Detroit.

Manufacturing Matters.
Flint—The Flint Varnish & Color Works has increased its capital stock from \$1,000,000 to \$1,500,000.

Plymouth-The Plymouth Motor Castings Co. has increased its capitalization from \$10,000 to \$75,000.

Detroit-The F. L. Jacobs Co., electric welder and manufacturer of auto parts, has increased its capital stock from \$100,000 to \$300,000.

Saginaw-The real estate, stock and bills receivable of the Michigan Glass Co., going through bankruptcy, will be sold at auction July 18.

Holland-The Home Furnace Co. is erecting a one-story factory, 260 x 100 at a probable cost of \$17,000, which it will occupy about Sept. 1.

Detroit-The Fostoria Creamery Co. has been organized with an authorized capitalization of \$4,800, all of which has been subscribed, \$320 paid in in cash and \$4,480 paid in in property.

Detroit-The Detroit Bag Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed, \$450 paid in in cash and \$550 paid in in property.

Detroit-The Vincent Clear-Room Steering Wheel Co. has been incorporated with an authorized capital stock of \$80,000, all of which amount has been subscribed, \$10,480 paid in in cash and \$69,520 paid in in property.

Three Rivers-The Corlett Stone Lumber Co. has merged the business into a stock company under the same style with an authorized capital stock of \$100,000, of which amount \$50,000, has been subscribed and paid in in property.

Detroit-The Alfred J. Ruby, Inc., has been organized to manufacture ladies' and men's shoes, import and export, with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and paid in in cash.

Benton Harbor-The Curland-Kellerman Co. has been incorporated to manufacture candy machinery and other machinery with an authorized capital stock of \$12,000, all of which has been subscribed and \$6,000 paid in in cash.

Detroit-The Wilson-Holland Manufacturing Co. has engaged in business to manufacture! buy, sell and deal in automobile equipment, trucks and metal parts with an authorized capital stock of \$25,000, of which amount \$2,600 has been subscribed and paid in in property.

Scottville-The Roach canning factory, with a force of 275 workers, is running Sundays and holidays and every day between in the effort to take care of the peas which are coming in from all directions. During the five days Wednesday to Sunday, inclusive, an average of 150 loads per day arrived at the factory. The pack for those five days was as follows: Wednesday, 2,692 cases; Thursday, 4,164; Friday, 3,316; Saturday, 4,079. and Sunday, 1,844.



Review of the Grand Rapids Produce Market.

Apples—Western stock, \$2.75 per box; new, \$1.25 per 3/3 bu. box.

Asparagus—\$1 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 \$5 for pea and \$4.25 for red kidney, unpicked.

Beets—25c per doz. bunches. Beet Greens—75c per bu.

Butter—The market is steady and unchanged. Creamery grades are held at 27c in tubs and 28c in prints. Local dealers pay 23c for No. 1 in jars and 20c for packing stock.

Cabbage—\$2.75 per 100 lb. crate from Virginia; \$2 per 60 lb. crate for Louisville; home grown, \$2.50 per 75 lb. crate and \$1.25 per bu.

Cantaloups — California command \$4 for 54s and \$4.50 for 45s; Arizona are about 25c higher; Pink Meat 12 to crate, \$1.25.

Carrots—20c per doz. bunches for home grown.

Celery—Home grown, 25c. per bunch.

Cherries—\$1.25@1.50 per 16 qt.

crate for sour; \$1.50@2 for sweet.

Cocoanuts—5.50 per sack containing 100

ing 100. Cucumbers—60c per dozen for fancy

Cucumbers—60c per dozen for fancy hot house; 75c for extra fancy.

Currants—\$1.25 per 16 qt. crate for red, white or black. Black are very scarce and hard to obtain.

Eggs—The market is ½c stronger then a week ago, due to falling off in receipts and heavy consumptive demand. Local dealers pay 22c cases included.

Egg Plant-\$1.75 per dozen.

Fresh Pork—13c for hogs up to 200 lbs.; larger hogs 12c.

Gooseberries—\$1.25 per 16 qt. crate. Grape Fruit—Florida and Cuba stock is steady at \$6 per box.

Green Corn—30c per doz.

Green Onions—Silver Skins (black seeds), 20c per doz. bunches; Evergreen, 18c per dozen bunches.

Green Peas-Telephone, \$1.75 per bu.

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

Lemons—California, \$5.75 per box for choice and \$6 for fancy; Messians, \$4.75 per box.

Lettuce—65c per bu. for leaf; 80c per bu. for head.

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.; wal-

nuts, 16c for Grenoble, 16½c for California; 15c for Naples.

Onions—Texas Bermudas, \$2.25 for yellow; Louisville, \$2.75 per 70 lb. sack,

Oranges-Valencias, \$4@4.25.

Peppers—Southern grown command \$2.50 per 6 basket crate.

Pineapple—Floridas command the following prices: 42s, \$2.25; 36s, \$2.75; 30s, \$3.25; 24s, \$3.75.

Pop Corn-\$1.75 per bu. for ear, 41/4c per lb. for shelled.

Potatoes—Old stock, 75c per bu.; Virginia cobblers, \$3.50 per bbl.

Poultry—Mixed fowls now command about 14c; broilers, 22@23c; turkeys, 19c; ducks, 17c; geese, 11c. Dressed fowls average 3c above these quotations.

Radishes—15c for long; 12c for round.

Raspberries—\$2 per 16 qt. crate for black and \$2.25 for red.

Rhubarb-85c per bu.

Spinach-75c per bu.

Strawberries—Home grown range from \$1.50@1.60 per 16 qt. crate. Receipts have dropped off to small proportions.

Tomatoes—\$2.75 for 6 basket crate, Florida stock; home grown hot house, \$1 per 8 lb. basket.

Turnips-25c per doz. bunches.

Veal—Jobbers pay 13@14c for No. 1 and 10@12c for No. 2.

Water Melons—\$3 per bbl. of 8 to 10.

Wax Beans-\$2 per bu.

Whortleberries—\$2@2.25 per 16 qt. crate.

The Grocery Market.

Sugar-The market is steady and unchanged, with more indications of an advance than a decline. It is figured that the country has about run out of supplies of granulated and must renew contracting with refiners at the 7.65c basis quoted by all interests. The weather continues all that could be asked for a good consumption in the manufacture of soft drinks and ice cream, which eat heavily into sugar. More export business is being looked for, the business with Greece being suggestive in this regard. The British Commission may hold off in its purchases, but judging by the United Kingdom consumption replenishment from that direction is bound to be again a factor.

Tea—The market is a waiting affair, with no large sales reported in the trade. The distributers are displaying little interest, buying only to eke out supplies. Prices are fairly steady, there being no incentive to press offerings and thus break prices. There are no further cables from the East

of importance, the American buyers, at last accounts, holding off in Shanghai because of the high prices asked for greens.

Coffee—Actual Rio and Santos grades are unchanged from a week ago. The demand is very light. Prices are certainly no more than steady. Mild coffees are dull and heavy, buyers taking only for immediate wants. Java and Mocha grades are unchanged.

Canned Fruits—Apples are very dull and heavy. California canned goods show no change for the week and only moderate demand. Small Eastern staple canned goods show no change and light demand. The pack of white Eastern cherries is almost nothing on account of bad weather. The pack of pitted sour cherries has been cut down very decidedly from the same cause. Hawaiian pineapple continues very firm, but the offerings have not increased.

Canned Vegetables-Tomatoes have become stronger during the week, due to an increased demand from various sources, including requisition by the Government. Actual sales for army purposes have been made from centers of supply near the border and the actual selling on the local market has been of comparatively small volume. Nevertheless the market is now firm at 95c, whereas earlier in the month as low as 90c was paid. There is a good demand for peas, but offerings are now more restricted. Corn is working up and the situation and the outlook are firm. No official statement as to the probable delivery of Maine corn, but information points to 50 to 60 per cent.

Canned Fish-The salmon situation bids fair to become decidedly interesting as the season progresses. The Columbia River pack has thus far turned out to be exceptionally disappointing, not to say discourag-Fancy Chinooks are running very light and the pack to date is considerably less than half of what it was last year at this time. The season has but six weeks more to run and packers declare that by no combination of circumstances, short of the miraculous, would it be possible to equal last year's production. The fact must also be borne in mind that it is the early season's run that produces the best fish, and that from now on the quality becomes less satisfactory. As to pink salmon the local market situation continues to be a matter of considerable interest. Because of the shortage of both red and Columbia River increased demands are to be made upon the pink variety and the majority of holders will not sell below 95c a dozen. Imported sardines are in the same condition they have been in for several months, scarce and very high. Domestic sardines are unchanged and in light demand.

Dried Fruits—Notwithstanding the advance as compared with last year of the opening prices for seedless raisins announced by the Association there has been no desire shown on the part of holders to cancel their contracts, which had been made several weeks previously subject to opening prices, which, when announced, were 134c above those of the previous year.

On the contrary, there is indication that many of these buyers would like to have their allotments increased, if that were possible under present ciremstances. The Association points to the fact that their prices are within reason because independents have named prices 1/2c higher than the prices. Association's From the supply standpoint as it now appears it is almost impossible to escape the conclusion that higher prices for prunes are inevitable. Wholly apart from the determination of the growers to adhere to a minimum of 6c the estimated production will not leave a surplus of an amount sufficient to control the situation. The average opinion places the crop of California prunes at 135 million pounds, of which, as near as it can be figured, the estimated domestic consumption will be 100 million pounds. This would leave only 35 million pounds to supply the exports, which last year amounted to 50 million pounds. Peaches continue firm, but with a small demand. Apricots are quiet and unchanged. Currants are very high on account of scarcity.

Rice—Stocks are moderate and assortments poor, but the trade is still under the influence of price cutting in some quarters. The export movement is slow, although more business with Greece is expected soon. In the South the same story of quiet, steady markets is heard. The new crop is making good progress.

Cheese—The market is steady with a decline of 1/4@1/2c indicated. Receipts are heavier than last year and the make appears to be large. The export demand is small. The quality of the present receipts is very fine.

Provisions—Smoked meats, bellies and bacon are firm at unchanged prices, with a good consumptive demand. The prices are from 1.21½c above last year. Pure lard is unchanged and is selling fairly. Compound lard declined ½c during the week, but recovered it again and the outlook is steady. Dried beef shows an advance of 1c per pound. Barreled pork is unchanged and quiet. Canned meats are up about 10 per cent.

Salt Fish—Shore mackerel are above normal, as is the case with all mackerel. Norway mackerel are pretty well cleaned up and what there are left are being offered at very high prices. Cod, hake and haddock are unchanged and seasonably dull.

The California Walnut Grocers' Association is reported to be preparing an extensive advertising campaign on Diamond Brand walnuts, one of the features of which is a tube containing two walnuts to be sent to more than 100,000 retailers in the United States. When the retailer opens the tube the first thing he will see is a card stating: "Eat These Walnuts." The retailer is then expected to endeavor to learn who sent him the nuts and read the circular in which the two nuts will be wrapped. The jobbers are to be asked to send a list of fifty names of their best retailer customers.

John Lipnitz has engaged in the hardware business at Moran. The Michigan Hardware Co. furnished the stock.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's

Metropolis.

Detroit, July 10—Following out our threats of the past weeks we are again perpetrating Detonations on the patient readers of the Tradesman. We trent readers of the Tradesman. We trust this apology will prevent our being precipitately enrolled in a certain club made famous during the administration of one Theodore Roosevelt. We are glad to announce, also, that since our last letter to the Tradesman the city of Detroit has increased its population by several thousand, just as any live unsto-date city. just as any live up-to-date city should do.

Howard B. Jickling, Secretary of Cadillac Council and representative of the Geo. H. Worthington Co., of Cleveland, left last week to attend a convention of the traveling salesmen

of the house.

George J. Hunter, formerly connected with a local jobbing house, but for the past twelve years engaged in the retail rug business, has decided to take a fling at politics and has announced his candidacy for alderman of the eight ward on the Republican ticket. Mr. Hunter has been a very successful business man and if elected will carry out his business principles in the administration of the people's in the administration of the people's business—at least, that is the declaration he makes, and those who are acquainted with him know he will carry out every trust imposed on him.

out every trust imposed on him. He is associated with the New England Sample Rug Co., with stores at 860 and 1386 Grand River avenue.

M. A. Vogel, general merchant of Sterling, was a Detroit business visitor last week. He was accompanied by his wife on the trip.

A new factory is being built by the Bour-Davis Co. on Fort street, West, and will be completed about August 1. A two-story addition will be added to the original structure work to begin as soon as the new building is completed.

Louis Granet, pioneer Detroit busi-

Louis Granet, pioneer Detroit business man who retired from business ness man who retired from business about a year ago has again, made his entrance into the mercantile world, bringing with him his two sons, Jules and David. The new store, located at 91 Gratiot avenue, is one of the most attractive and up-to-date clothing and furnishing goods stores in the city. The firm is now occupying the first floor of the building, but plan on occupying the second and third floor by fall.

by fall.
Cadillac Council is highly elated over its showing for the past season, during which time the membership increased until it is now well over the half thousand mark, the last official figures given out by the Secretary being 510. Several applications are now before the committee for endorsement and prospects are favorable for increasing the membership to well over the 600 mark shortly. Unquestionably, the United Commercial

over the 600 mark shortly. Unquestionably, the United Commercial Travelers is the greatest traveling men's organization in the world.

W. F. Houser has secured office space with A. W. Wood, 302 Buhl block, and will market in this territory a new invention called the Lina-atime, a device for holding note books. Mr. Houser's preliminary efforts with the new line have been very successthe new line have been very success

William Caplis, dry goods and furmishing goods merchant at 1705 Char-levoix, is having a building erected at the corner of Charlevoix and St. Jean avenues. Mr. Caplis will add new lines and increase the present stock when he moves into the new store.

The undersea merchantman which

arrived in this country put one over when it crossed under the ocean.

Oscar Levy, manager of the Grand Rapids office for A. Krolik & Co., was in Detroit last week on a business

trip. Hugo J. Stahl, son of F. J. Stahl, grocer at 1574-6 Gratiot avenue, has

opened a dry goods and furnishing goods store at 762 Mack avenue. Mr. Stahl carries a general line of furnish-ing goods for men and women and plans on increasing the stocks with the opening of the fall season. He is well acquainted in the neighbor-hood where he has engaged in busi-

The World's Salesmanship Congress pened in Detroit this week and opened in Detroit this week and among the gathering were some of the brightest and brainiest salesmen in the world. President Wilson attended

the Congress on Monday and uttered a campaign speech.

Prosperity has evidently landed on Chene street for an indefinite stay.

H. D. Dorman, 1382 Chene, and Frank Resman, 926 Chene, have purchased new high powered automobiles. Both merchants are in the general dry goods business.

A decided impetus has been given Detroit Council since the elevation of Elmer C. Brevitz to the office of Senior Counselor. Many new names have been secured to the application blanks and at the meeting to be held next Saturday several candidates have sig-nified their intentions of being on hand for initiation into the order. Few cities outside of New York can boast of such a large population of traveling salesmen as Detroit and with the proper methods there is no reason why the largest U. C. T. membership should not be enrolled here. With the present energy displayed by both councils in this city, the dream may prove a reality.

councils in this city, the dream may prove a reality.

The Monroe Toggery Shop has been opened on Monroe avenue by A. Kahn & Co. The new store is under the management of Milton Aronheim.

Marcus Marks, well known Michigan representative for the Phoenix Hosiery Co., of Milwaukee, is associated with the new firm. Mr. Kahn is a resident of Manistee.

It is unlind to say the least that

It is unkind, to say the least, that the country is unprepared for war. The call for volunteers came only a month ago and in less than another month most of them will be equipped with uniforms.

John F. Gerschow, for nearly forty years associated with Newcomb, En-dicott & Co., has resigned to take up dicott & Co.. has resigned to take up work connected with the Masonic order. Mr. Gerschow began his career with Newcomb. Endicott & Co. as a cash boy and by dint of hard work and faithful application to his duties advanced to credit man of the organization, establishing a reputation as one of the most successful and competent credit men in the city. On leaving his duties he was presented with a handsome writing outfit and a letter setting forth the esteem in which he was and is held by his fellow employes.

employes.
Secretary McAdoo says that in order to cement relations between the United States and South America we must make a study of the Spanish language. We already have several Americans who have become proficient as matadors.

The salesrooms of the Strasburg-Miller Co., at 972 Woodward avenue, will be opened to the public this week The company will market the new Liberty automobile in this territory. The first car shown in Detroit was on display at one of the leading hotels

last week P. C. Pa P. C. Palmer, A. L. Brevitz, William Canfield and A. McMillan, department managers for Burnham, Stoepel & Co., are in New York on business for the

firm.

The Burial Fund Association, an auxiliary of Cadillac Council, has made rapid strides in increasing membership during the past few months, according to the report of A. W. Wood, custodian of the fund. The benefits derived from the organization are so beneficial and at such a low cost to the members that the entire Council should become affiliated with the Association.

ed with the Association.

W. H. Tibbits, Michigan manager for Libby, McNeil & Libby, with headquarters in Detroit, made his initial trip to Grand Rapids last week and, according to reports wafted down this way, about the only thing he didn't lose were his initials. A valuable watch and several checks were en from his room in the hotel. Tibbits recovered a portion of the booty, but is greatly miffed at the laxity of the hotel management in guarding the rooms against pernicious

d dishonest invaders.
Those Grand Rapids thieves showed great sagacity in selecting a Detroiter for their victim. They knew where

the currency comes from.

H. L. Proper, special representative for Burnham, Stoepel & Co., with headquarters in Grand Rapids, is spending a few days in Detroit.

Plans have been practically com-

Plans have been practically com-pleted for the construction of a modsix-story and basement storage ding at 88-94 Adelaide street by Cadillac Storage Co. building

McHugh & Co., florists at 118 Michigan avenue, will move into new quar-

igan avenue, will move into new quarters at the corner of Grand River and Cass avenues about August 1.

T. J. Stapleton, who was killed in Grand Rapids last week, was well known and very popular not only in Detroit but in many parts of the country. He was formerly connected with Murphy Chair Co. in the capacity of sales manager. He held this position for twelve years, resigning to act as manufacturers' agent. The news of his sudden tragic death came as a manufacturers' agent. The news of his sudden tragic death came as a shock to his hosts of friends in this city. At this writing many of the details are lacking.

A. L. Goldstein, clothing merchant of Flint, was in Detroit on a business visit this week.

visit this week.

We are pleased to announce we are now moved and settled, that is, every thing is settled except the bills.

intentions were all right when we announced the pounding out a page for this week, but we were sitpage for this week, the time. ting in the shade at the time. James M. Goldstein.

The Failures of the Parcel Post.

Farmers and consumers alike are discovering that the parcel post plan is not the cure-all for the high cost of living that it has been argued to be. While the logic seemed to prove conclusively that eliminating the wicked middleman would save just that much of the public burden, it has now dawned on some of the farmer's highbrow friends that because it might be workable to the benefit of an occasional product or of an occasional consumer, it bears little relation to the great problem of positive and efficient distribution of a whole output or the dependable feeding of a great community.

Theodore Macklin, Instructor in Agricultural Economics in the Kansas State Agricultural College and allround expert in the marketing of food products, has seen the light and now declares that only a few farm products can be profitably shipped by parcel post, while these make up a relatively small proportion of the city man's expenditure for food.

"The main advantage to the city consumer of direct marketing," says, "is that the products which he receives are apt to be fresher than when obtained from the city retailer. There is also in some instances a small saving in the prices paid. Ordinarily, however, the farmer expects a price as high, if not higher, than the retailer's price to the consumer.

"Only those farm products which have a high value per unit of bulk, such as butter, eggs and bacon, can be profitably shipped by parcel post. Products of this character make up a relatively small part of the city man's annual food budget. If he should make a considerable saving on the few products which he could obtain by parcel post from the country, his total expenditures for food would not be greatly diminished.

"Much of the parcel post business has been between city people and their relatives or friends on the farm. Since a relatively small part of the city man's family food requirements can in any event be obtained from the farm by means of parcel post, it is doubtful if the total expenditures for food can be materially reduced by this method of food purchase.'

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Grand Rapids

BANKRUPTCY MATTERS.

Proceedings in the Western District

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, June 22—John E. Rodgers, of Muskegon, has filed a voluntary petition in bankruptey. Adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has not yet been called. The schedules of the bankrupt reveal liabilities of \$1,573.30; the assets over and above those claimed by the bankrupt to be exempt are \$696.15.

The following is a list of the creditors of the bankrupt:

Unsecured Claims.

Adolph Arnst, Muskegon ... \$22.85

American Electric Supply Co.,

Chicago ... \$22.85

American Electric Supply Co., Chicago 20.28

Capital Electric Supply Co., Lansing 70.78

Consolidated Electric Lamp Co.,

Danvers, Mass. ... 100.00

Consolidated Lamp & Glass Co.,

Coraopolis, Pa. 2... 9.75

Consumers Power Co., Muskegon 23.40

C. J. Litscher Electric Co.,

Grand Rapids ... 408.28

Gas Fixture & Brass Co., Cleveland 36.75

Joulious Andrea & Sons, Milwaukee 66.43

A. T. Knowlson Co., Detroit ... 67.46

Kowlbel & Bennet Auto Co., Muskegon ... 76.9

Muskegon Auto Co., Muskegon ... 28.11

Metropolitan Electric Supply Co.,

Chicago ... 76.9

Muskegon Auto Co., Muskegon ... 75.13

Magoon & Kimball, Muskegon ... 75.13

Magoon & Kimball, Muskegon ... 76.9

Muskegon Daily Times, Muskegon ... 76.9

Muskegon Daily Times, Muskegon ... 76.9

R. Williamson & Co., Chicago ... 76.00

R. Williamson & Co., Chicago ... 46.35

Eastern Flexible Conduit Co., Brooklyn ... 52.25

Smith Chandelier Co., Detroit ... 24.29

W. W. Andrews Printing Co., Muskegon ... 840

The Alter Light Co., Chicago ... 46.35

Eastern Flexible Conduit Co., Brooklyn ... 52.25

Smith Chandelier Co., Chicago ... 46.35

Eastern Flexible Conduit Co., Brooklyn ... 52.25

Smith Chandelier Co., Detroit ... 74.29

W. W. Andrews Printing Co., Prootit ... 24.29

W. W. Andrews Printing Co., Prootit ...

ing. The schedule of the bankrupts reveal liabilities of \$1,756.13, and the assets reveal over and above those claimed to be exempt by the bankrupts \$1,227.
The following is a list of the creditors of the bankrupts:

Secured Claims.
H. H. Jordan, Grand Rapids \$250.00 Roberts Portable Oven Co., Chicago 40.00 Rapids 30.00 Rade Grocer Co., Grand Rapids 22.00 Campbell, Boston 15.75 New Century Flour Co., Detroit 400.00 Evans Printing Co., Grand Rapids 23.00 Hekman Biscuit Co., Grand Rapids 9.50 Barclay, H. E., Grand Rapids 9.50 Barclay, H. E., Grand Rapids 9.50 Barclay, H. E., Grand Rapids 75.00 Wolverine Spice Co., Grand Rapids 150.00 Allegan Milling Co., Allegan 70.00 Washburn-Crosby Co., Grand Rapids 150.00 Allegan Milling Co., Allegan 70.00 Washburn-Crosby Co., Grand Rapids 150.00 Allegan Milling Co., Allegan 70.00 G. R. Gas Co., Grand Rapids 150.00 Allegan Milling Co., Allegan 70.00 G. Datema, Grand Rapids 150.00 Allegan Milling Co., Allegan 70.00 G. Datema, Grand Rapids 30.00 G. C. Baer & Co., Detroit 15.00 Berkey & Gay, Grand Rapids 30.00 G. C. M. Stenower Fower Co., Grand Rapids 75.0 Swift & Co., Chicago 30.00 C. M. Stehouwer, Grand Rapids 25.0 Kent Storage Co., Grand Rapids 25.0 Kent Storage Co., Grand Rapids 25.0 Kent Storage Co., Grand Rapids 25.0 G. W. Mills Paper Co., Grand Rapids 25.0 Kent Storage Co., Grand Rapids 25.0 G. W. Mills Paper Co., Grand Rapids 25.0 G. W. Mills Paper Co., Grand Rapids 20.00 G. M. Stehouwer, Grand Rapids 25.00 G. W. Mills Paper Co., Grand Rapids 25.00 G. W. Mills Paper Co., Grand Rapids 25.00 G. W. Mills Paper Co., Grand Rapids 25.00 G. G. Grand

July 7—Mike John, sometimes called Mike Azzar, Grand Rapids, filed a vountary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has not yet been called. The schedules of the bankrupt reveal liabilities of \$648; assets \$39,91, all claimed as exempt. The following is a list of the creditors:

July 5—In the case of the Casnovia Dehydrating Co., the first meeting of creditors was held, when the following proceedings were taken: Claims were allowed by the referee and the receiver's report was made and approved. Walter H. Brooks, Grand Rapids, was elected trustee, his bond being fixed at \$4,000. The meeting was adjourned to July 16,

for examination of the officers of the bankrupt.

bankrupt.
July 5—In the case of Denis McGrath, first meeting of creditors was neld, when the following proceedings were taken: Claims were allowed by the referee and the receiver's report was made and approved. C. H. Lillie was elected trustee, his bond being fixed at \$2,000. Bankrupt sworn and examined and meeting adjourned.

adjourned.

In the case of Harry D. Hull, final meeting of creditors was held, when the following proceedings were taken: Final report of trustee was allowed, and it was found that there were no assets in the estate, and no dividend for general creditors was declared.

July 7—In the case of Edward F. Luhmann, first meeting of creditors was held, when the following proceedings were taken: No claims were proved. Order made determining bankrupt's exemptions as claimed. Order made that no trustee be appointed. Meeting adjourned without day.

Quotations on Local Stocks and Bonds. Public Utilities.

Public Utilities.

Am. Light & Trac. Co., Com. 379 381

Am. Light & Trac. Co., Pfd. 110½ 113½

Am. Public Utilities, Com. 44 45½

Am. Public Utilities, Pfd. 74½

Citizens Telephone 67% 77%

Comw'th Pr. Ry. & Lt., Com. 64 66

Comw'th Pr. Ry. & Lt., Pfd. 84 86

Comw'th Pr. Ry. & Lt., Pfd. 101½ 103

Michigan Railway Notes 100½ 101½

Tennessee Ry. Lt. & Pr. Com. 17 60

Tennessee Ry. Lt. & Pr. Com. 15 54

United Light & Rys., 1st Pfd. 75

United Light & Rys., 1st Pfd. 75

United Light 1st and Ref. 57%

bonds

Industrial and Bank Stocks.

bonds 8814

Industrial and Bank Stocks.

Commercial Savings Bank 225

Dennis Canadian Co. 75

Fourth National Bank 225

Furniture City Brewing Co. 40

Grant Motor 11

Globe Knitting Works, Com. 145

Globe Knitting Works, Pfd. 98

G. R. Brewing Co. 80

G. R. National City Bank 155

G. R. National City Bank 255

Holland St. Louis Sugar 16

Holland St. Louis Sugar, Pfd. 814

Hupp Motor 825

Kent State Bank 190

Peoples Savings Bank 190

Peoples Savings Bank 190

United Motors 71

July 12, 1916. 16 17 8½ 10 8 9



Barney Langeler has worked in this institution continu over forty-five years.

Barney says—

You've tried the rest Now try the best

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GRAND RAPIDS—KALAMAZOO

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 12, 1916.

RECORD OF THE HALF YEAR.

The gradual improvement in weather conditions during the past month caused an expectation of a considerable improvement in spring and winter wheat. The Government's report as of July 1, therefore, issued last Friday, was not surprising with its estimate that winter wheat had bettered its condition 21/2 per cent. during the month.

A billion-bushel wheat crop is not possible this year, but there will be plenty of wheat for home consumption and a good surplus for export. The carry-over is around 150,000,000 bushels so that should the final wheat crop be 750,000,000 bushels, there would be a total supply of 900,000,000 bushels, or 260,000,000 bushels less than last year.

The outlook for the wheat at present is much better than several months ago. The winter wheat crop is made and is being harvested. What is needed now is dry weather for threshing. In parts of the Far West, where a failure was expected two months ago, there are yields of ten to twelve bushels per acre. Farmers will sell a moderate quantity of wheat after harvest, but they are apparently in no rush to do so at present, and buyers are not disposed to make sales for export in advance, after their experience of last year.

Corn is backward and has been all season. It is possible that there may be sufficient hot forcing weather in the next sixty days, with intermittent showers, to bring the crop up to normal, but it will have to be an ideal season to overcome the present handicap created by temperature below the

Prospects for oats are good, but it doubtful whether final returns of the Government will indicate a crop equal to the record of 1915, which was 1,540,000,000 bushels. The acreage is about the same as last year, but perfect conditions will be necessary to bring about a duplicate of last year's immense yield.

In all, the harvest of the West promises to be good. The supply of feed-stuffs is ample, the hay crop being large, and there is no fear entertained as to any scarcity, except possibly in Southern Colorado and Northern New Mexico, where there

are large cattle ranches, and in Southwestern Texas. These sections are complaining of drought. With such crop conditions, what is the outlook for general commerce and industry?

Business for the first six months of 1916 was unprecedented in volume. The crest of expansion was reached in bank clearings, manufacturing and general distribution of merchandise of all kinds. To duplicate the past six months in the closing period of this year would establish a phenomenal record.

While there has been inflation in some lines, others have remained normal and indications are that they will remain so. Labor and business conditions are such that there can be little further expansion from the present level unless these basic factors are materially changed. The steel mills have their capacity booked ahead for this year, and in some lines well into 1917. Prices secured are high, but the immense volume of business has enabled manufacturers to make good profits, despite the increased cost of raw material and wages.

Jobbers of dry goods and similar commodities have never sold as many goods as they did in the past six months, neither have they ever had as many orders in hand for forward shipment. Increases in sales for the first half of the year were 15 per cent., and advance sales are 15 to 25 per cent., larger than in any other year. The distribution of orders has been widespread, as agricultural conditions in practically all sections have been good and consumption of merchandise has enlarged. The best illustration of conditions is reflected by the immense business done by the automobile concerns which have sold more cars than ever before in all sections of the West. This would not have been possible had it not been for the healthy trade conditions and confidence in the future.

All prosperity "bulges" have an ending, and this one is sure to have. There have been many indications that the present activity has reached its apex and industrial leaders everywhere are questioning whether it can mount higher. They point out that the manufacturing capacity of the country has been enormously swelled. and that it is not reasonable to expect consumption to keep up at the present rate indefinitely. Should the necessary adjustments be made at the proper time, however, well considered opinion is that any surplus output will be absorbed and the setback prove temporary. But even those who look for a recession from the present scale of business admit that a great deal depends on the duration of the European war and the final settlement of the Mexican situation.

Michigan was never in better shape to meet a decline in business, when and if it comes. There is more money in the banks than ever before; there is a larger consumption of merchandise and building materials and, it may be added, a better informed public than in any previous time in the country's history.

A good liar is always considered

BRITISH RESOURCES.

One is constantly surprised at the

resources of the entente powers, particularly those of Great Britain, and of the seemingly wide margin between the present status and anything that would look like a breakdown. In the military line this is illustrated by the failure to call on Japan for assistance other than that which was afforded in the destruction of the German hold in Asia. Japan has plenty of troops and plenty of ships, and for some time past there have been plenty of munitions, but the Allies are not calling up any of its forces although in the main they have been defeated in the field thus far. Their resources are well exemplified by the great scale on which gold is sent to this country, the amount thus far shipped to us being in round numbers \$550,000,000 net. After all this the supply of gold in England is sufficient for every important need, the Bank of England having \$300,000,000 on hand. Nor has the borrowing done in the United States exhausted the credit of the entente powers by any means. The latest thing, which apparently nobody has thought of until recently, is a source of great potency, that is the sale of municipal bonds. A bill now before Parliament would enable cities to raise loans in the United States, the purpose being not so much that of acquiring funds as of steadying the rate of exchange. Presumably the funds derived from the sale of these bonds would be turned over to the government for war purposes if needed, although that is not set forth as one of the objects. These securities would be free from British taxation, and it is said that several important cities will avail themselves of this opportunityy if reasonable terms can be made. Heretofore, since the war began, both cities and corporations have been prevented from offering their securities in the market save under special permission by the government rarely given. Just now Birmingham is offering £750,000 of bills running one year, to meet maturities. It is believed that many conservative investors in this country would take British municipal bonds if a fairly liberal rate of interest was offered. The dangers of the war have prevented many people from buying European national issues but under almost any conceivable situation the obligations of a city would remain

RESTRICTING WAR PROFITS.

Whenever a nation enters, or is about to enter, into a war, it is generally accepted that all patriotic citizens are bound to make all needed sacrifices to secure the safety and the ultimate happiness of their coun-

That such sacrifices are made by very large numbers of men is shown by the fact that they are willing to offer to their country what is most precious-their lives.

But is there a similar gift from those who do not go to battle? What do these give?

Here we find a most extraordinary situation. While many are not only willing to, but actually do, give up

their lives for the group, others gather immense profits by supplying the defenders of the country with materials of warfare, and their wives and children with the necessities of life.

It seems that such a condition should not be tolerated. The least that can be done by those who do not fight is to supply the nation with all it needs without a cent of gain. This would by no means be equivalent to the risks of battle, but might in a small way be a substitute therefor,

Is it not, then, imperative for us to establish the following principle: All profit must be abolished during war, or during preparation for war? The price of all commodities required by those who are risking their lives and their families must be sufficient to cover the cost of production, and no more. Only in this way is it possible for those who remain behind to show evidence of patriotism and willingness to make sacrifices for the common weal.

THE FINGER OF FATE.

The news from all the fronts cannot but give Berlin grave concern. It does not matter if the day by day gains are slight everywhere save in Galicia. The fact is that, with nearly every part of the "ring of steel" flaming in battle, the resources of the empire in reserves of men and ammunition will be taxed to the utmost under a nerve strain which will be almost insupportable if long continued. In the East the admitted reformation of Gen. von Bothmer's lines shows how successful the Russian advance is and how dangerously near that General's army is to being outflanked. As it is, there is a vulnerable salient being formed which will not only take large numbers of men to defend, but will endanger the whole German line from Riga down. A general withdrawal of the Eastern front under pressure would create a most painful impression, particularly in view of the fact that the Austrian armies have again shown their inability to hold off the Russians. For the latter, nothing could be better than the steady English and French progress in the West. As long as that lasts, we shall hear nothing of lightning transfers of an army from West to That the British are paying a terrible price for such successes as they have achieved is all too apparent; it seems to substantiate the stories that the British and French hospitals have been prepared for the reception of a million men. One more thing is certain: Berlin's question as to "Kitchener's hirelings" whether would fight has now been forever answered.

STANDARD BARREL LAW.

Commencing July 1 the new Federal Standard Barrel law became operative, but it is doubtful if half the grocers in any given community are fully aware of it. Barrels may be of whatever shape may please the maker or vendor, but if they are to pass muster they must contain 7,056 cubic inches, or 105 quarts, or approximately three bushels. The penalty is \$500 fine or six months' imprisonment.

MEN OF MARK.

J. Mortimer Rathbone, Manager of the Rathbone House.

After all, human nature is made up of a few essentials which shape one man a good deal after the fashion of the other man, and that, too, in spite of the faith that is so ravenously, not to say selfishly, appropriated as exclusively their very own by those individuals who draw and paint, or sing, or orate or do many other polite specialties well and entertainingly.

"No, sir," says the artist as he stands worshipfully before a strong drawn, well colored and beautifully modeled portrait from life, "there is no university where one can learn to produce a thing like that. Pink teas and social influence are powerless in the presence of such results as are there. That is a creation which was begun with the birth of the artist who painted it. Such ability is a gift from nature."

Very true. True, the baby Mozart in his nightie and with his musical soul is a fact in history, as are the perennial Patti and many others in the finer arts. But the same essentials were exemplified by Florence Nightingale and scores of splendid women who have followed her as natural nurses and philanthropists. Nature reveals her characteristics everywhere in the lists of scientists, surgeons, artisans, farmers, merchants, manufacturers and managers.

And, speaking of managers, nature has occasionally produced a superior result in one division of this sphere of excellence—in the department of hotel management. Your good, high grade hotel manager is born, not made. Thus born, he makes himself, as to the minor and very necessary details.

Have you met that chap in the Morton House who, well built, well groomed and well mannered, fairly beams with wholesomeness and cordiality for all guests, while he bends his other eye on the routine details of his perfect system in direction? Well, that man, whose smooth, healthy and round face is an antidote for all degrees of strangeness and lonesomeness, is J. Mortimer Rathbone, a born hotel manager. Try as he may-and he has tried-to get away from the distinction nature bestowed upon him at birth, Mort. Rathbone is stilland exactly where he belongs-a hotel manager in charge of one of the finest conducted hostelries in any city of the size of Grand Rapids-the recently renamed Rathbone House.

Mr. Rathbone's paternal grandfather was Theodore Hiram Rathbone, one of the pioneers of Grand Rapids and brother of the late A. D. Rathbone, No. 1. His maternal grandfather was Canton Smith, another of our pioneers and away back in the fifties proprietor of the National Hotel, which stood on the site of the Morton House. Mortimer's father was Theodore Hiram Rathbone and his mother was Susan Smith, elder sister of the late Gen. I. C. Smith.

In the year—well sometime "befo' the wah, sah," Mortimer was born in the old Rathbone House at the southwest corner of Monroe and Market streets, which hotel was then owned by his grandfather. After passing through the routine of those days—the union school on the hill—the lower steamboat landing, islands numbered one, two, three and four, the Kalamazoo stage barns, the Fountain street hill, Coldbrook and a few other grades—he felt the approach of manhood and started out as rodman in a surveying party under Col. Minschner and called back rod-readings and "bench" changes from Cedar Springs to Clam Lake in an effort to build the Grand Rapids & Indiana Railroad.

But the die was cast. He could not help it and so in 1868 he was in Kansas City as clerk in the Pacific House. The cowboys fatigued him so that the next year he was a clerk under the late Hawley Lyon in Sweet's Hotel, where he stayed two years, and then it, "the city was never closed an hour during my administration."

The proposition was adamantine, because the proprietors of Ruby City and the coal and gold mines had a transcontinental railway corporation to buck against. And the corporation needed the city and the mines, and they got them, finally, so that in 1884 Mortimer was again in Grand Rapids, this time going into the Morton House. Here he remained six years, when, in 1890, he went to Chicago as manager of the Rice estate, of the Tremont House. A few months later the hotel was sold to Hulbert & Eden, so that Mortimer went over to the Palmer House. His next stand was at the Wellington with A. S. Gage. Here he attracted the attention of H. V. Bemis, owner of the Richelieu Hotel, who made Mort. Vice-Presibe added on the upper floors. Those who know Mort.—and not to know him is to argue yourself unknown—appreciate the task he has undertaken and believe him capable of carrying it through to successful completion.

My! but what a bit of country Mort.

has covered in fifty years and still, to look at him, one would not credit him with being of an age sufficient to have made such a record, "Here, cut that out!" is what he would say, could he know of it before the editor passes it. "That doesn't go, because if Mrs. Rathbone should see it there would be an opinion or two expressed," he would continue and then, with a voice full of pride and tenderness, he would go on and tell that he married Anna Johanna Morton, daughter of George C. Morton, of Chicago. And he might forget to tell a great many things about the Civil War days in Grand Rapids, when "Pete" Henderson, 'Brose and Frank Luce, "Pete" Williams, George Gage and all the rest held nightly larks at the corner of Fountain and Ionia streets, but he would not forget to mention that he is a member of York Lodge, F. & A. M., and also Elk's Lodge, No. 48.

By the same token he is not required to say anything, because he is more than Mason, more than Elk, more than Grand Rapids pioneer. He is the chap who can "size up" an absolute stranger and "room him" according to the man; or if for any reason the required room is not available, he can create in that man a feeling of satisfaction over the room he gets; he can scent a complaint while the guest is coming down in the elevator or getting ready to call it down through the telephone: and in either instance he has the necessary panacea ready for instant and successful application. In brief, he is a born hotel manager and a widely known and much admired credit to the city of which he is both native and long-

time resident. The Chautauqua movement has altered greatly since its rise in the nineties, but Chautauqua Lake is still its center-as the programme of the long summer session to be opened there this week proclaims. It cherishes the essential qualities of the movement better than any of its thousands of branches, for the daily entries bespeak quiet study rather than a series of mildly sensational lectures. There is a Drama week, an Art and Archaeology week, an Americanization week, a Music week, and a Devotional week -with others; but throughout most of the summer extends a reading course, which is not ashamed of frank Victorian programmes, while the mornings are very largely given up to what must be intensive Bible work. The lectures, too, are grouped about clearly conceived poles, so that the audiences do not rise each Saturday night with the recollection of hearing an incredible pot-pourri of

things. And strange as it may seem

Chautauqua are derived from our

popular humorists, Bryan and his

fellow yodelers and sword swallow-

ers and glass blowers do not once

appear.

those whose impressions of



J. Mortimer Rathbone

put in a year and a half as proprietor of the Mason House at Big Rapids. This was followed by two or three years more at Sweet's Hotel and then he made a break to get out of the business, but he only got as far as the Windsor Hotel, Leadville, Colo.

Still he had a new environment, to say nothing of his desire, so that presently he located in Ruby City, Gunnison county, Colo., with the Scribner boys as associates, and great prospects in the shape of a section of land a league deep with pure anthracite coal and now and then a gold mine. They built stores and rented them. They built a hotel and ran that. They mined coal and gold, etc,—they even indulged in politics. Mr. Rathbone was the first City Clerk of Ruby City and held the office of Mayor of the city for four years and, as Mort. puts

dent and General Manager of that popular hostelry. In 1894 he obtained a lease, for one season, of the mineral springs resort hotel at St. Clairthe Oakland-and then he made money, a fact that was never afterward recorded in connection with the Oakland. In 1894 Mr. Rathbone returned finally to Grand Rapids and the Morton House, since which time he has been continuously in charge until April 1 of this year, except during fourteen continuous summer seasons when he managed the Hotel Ottawa, at Ottawa Beach. July 1 he took the management of the Livingston Hotel, changing the name to the Rathbone House and starting in the work of rejuvenating the hotel and re-establishing it in the esteem of the traveling public. Sixty new rooms, all with baths attached, will

AUTOMOBILES AND ACCESSORIES

Reasons For Use of Non-Skid Chains.

Just what constitutes a skid and why does a perfectly self-respecting car break away and go on a rampage? There are certain fundamental laws of physics which, science tells us, are immutable. Chief among these is the principle, that once started on a certain course a heavy body shows a decided reluctance to depart from that course. The heavier the body and the faster it is traveling, the more reluctant it becomes to leave the straightest line to its destination. This is termed its inertia. Coupled with its ally, centrifugal force, it is the cause of a rapidly traveling car turning over when an attempt is made to take a sharp turn without slowing down.

For example, compare its action under normal conditions and under those just mentioned. Say, in the first instance, it is going twenty-five miles an hour or more and another car pops out of the cross street just ahead. The pavement is smooth, hard and perfectly dry. Jamming the brakes down to the limit cuts the speed in half the first second, the next quarter second halves it again and then, with the wheels locked the machine slides ten or fifteen feet at a speed of about six miles an hour and comes to rest within fifty to sixty feet of where the brakes were first applied. Even though the wheels slid, they kept straight ahead and the driver was unaware either that the wheels had locked or that they had been sliding during the last part of their travel. Total stopping time, about two seconds. At exactly twenty-five miles an hour, it would have covered 73.2 feet in two seconds: with the brakes in good condition and properly applied it might have stopped in thirtyfive to fifty feet in the same time, so that given two seconds advance notice an alert driver will avoid an apparently unavoidable smash-up.

Now consider its action under abnormal conditions. Instead of being hard and dry, the pavement is wet and greasy—nothing else describes it so aptly. The same emergency occurs and the brakes are applied in the same way at the same time. The driving wheels lock, travel straight ahead for a few feet and then the whole rear of the car starts on a rapid revolution of its own. This may stop as suddenly as it began at the end of a quarter turn and the entire machine then absorbs the remaining unexpended energy by sliding sidewise bodily.

Why did the driving wheels continue straight on their course in the first instance and not in the second? "A slippery pavement," will be the answer of the man in the street, but

the engineer says "loss of traction" and that accounts for it in as few words as the language allows. If the rear wheels had kept their "bite" on the road, technically known as traction—that hold which makes it possible for them to propel the car, the latter would not have skidded no matter how slippery the pavement happened to be.

But this involves another law of physics. Take a piece of metal and draw it across a smooth stone: it slides with comparatively little resistance. Now take a chunk of rubber and draw it across the same stone: twice as much effort will be necessary. In technical language the coefficient of friction of the rubber on the stone is much greater than that of the steel, which is one of the reasons why steel tires are not practical for the driving wheels of motor vehicles. But now douse the stone in water and do likewise with the rub-Draw them across one another again as formerly and note how easily the rubber slides on the stone. The coefficient of friction has been reduced to the vanishing point, skidding conditions have been reproduced on a small scale and the rubber hasn't as much hold on the wet stone as the steel did when it was dry. Take a piece of chain, however, place it across the chunk of rubber and apply this combination to the stone: press down hard on the rubber to represent the weight of the car on the tire and try to pull the stone from under it. Traction has been restored and it is more difficult to make the surfaces slide on one another than it was when they were dry. In this combination, we have the familiar non-skid chain and the reason for its use will be at once apparent.

Charles B. Hayward.

Graphite Reduces Wear.

There are more miles to the gallon of gas when your engine hasn't so much work to do. The harder the engine has to struggle to overcome inertia and friction, the slower the speed and, naturally, the less distance you can travel on a gallon of gas. Once you have cut down friction to practically nothing, you are on the high road to perfection in motor travel. Dixon's graphite automobile lubricants, because of their inherent peculiarities, reduce friction to a negligible quantity. Having done this, you can pass the garage on slow without any thought of the big repair bills that used to haunt you. A properly lubricated car lasts longer and gives more satisfaction during its life. Aside from this, it costs less for upkeep during its life.



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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.

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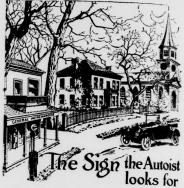
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We are the largest dealers in Western Michigan handling used care exclusively.

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J. T. LOOMIS, Mgr.

A Card Will Bring Out List



To the Autoist who knows that the gas in his tank is getting low, the sight of a

BOWSER "Red Sentry" Curb Pump

is as welcome as an oasis to the Arab or a lighthouse to the sailor.

Did you ever figure how much of this business is hurrying past the door of your store now in a cloud of dust to the next filling station and how easy it would be for you to stop a large share of it? Whether they are tourists or the people of your own town, this trade is worth trying for because they buy many other things than just gasolene.

The average owner of a Bowser Outfit turns his gasolene stock over about 50 times per year. You wouldn't wait long to buy a "show case" for any other line in your store on which you could turn your money over that rapidly—why hesitate about installing a Bowser?

The "Red Sentry" equipment illustrated above is only one of many self-measuring pumps and storage systems we manufacture. We make outfits for handling kerosene, paint, lubricating and volatile oils of all kinds and a request for descriptive matter and information concerning anything along this line won't obligate you in the least.

S. F. Bowser & Company, Inc.
Fort Wayne, Indiana

Sales Offices All Centers Representatives Everywhere



Hills Melt

before this powerful car—and they are mostly taken in high gear.

Phelps Auto Sales Co DISTRIBUTORS

GRAND RAPIDS Michigan St. and Lafayette Av

Fishing Trip By Two Owosso Travelers.

Away back in the dim and misty past, something over forty years ago, when we knew considerable more about fish than we do now (and less about chickens) my old friend and side pard, W. D. Royce, better known as Bill, and myself were working around the village of Byron at odd jobs, manufacturing hickory chairs and painting farmers' barns red. Bill conceived the bright idea of taking a day off and going up the Byron mill-pond to fish for bull heads. Now a bull head, in my estimation, is one of the gamiest fish that swims the broad expanse of Michigan waters. Just tie a chunk of beef on the end of your line and drop it into the water and a bull head will seize it with such a tenacious grip that you can land him into the boat before he will let go. I have never met up with any other breed of fish that was game enough to do that. Of course, this was forty-five years ago when beef was about 6 cents per. Possibly they wouldn't tackle a chunk now at 28 cents. I don't think myself they are game enough for that. But to get back to Bill's fishing trip, we agreed on the day to sail and got our bait dug. We borrowed a flat bottomed boat and started up the pond. We caught on the way up six bull heads; that is, Bill caught five and the writer caught one small one. That's about a fair average of affairs between Bill and me in about every deal. He even got me into trouble with him. In looking for a better place to fish, I suggested a change of location. We run up on top of a flat stump, possibly about six inches under water, and our old flat bottomed boat balanced itself on top 'of that stump with both ends out of water. Every time we paddled, it would swing around and round. Bill said it was never made for a boat in the first place, but was originally gotten up for a merry-go-round, and if it was daylight Bill said he'd bet two dollars he could find the Parshall Circular Construction Co.'s name on it somewhere. I noticed that whenever it estopped it pointed to the North. I soon had dealing the made of the bow of the boat and it

a couple of hours bumping among stumps and logs, we landed our boat and drew it up on the bank from where we started. I had three bull heads then, but Bill could find but two. He finally looked at me with more seriousness than I had known him to exhibit and said, "George, in the face of what we have been through, I hate to think that you could do such a thing, and I have always thought you were honest, but I am short one bull head and have caught you red handed. It doesn't seem possible that an old friend whom I have trusted implicitly for years—hold on, I'll take it back; here he is in my shoe." he is in my shoe.

Honest Groceryman.

Flakes From the Food City.

Battle Creek, July 10—The grocery firms of Godsmark, Durand & Co. and J. F. Halladay & Sons have both purchased new delivery trucks. Looks like the boys were selling a few goods.

goods.

L. J. Cronk, formerly city salesman for the Battle Creek Candy Works, has engaged in the candy business for himself under the name of the Cronk Candy Co. We wish him tremendous success in his new line and if his efforts are as successful in that as they are as Junior Counselor of No. 253, we know he will have.

success in his new line and it his efforts are as successful in that as they are as Junior Counselor of No. 253, we know he will have.

The highways and byways traveled by the commercial travelers of Battle Creek have been well nigh deserted the past week on account of the annual vacation of salesmen from July 3 and July 11. The gladsome smile and the right hand of good fellowship that the boys all carry along as a part of their respective wares is, indeed, missed by those of us who are compelled to work. However, we are glad the boys can enjoy a good time resting(?) and freeing their minds from the cares of business for a week at least.

Will Master, Past Senior Counselor of No. 253, whose feet have been wearing out the sidewalks, locally, for the past few years, has been given a ford to run about in. Bill says he found all the jokes he springs on his walks around town and we wonder where his supply will come from now. We further hope Henry will not wear out that jovial manner of Bills.

The city of Battle Creek has been holding municipal entertainments for its citizens for some weeks past. Those things make us all glad we live here and have the "Battle Creek Idea."

Otto L. Cook.

My Auto, 'Tis of Thee.

My auto, 'tis of thee, Short cut to poverty, Of thee I chant. I blew a pile of dough, On you two years ago; And now you refuse to go, Or won't, or can't.

Through town and countryside, You were my joy and pride, A happy day, I loved thy gaudy hue, The nice white tires so new, But now you're down and through, In every way.

To thee, old rattlebox,
Came many bumps and knocks,
For thee I grieve.
Badly thy top is torn,
Frayed are thy seats and worn,
A whooping cough affects thy horn,
I do believe.

Thy perfume swells the breeze, While good folks choke and sneeze, As we pass by.
I paid for thee a price,
Would buy a mansion twice,
Now all are yelling "ice,"
I wonder why.

Thy motor has the grip,
Thy spark-plug has the pip,
And woe is thine.
I. too, have suffered chills,
Ague and kindred ills,
Endeavoring to pay my bills,
Since thou wert mine.

Gone is my bank roll now, No more would choke a cow, As once before. Yet if I had the mon', So help me, John, amen, I'd buy a car again, And speed some more.

HORSE SHOE TIRES

Guaranteed 5,000 Miles. Made in all Styles and Sizes.

Every Tire goes out with a Full Guarantee—and fulfills it

NATIONAL SPECIAL RED TUBES are built to give uninterrupted service for *years*, and to be absolutely proof against slow leaks, deteriora-

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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

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Regarding the Universal Valveless Four Cycle Motor Co.

It offers an Extraordinary Article for which there is an Extraordinary Demand at Extraordinary Profits.

The Clark-Anderson Valveless Four Cycle Engine is the Simplest Motor ever designed. Hence it is the Most Reliable, the Cheapest to Produce, Cheapest to Maintain, Most Adaptable, Has Most Points of Advantage.

The company has no bonds, preferred stock or other interest-bearing liabilities. All stock is common, fully paid and non-assessable.

It has no promotion stock to give away to secure names for advertising purposes.

Its organization, plans, licenses, charter, by-laws and statements are always open to investigation by real prospective buyers of its stock.

What more can you ask in a prospective investment? If you can think of more, name it. All questions will be fully and truthfully answered.

It is speculative. So was every other successful concern when it was new.

But do you know of any real money or worth-while profits that have been made from anything that was not speculative?

A few Dollars and a Little Nerve have made more money and founded more fortunes than all the saving in the history of the world.

Universal Valveless Four Cycle Motor Co.

416-417 Ashton Building

Citizens 7645

Grand Rapids, Michigan



Eight Prescriptions Written By a Successful Banker.

I make this flat statement, that every man may become rich. There isn't any question about it—with the possible exception of the few cases where the lightning of adversity may strike. I am not so sure that all men desire to become rich—or that wealth should be the supreme desideratum,—but it can be acquired by all men who have the will to do.

There may be other considerations, -there may be sick wife to care for, or a family of boys and girls to educate, and it may be that health and education are always to be preferred to riches. But even this is somewhat theoretical,-the sick wife is not so common, there are a whole lot more of husbands who are ailing in their upper stories, and the idea of educating your boys in Harvard while you work your knuckles off drubbing around, is a kind of education that looks mighty futile to me. The truth is that most of you have the opportunity to prosper and if you don't, it is because of a faulty headpiece. And so I offer at this moment-Prescription Number One-Earn a

Dollar and Get It. I could dwell for three hours on this formula alone. Dubtless I would be alone before its completion. Yet it has in it the everlasting element of truth. Especially would I emphasize the first half of the formula-earn a dollar. There are so many short sighted folk who have their vision focused upon the last half of this recipe, thinking only on getting, just as many of your patients grudgingly swallow the first dose of remedial salts, and think they should be instanter strong enough to lick every man in the block. Only rot gut whisky will do this. The eternal law of compensation rules-we never get paid for more than we do.

He who is merely a charger is on the toboggan leading straight down to the Hades of Non-Success, but he who knows, serves, he who serves, wins, and, winning, has command of all good things.

But, I think you ought to get, as well as earn. There is nothing so worthless as a ledger full of outlawed accounts. There is no tale so sad as the biography of a dead-beat. One such recital is bad enough—when they get to coming in gross lots they make the soul sick. A bad account is worse than nothing, it is a deterrent. It makes the debtor go to the other fellow. If he pays you, he respects you and will come back. Don't get scared about going after your money. If there is any choice between the propositions of apparent good will

and no money, and, on the other hand, a good lively hatred and full pay, just take the money every time. Now, the second prescription follows:

Prescription Number Two-Get a

Dollar and Save a Quarter. A good many different ways have been tried by the sons of men to get rich. Men have tried to do it by working themselves to death. They have tried it by working other men to death. They have tried it by sleight of hand-have set their faith on miracles, and the penitentiaries are filled with people who have tried to beat the game with their wits, but the Supreme Physician started man out with just one prescription and this-that along with energy and ability in production must be mixed economy and frugality in preservation. You can't pump water into the creek as fast as it will run out. You can't measure wealth at the intake-it is only a matter of comparison.

But when you save, you are stepping steadily forward and sure, and you have real, lasting unalloyed pleasure in progress. Every man can save if he will only bend to the task.

No men know better than yourselves that only good wholesome food is necessary for the human frame. Hot birds and cold bottles are not essentials in the scheme of nutrition. A good soup-bone will bring more sustenance to the family than a porterhouse.

No men know better than you, that fancy and frivolous clothing strictly Parisian in style, is a delusion and a snare-better a sober gray flannel or an outlawed plaid to clothe our girls to the chin, than a crepe de chine gown running out of material at the armpits. You know that joy rides are not productive of longevity, that plain gasoline at 20 cents per gallon is not improved by an admixture of \$4.00 whisky,-and in short, you know that if there is anyone course of study your clients need it is in the art of sane and simple living. If there is any real peril ahead of the American Nation, it is that in the struggle with the world, the great economic struggle in commerce and trade just ahead of us, we shall be horribly handicapped as a Nation by our extravagance, -these nations that are attending the hard school of necessity will whip us on any field of competitive endeavor.

So I say that we should save. We must save. Sit down with the wife and talk it over. If you have an extravagant wife, may God pity you. If as I suspect, the extravagance is mostly located in the male side of the house, then get busy with your own salvation. Don't go down the walk to old age, the scoff of everyone be-

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cause you can't pay your debts,—get your chin up and so walk that when you shuffle off, the male mourners in the procession to the cemetery won't be anxiously wondering about your life insurance. I now come to prescription No. 3.

Prescription Number Three—Make Your Dollar Earn a Nickel.

I have here a text of a sermon, indeed, of many sermons. I say, make your dollar earn a nickel. Observe, I say earn. You can't get something for nothing and it's an exasperation to try. And your dollar can only earn a nickel, don't try to make it earn a dollar. When you try to get rich quick the most likely result will be that you will get poor fast.

I say that you can't get something for nothing. Please don't take offense. I hear you all saying, "Why certainly, we know this." Well, you exhibits of common humanity don't show the marks of this knowledge to any great extent. I'll bet I could lay a sure thing proposition before you to-day whereby you can make \$500 on an investment of \$50, and every mother's son of you would stand at attention, drinking in the words. You are simply human, and humanly simple. I could fill main street from curb to curb with humanity to-morrow morning by offering to sell 50 cent pieces at a reduced rate. And I know of more than one doctor whose private box will disclose enough elegantly engraved stock certificates to paper the side of the court house, and all so dead that not the trump of Gabriel will rouse them to activity. Of course, no banker has such stuff!

I tell you that America's great philosopher, Emerson, tells Divine truth in his essay on compensation, when he says that you pay for everything you get in this world, pay for it in cash, in worry, in self-respect, in favors, in something,—you can't and I beg you, don't try to get something handed you on a silver platter without money and without price. Only salvation is dealt out at this figure,—not protection, accretion, nor medication.

And I say that your dollar should earn a nickel. If you try to make it earn a dime, you are forcing the heart action. If you speed it up to make it earn a quarter you are racing your engine to the danger point. Go slow. Don't try to get rich quick. Remember, you are on the earth for many years,-you will be off it, or in it, for many millions of years,-you should not force time. Make a little progress day by day. Don't try to make it fast. The roadside in life's course is strewn with the wrecks of the vehicles that have been overspeeded in the race for wealth. The ignis fatuus of all business is the desire

to gain riches quick, it has rarely worked, it usually leads the victim to destruction.

Notwithstanding all this, I still believe it necessary to make investments. There are few men, doctors or any other kind, who make enough from their daily earnings to ensure a competency in age. The most of us find it necessary to be creating a reserve fund for age in precisely the same way that sound and solvent life insurance does, and it is evident that such fund should be a dividend earner,-even a little return will help wonderfully. The snow ball process is a good one, and illustrates what accretion and time will do. And now the question arises,-how?

Prescription Number Four—Don't Speculate on the Board of Trade.

Don't do it. It's silly to think that you who are about as wise in these market place affairs as a rabbit, should have any more show in the steel trap game than the traditional rabbit has. Don't even go into the game to make money. It is a dirty business. The most miserable, unrespectable creature I know of is the fellow who is hanging like a ghoul upon the stock or grain markets, forgetting his profession,-his family,-his honor in a Mister Hyde personality, trying to beat a disreputable game in which he should have no participation. Don't speculate on the board, nor anywhere. I would certainly eschew poker or the turf. You need no mental exhilaration to rest you from your labors,-what you men need is the sedative influence of a fireside. And now, before I go further I offer merely as a precautionary measure-

Prescription Number Five—Don't Spread Yourselves Thin By Investing Little Dabs in This, That and the Other Proposition,

Just to Be a Good Fellow. This advice is more timely than the other. I think there is no particular danger of contemplation to you men of high character along the line of number four-you are not likely to be attracted by bucket shop transactions,-but you are sure to be attacked by the benign bacillus of friendly interest in steering you next to a good thing. My observation is that we all have our little investments of a couple of hundred put in with a friend on a good thing,-most of us can say to ourselves that even at the best these many investments represent a scattering of our power,-or each dab too small to give us much influence or to jutify any extensive attention on our part, at the worst only that much junk. My idea is that if you make ten miscellaneous investments, the dividends on the good ones can never, by any possibility, offset the losses of the principal with the unfortunate deals.

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Capital Stock and Surplus \$580,000

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

Be prepared, when your friend blows in, to tell him his proposition looks mighty fine and you are eternally grateful, but that you are digging with might and main to raise funds to buy a piece of property and can't possibly go into the good thing. Be hard up!

What a blessing poverty may be! Two or three times in my life I have kept out of things, not because I had sense enough to keep out, but because was too poor to get in and later developments have shown the prospective investment would have lost me more money than Newell Dwight Hillis dropped in British Columbia timber.

But now I must add something positive to my treatment. It will not do to merely pump your systems with anti-toxins. You want something positive to make you well,-perhaps food,-at least a tonic, so I give you-Prescription Number Six-A Little Interest Is Very Helpful, Espe-

cially When It Comes Your Way.

The world offers its plaudits to the men who have invented things,-devices in manufacture,-transportation, agriculture, industry, war,-but let me tell you that the fellow who invented interest was no slouch. But mind,-be sure to have it come your way. It's like a mule,-pulls mightily, but its kick is something awful. Old Polonius said, "Neither a borrower nor a lender be, for loan oft loseth itself and friend." The old man was right. Don't loan money to your friends. Don't borrow in the same way. Let borrowing and lending be done on a business basis by business men. But there are several lines of procedure which you may and should follow and I give you these suggestions hygenically,-not medicinally,

Prescription Number Seven-The American Bank Is the American Citizen's Most Loyal, Effective, and Unselfish Friend,-Grapple It to Thy Soul!

A bank account is an indispensable adjunct in the success of any man. It is the one institution that prospers by the conferring of an infinite number of good services. I don't know of any agency in this world that does so much at so little cost,-nor so gladly.

These fellows are so keen for your deposit that they foolishly pay you interest upon it. It is the one storehouse of the world where the landlord pays the tenant rent. They furnish fine safes to keep your money in and lithographed checks for you to get your money out. They not only welcome you in, but they furnish you a certificate of character and the public so regard a man with a standing account with a strong solvent bank. All this is for your asking, plus wit, wisdom and wellwishing when you come in. And in the name of sense, when you have had all these things, don't draw checks with the reckless abandon of an aviator, nor indulge in that peculiar style of mathematics requiring a book-keeper to stand on his head to figure and where your balances are mostly lurid in their crimson glare.

Then, I beg you, start a savings account. One bank account isn't enough-you want one that shows all deposits and no checks, and draws interest while you sleep. Figure your stint. It may be \$10 a week, or maybe only 10 cents,-whatever you set yourself to do,-then do,-sure. Even the squirrels stow away food for winter days to come,-why should not you? The savings balance will draw interest and the interest is not to be despised,-it will figure with the years more than you now think,but after all, the main idea is to get to saving. When you have \$5 extra and you finally vote to bank it at interest, rather than to joy ride you may perchance be saving a \$10 fine for speeding,-and there are stranger things than that you may be keeping your temper or your morals sweeter at the same time.

The savings bank does not claim to be a religious institution, but its calming influence may save your soul. The savings bank habit has its grip,-I hope it will catch,-and hold my boys and my girls,-and your children and yourselves, unto to the end.

When you have calmed yourself into a condition of financial self-control by a checking account not abused and a savings account not depleted, you will be in shape to begin thinking about investments and there are many goods ones. Loans are goodthey should not be to relations, and they should be backed by collateral and character. Lands are good, but it should be good land. Town or city lots are all right if they are on the inside,-never in the hopeful beyond. Your land should be fine, better a choice forty than an indifferent quarter. You don't want any land out in the homestead belt where crops are dubious, and land can be had for a song, you will get no rent. Where drouth cuts short men's hopes the man who rents your land will fish rather than farm, hunt rather than harrow.

Bonds are all right,-stocks are good things not to buy. Mortgages are fine, and 6 per cent. is a fine rate, it is more, in the course of twenty years, than the payer of it will make.

And now I come to the last Prescription Number Eight-Keep Books.

If you don't know how to keep your books, for the Lord's sake go to some business college and have them teach you how.

I don't mean by this that you are to rest your satisfaction in keeping a record of calls and knowing how much John Smith owes you,-my thought is that if this is the end of your book-keeping, you have no sys-

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OF GRAND RAPIDS

Audits made of books of municipalities, firms and corporations

tem at all. The question is—how much do you owe? What was your expense last year? What your income? And more than all else, what are you worth? Are you going forward or slipping behind? Are you fooling yourself, or are you looking naked truth in the face?

Strike a balance. Figure out your assets, on a very conservative basis—they always shrink. List your debts to the fullest extent—they always retain the fullness of youth and grow a little for extras. Find out what you are worth now.

What if your showing is poor? Your wife and kiddies will love you none the less,—they are not supposed to have any sense about these things. Your banker will prefer to look upon a poor statement with truth sticking out all over it, to a padded one that lies like epitaphs on tombstones.

Suppose your assets figure \$1,000 and your liabilities \$999.90, what of it? The real joy is not in position but in progress,—all things earthly are comparative and if, a year from now you can show that you have made a little progress like the fighters about Verdun,—even a few yards of the enemy's entrenchments gained,—you can be as happy as a crown prince—as hopeful of to-morrow as a high school graduate.

And as the years go by, these gains should be continuous in the direction of improvement, so that while you are living and life is slipping along, you may, before you know it, reach a surety in your financial position.

I wish to you all this,—for yourselves, content,—for your wives, ease, for your children, pride and that over the recital of your life's work may be set in large letters of gold the single caption, "Success."

E. R. Gurney.

The One Who Pays Your Bills. Written for the Tradesman.

In the last analysis it is the customer who makes or breaks the dealer.

This may sound like an extreme statement, but think it over and ask yourself if it isn't so.

The success of every retail business depends upon the number of its customers, and their faith, confidence and friendliness towards the house soliciting their trade.

The best advertising medium in the world—the one essential medium that must supplement all others, and without which all the rest put together are worse than futile—is good will.

The biggest and most vital problem the merchant has to face; the underlying problem, whose satisfactory solution automatically resolves a score of related problems, is the problem of promoting good will among the people of his community.

Any man who can year by year increase his stock of good will: who can so conduct his business as to win the faith, confidence and heartfelt esteem of the people who live in his

community, and trade with him, is a good merchandiser.

Just pause and ponder these statements:

The bills are paid by the customer.

Advertising aims at the customer. Salesmanship is practiced on the customer.

Service is developed for the customer.

All selling plans contemplate the customer.

Your interests as a dealer center in the customer.

Your profits come from the customer.

What class of people is constantly increasing, in every sizeable community throughout the land, but is never anywhere too large to suit the merchant? Customers.

Who are the guests you desire most to welcome into your place of business? Customers.

Who are the folks you want to please by the practice of every legitimate merchandising art you possess? Customers.

Who are the people you see in visions by day and dream of at night, when the store is dim and still? Customers.

In view of the tremendous importance of the customer in the whole business of retailing, it is pertinent to ask if he gets enough consideration. My personal opinion as to the right answer to this enquiry is this: In exceptional cases he may, but in

the vast majority of cases, he does not.

If proof be demanded, I call attention to the large amount of so-called "transient" trade, to the everlasting shifting of customers from one dealer to another, and to the well-nigh universal feeling among merchants of uncertainty concerning their clientele.

Is the average customer as capricious and changeable and unreliable as he is often painted? Back of all this shopping unrest that we see, and dread, and try to overcome, isn't there a tangible reason that we can get at—and treat?

In the past merchandising used to be looked at, by dealers, too exclusively from the dealers' standpoint. The new spirit that has come over modern business may be described as a shifting of the point of view from the dealer (who is an agent or servant) to the consumer (who is person to be served).

But this so-called new spirit hasn't become universal and dominant as yet. Many dealers haven't caught a vision of it. It hasn't been consistently tried out. It is really in process of development.

But it will win out in the end, for it is the right conception of business.

Frank Fenwick.

If our father were English and our mother German, would we hate ourself?



Michigan Delegation to the Supreme Council, U. C. T., Held at Columbus, Two Weeks Ago

MERCANTILE PROBLEMS

Which Confront the Present Generation of Merchants.*

The Civil War period is, without a doubt, the starting point of the problems of modern merchandising. Upon the close of the Civil War the United States entered upon a period of very rapid development. With the return of the troops to peaceful industry, a tremendous growth in our commerce and industry took place: From a debtor Nation struggling under a National debt of \$3,000,000,000 in 1865 we have advanced to the position of a creditor Nation to which our most powerful contemporaries — France, Germany and Italy—turn to-day for financial support.

Sixty years ago we were dependent upon Europe for financial development. Since the opening of the present century we have assumed a most important place in the development of European industry and commerce American capital has been very instrumental in the development of the British merchant marine. The White Star Line, a great British steamship line, is owned and operated by Americans. Before the war American insurance companies held policies in Russia alone amounting to more than \$100,-000,000. Only mention need be made of the extensive investments of the Standard Oil and International Harvester companies abroad. American investments in Mexico, Cuba and San Domingo amount to more than \$1,000,000,000. In 1860 we sold abroad \$353,000,000 worth of goods. During the past few years we have been selling eight times that amount. At the present time we are selling more than that a month.

The importance that the United States is assuming as a manufacturing Nation is another feature of our development since the Civil War. The great increase in our exports just indicated has been larger in manufactured articles than in other products. In 1893 we exported \$677,000,000 in food products. By 1913 this had increased to \$946,000,000-an increase of less than 40 per cent. However, our exports of manufactured products increased from about \$177,000,000 in 1893 to more than \$1.500,000,000 in 1913-an increase of 747 per cent. This is a very good sign. Markets created for manufactured goods are far more permanent than markets for raw materials. As is well illustrated by the present great struggle, a people will continue to consume long after they have stopped producing. Although the factories of Europe are shut down and raw materials are little in demand, still we are exporting more manufactured articles to this region than we ever did before.

The development of our internal commerce—trade between citizens—is even more phenomenal. According to Irving Fisher, who has made a very extensive study of our internal commerce, \$387,000,000,000, one hundred times the amount of our exports, worth of goods were bought and sold within the boundaries of the United States during the year 1909. During

*Address by Archie M. Peisch, of the University of South Dakota, before Retail Merchants' Congress.

the past eight or nine months the bank clearing of New York City alone have averaged \$7,000,000,000 a month.

Hand in hand with this enormous growth in trade and industry great changes in business practices and methods have come about. Some branches of industry, of which retail selling is one, stand to-day practically revolutionized.

Before the Civil War household industry supplied a large portion of the necessities of life. In many parts of the country families supplied their entire subsistence from their own farms, with the exception, perhaps, of sugar, salt, soda and some of the more staple articles of trade. In the fields food for the household was grown and gathered. The household furniture was hewed and whittled out by hand from timber gathered in the



Archie M. Peisch

nearby forest. In the home cloth was spun for clothing, supplies preserved for the winter and hides tanned for shoes and mittens. The greater part of our broad area with all its enormous wealth and resources still remained unexplored and untouched. Families could migrate into this virgin wilderness and live in comfort completely cut off from the rest of the world. Modern wants and social cravings were still unknown.

In those days of economic and social independence the task of the retail storekeeper was exceedingly simple. In the first place he only needed to stock his store with the most staple articles of trade-goods which never went out of date and for which the demand was constant and certain. His merchandising activity was confined to the most common needs of life-needs which never changed except to increase as the population of his community increased. He did not have to bother about the whims of fashion. His goods were always in style and he never found himself at the end of the season with a lot of dead merchandise on his hands because he had over-stocked, misjudged his trade or had neglected to push certain lines properly. Then on top of all this was the very important advantage of a rising market. years previous to the Civil War prices were steadily increasing. Since his goods never went out of style, the

merchant could simply keep them from year to year and profit by the increase in market value.

Under such conditions the life of the retail merchant was very easy. Those were the balmy days of retail selling. All merchants did not amass enormous fortunes in those days, but the worries and care of the modern store keeper were unknown. Customers did not demand the little services and courtesies that mean so much to-day. In fact, service was unheard of as a basis of competition. Price was all that the retailer had to concern himself with. For the most part he was simply a distributor of goods. An ordinary amount of intelligence and self control enough to be able to sit on the store stool and wait patiently for the next customer or victim constituted all the equipment necessary to become a successful retail store keeper.

After the Civil War the entrance of the United States upon a period of great commercial and industrial expansion introduced great changes in the field of retail selling. In the first place a decline in prices set in. In the face of falling market values the retailer had to turn his stocks regularly to avoid loss from "left overs." The old lax methods of store keeping had to be replaced by careful and intelligent methods of merchandising.

With the rise of capitalistic production after the Civil War household industry broke down. Ready-made goods could now be purchased more cheaply than they could be manufactured in the home by the old slow process of hand industry. Families began to devote their time and energy to the production of marketable materials rather than the ordinary supplies and necessities of life. The retail merchant in order to meet the requirements of his trade found it necessary to stock his shelves with food products and manufactured goods which his customers had previously supplied themselves. With the rise of the city, the child of capitalistic production, this tendency toward larger and more diversified stocks received force. Because of the increased opportunities that the field of retail selling presented as a result of all this, more men began to enter the activity and the number of stores rapidly increased. This marked the real beginning of retail competition as we see it going on about us to-day.

The enormous railroad development which took place after the Civil War had a very marked effect on retail store keeping. The railroad made neighbors of people whom distance had formerly made all social and commercial intercourse impossible. Communities began to acquire the tastes and social habits of other communities situated in far distant parts of the country. The farmer of the Western prairies learned to live, eat and dress as did the city dweller of the East. The local store keeper soon found himself facing a consumer public whose needs and desires had not only grown in volume but also in variety. As a result he had to stock his store with goods gathered from practically every section of the country. There was no way to escape

these diversified tastes and demands, for the railroad made it possible for the customer to go to distant cities and there purchase goods which his local dealer had failed to furnish. Today, the postal system, supplemented by the parcels post, brings the trading possibilities of our great cities to the door of every home in the United States visited by Uncle Sam's postal carriers. This introduces that great factor in modern merchansing, the mail order house, of which I should like to say more later.

Quickened and more means of transportation also made possible and encouraged the specialization of industry which we see carried out to such a high degree about us to-day. With adequate shipping facilities at its disposal a locality could devote its entire energy and resources to that industry for which it was best adapted and depend on the outside world for food and supplies. The specialization of industry has concentrated and intensified competition among manufacturers. This concentrated and intensified competition has brought about the introduction of many new conpetitive factors, chief of which is styles. Many manufacturers who specialize have turned to styles as a weapon to outdo a rival. These producers, whose number is rapidly growing, are continually coming forth with new designs and models to tempt the public and bid for its The problem of the modern retailer is, then, not only one of getting reliable goods. It is also one of getting goods that are in style.

Changing styles make more frequent turn-overs imperative. To-day merchandising success depends upon rapid trading. Stock must be kept moving. When its movement becomes sluggish, it must be disposed of at any cost. Small profits are better than dead stocks. The lines which move quickly should be located and pushed. The lines which lag should be eliminated or held down to the lowest possible limit on the shelves. Money is made on turn-overs and lost on left-overs.

The basis of competition in retail store keeping has changed from price to quality. This change is largely due to the general appreciation of the great fact that the consumer public is better served in the case of goods where quality competition prevails. With this change has come a rapid development of trade marked or identified goods. Manufacturers in emphasizing quality in their products wish to connect their names with quality in the minds of 'the buying public. This is most conveniently done through the use of trade marks.

Good will or the friendliness of the public toward a firm must be directed toward some identified product or service. The trade mark in the case of merchandise is the most adequate means of fixing the good will of the public toward a particular article of merchandise. When trading was face to face the identification of merchandise was not necessary. The customer always knew whose product he bought and by returning to the same place was sure again of trading with the same individual and of buying the

NEY IN SPRAYIN

Increase the yield and value of your crops by SPRAYING NOW.

The season has been wet and changeable, making more spraying necessary NOW. Your crops have suffered. You can help them wonderfully in both yield and quality by spraying at this time. IT WILL PAY. Never were prices so promising or the demand for well grown farm crops so great as at the present. This is the farmer's opportunity. Make use of it by giving your crop extra attention at this time when you know it will pay you.

SPRAYING NOW

Will do the following:

It will preserve the foliage. It will destroy insects and diseases. It will increase quality and yields. It will stimulate a weak crop. It will turn a possible loss into a profit.

The Moral of the Situation then is SPRAY NOW, DON'T PUT IT OFF

This Is What to Use

For scale and other sucking insects—Lime sulphur Solution.
For worms, caterpillars, beetles and all chewing insects—Arsenate of lead, paste or dry and Paris green.

For Scab, rot, blight, mildew or other fungus—Bordeaux mixture and Lime sulphur Solution. Our Booklet tells how to mix and apply. Send for it.

We are Manufacturers and Distributors of SPRAYING COMPOUNDS. We carry a large stock. We can make prompt shipment upon receipt of orders. To make it convenient for you to order use the following Order Blank by designating the quantity and kind of Spray you want and sign and mail to us, and your order will have our immediate attention.

THE MICHIGAN TRUST CO.

Receivers for Carpenter-Udell Chemical Co.

Gentlemen:—Please accept our order for Spray Material for immediate shipment as follows:

	-		TE OF	F LEAD			
Quantity	Barrels 300 lb.	Drums 100 lb.	Drums 50 lb.		Kits	Cans	Cans
2,000 lbs.	500 10.		50 16.	25 lb.	10 lb.	5 lb.	1 lb.
and over	163/4	171/4 181/4		191/4	201/4	211/2	23
1,000 to 2,000 lbs.	17	171/2	181/2	191/2	201/2	213/4	231/4
500 to 1,000 lbs.	171/4	173/4	183⁄4	193⁄4	203/4	22	231/2
250 to 500 lbs.	171/2	18	19	20	21	221/4	233/4
100 to 250 lbs.	173/4	181/4	191/4	201/4	211/4	221/2	24
Less than 100 lbs.	18	181/2	191/2	201/2	211/2	23	25
Number of each size wanted							
Quantity	56 lb. Kits 28 lb. Kits	PAR 14 lb. K 5 lb. Pk	Cits 2 lb.	Pkgs 14	lb. Pkg	s. ¼ lb.	Pkgs.
1,000 lbs. and over	33		34	35	36	3	37
500 to		-					
1,000 lbs.	35	36		37	38		39
250 to 500 lbs.	37	38		39	40		41
000 105.		39			41		
100 to 250 lbs.	38		39	40	41		42
100 to 250 lbs.	38		41	40	41		42
100 to 250 lbs. Less than		LIME,		42 ATE			42
100 to 250 lbs. Less than 100 lbs. Number of each size	40	LIME,	41 HYDR per 100 1	42 ATE			
100 to 250 lbs. Less than 100 lbs. Number of each size	40 BC	LIME, 50c p ORDEA s ½ Barr	HYDR oer 100 1 UX MIX	42 ATE	43		44 . Cans

		ARSE	NATE Past		EAD			
Quantity 3,000 lbs.	600 lb. Barrels	300 lb. Barrels	100 lb.	50 lb.			5 lb. Cans	1 lb. Bottles
and over	73/4	81/4	81/2	9	91/2	101/2	12	14
1,000 to 3,000 lbs.	8	81/2	83/4	91/4	93/4	103/4	121/4	141/4
500 to 1,000 lbs.	81/4	83/4	9	91/2	10	11	121/2	141/2
250 to 500 lbs.	81/2	9	91/4	93/4	101/4	111/4	123/4	143/4
100 to 250 lbs.	83/4	91/4	91/2	10	101/2	111/2	13	15
Less than 100 lbs.	9	91/2	93/4	101/4	103/4	113/4	131/2	151/2
Number of each size wanted Quantity	LIN Barr Per G	els 1/2	LPHUI Barrels er Gal.	10 Gal.	Cans 5	Gal. Car	ns 1 G	al Cans
10 barrels or more	10 0		12	rer	zal.	Per Gal.	Per	Gal.
5 to	10		12 15		19	20		30
10 barrels	11		1316		16	22		32
5 barrels	12		14 17		17	24		
Less than 3 barrels	13		16			25		34
Number of each size wanted					.0	25		35

SULPHUR, FLOUR \$1.75 per 100 lbs.

NICOTINE, BLACK LEAF 40% 10 Pound Cans 1/2 Pound Cans \$10.75 \$2.50 RMS: 30 days. One per cent. off for cash in ten days. ed

PLEASE NOTE THAT THE ABOVE PRICES ARE SPECIAL

The Michigan Trust Co., Receivers for Carpenter-Udell Chemical Co.

GRAND RAPIDS, MICHIGAN.

THE HOUSE OF SERVICE AND QUALITY

same article over. As soon as a manufacturer through the excellence of his product gained a reputation outside his locality, in order to make that reputation permanent he had to mark his merchandise.

The public is better served in the case of trade marked goods. Identified goods are of known stable quali-The customer can buy quickly, conveniently and confidently by name. The manufacturer of trade marked goods guarantees that the standards of quality shall be the best possible for the price and he impliedly agrees with every consumer of his products that the trade mark shall be used solely for the consumer's protection. When the quality has once been established, the manufacturer must maintain it. If the goods are not satisfactory at any time, the consumer can avoid future dissatisfaction by simply avoiding the brand, which he would be unable to do in the case of goods that were not identified by some special mark. The consumer is thus enabled to force the producer to fulfill the responsibility he assumes with respect to the quality of an article and can annihilate any producer who cannot and will not meet his obliga-

As competition tends toward better quality, prices tend toward certain well defined levels. A bill has been submitted to the present Congress which will be definitely considered in a couple of weeks, known as the Stevens bill, which will legalize agreements between producers and distributors to maintain definite fixed prices with respect to identified merchandise. This is simply a plain recognition of one of the most fundamental tendencies in merchandising-quality competition. Price maintenance is a question of great economic and social importance and has been in England, France, Germany, Belgium and Denmark.

The case for price maintenance has been very forcibly stated by Judge Ellis, of the Washington Supreme Court, in the case of Fisher Flouring Mills vs. Swenson. Let me read a paragraph from his opinion: "The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer who cuts prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own production, while the retailer recoups his losses on the cut price by the sale of other articles, at, or above, their reasonable price. It is fallacy to assume that the price cutter pockets the loss. The public makes it up on other purchases. The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability, in the face of cut prices, to maintain the excellence of his product."

Justice Holmes said: "I cannot believe that in the long run the public will profit by this Court permitting knaves to cut reasonable prices for some ulterior purpose of their own and thus impair, if not destroy, the production and sale of articles which it is assumed to be desirable that the public should be able to get."

Under modern conditions of production it is practically impossible for a manufacturer to set and maintain high standards of quality unless he is assured of a fixed market return. It is to the public interest that the producers of trade marked or identified merchandise should be permitted to enforce fixed prices. That is the one great means of bringing about proper emphasis upon the important factor quality. When a manufacturer trade marks his product, he becomes responsible, both to the distributor and the customer, for the quality of that product. He also assumes an obligation to the customer for satisfactory conditions of sale (ease of purchase, accessibility, etc.) If one dealer cuts the price of a standardized article, his competing neighbors will have to do the same or lose the trade on the article. The result will be a price war in which none will make any profit and the sale of the article will be discontinued by all. The market of the producer will be destroyed and the public will be inconvenienced in that it will be no longer able to secure the article

To-day, service has become a most important factor in retail store keeping. The modern public wants something more than goods and price. It also wants free deliveries, courtesy, prompt attention, personal interest, intelligent salesmanship and all the other services which go to make a store something more than an automatic distributor of goods.

There are merchants still active in business who can remember when free deliveries in retail selling were absolutely unknown. To-day, free deliveries have become so important that in many lines they have become an absolute condition of sale. Practically all the larger stores of New York cover territory around the city within a radius of forty or fifty miles. Deliveries cost money, but in spite of this the average dealer has to deliver his goods or go out of business. One large department store of New York City delivers over an area of almost three thousand square miles at an annual cost of more than \$1,000,000.

A few stores have given up delivering goods and have still kept the good will of their customers. Ordinarily, however, they emphasize some other store service and sometimes price to offset their failure to deliver. Harry Whittelsey, who owns a chain of stores in Kansas with annual sales amounting to \$250,000, does not deliver. Duke Bowers, the great chain store man of the South, refuses to deliver orders which do not total \$5. However, failure to provide free delivery in the great majority of cases limits a store's trading possibilities. fact that most people want their goods delivered and are willing to pay for it. In general customers are not willing to carry their purchases home under their arms and it is up to the modern store to either deliver or see its trade slip away to other stores. When one firm offers to deliver goods free of charge, consumers expect it of others. The retailer must duplicate the facilities of his competitor if he wishes to retain the good will of his trade.

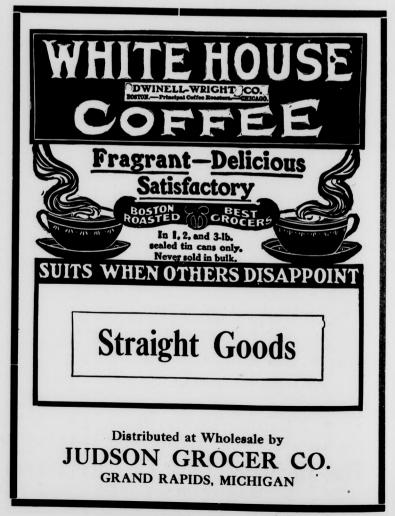
The successful retail store of to-day must be equipped with sales people who are able to serve customers courteously and intelligently. Customers are the life of a retail store. In fact, the store keeper is the emplove of the public and is regarded by it according to what he does, as is the case in all conditions of employment. Here is the statement which Mr. Hawkins, Superintendent of the Jordon Marsh Company, in Boston, makes to the clerks in the store's salesmanship school, which points out this relation between the store and the public in a very direct and forceful manner:

"The boss in this store is the customer. It's for the customers that you and I are working. It's the customer that you and I are here to please. It's the customer who pays your wages and mine. If it were not for the customer, you and I would be looking for a job, and we might not get as good a one as we have here. Now, if you are sitting behind your counter doing nothing, and see me coming, don't jump; but if you see the customer, the boss, coming, jump!"

Knowledge of the goods is a tremendous factor in retail selling. The story is told of one of the most successful salesman in Germany who, asked the reason for his success, replied, "I defy any man to ask me any question about my goods which I cannot answer." A clerk to be a real instrument in a store's success must thoroughly know the goods he is to sell—where they are, what they are, and what they are worth.

The policy of Marshall Field & Company with respect to its clerks in the great Chicago retail store which employs 9,000 people is interesting and instructive. All salespeople employed each day are sent to a study where by means of charts and lectures, they are taught what sort of check they are to issue under all sorts of circumstances. One room is set apart for salesmanship conferences. the objects of which are to teach right thinking toward the work as a profession, a knowledge of merchandise and scientific salesmanship. Promptness, courtesy, intelligent attention and regard for customers' interests are points carefully covered in these conferences. In order to provide clerks with a more intimate knowledge of the goods they sell, educational motion pictures have been made, showing every detail of textile manufacturing from the gathering of the cotton in the fields, through all the processes of spinning and weaving to packing and shipping. In short, every opportunity is taken advantage of to keep the employes as individuals, intelligent, loval and satisfied.

Location is a factor which has assumed tremendous importance in the success of a modern retail store. Favorable sites mean business and no dealer can afford to neglect to carefully consider the location of his store. Between a point about half way down Winter street, in Boston, and the busy corner of Washington street—only a moment's walk—land values increase \$200 a square foot, due to the factor of location. A single



chair added to the furnishings of a store located on this corner uses space worth over \$1,000. The advantage of locating where life is thick, of course rests upon the fact that larger crowds are tapped and the possibility of getting more people into the store is greater. Therefore, dealers who locate in expensive sites pit against the high cost of location their ability to intensify sales. However, when an expensive location does not mean large trade, disaster follows. According to investigation it has been shown that a retailer goes to the wall every other day because his location does not attract trade. The United Cigar Stores Company makes extensive investigations in the selection of sites for its stores, so anxious is it to connect itself up with thousands of men. Childs, the chain restaurant man of the East, does the same thing. Both Childs and the United Cigar Stores people considered the crowded corner of Washington and Winter streets, but decided against it. Although thousands of people passed this corner every day, they were for the most part shoppers and, therefore, not liable to be hungry for a smoke or a meal. In the fall of 1912 a manufacturer of billiard tables leased this busy corner in spite of the protests of his friends that the rent would swamp him. Within a week, according to investigation, he had taken more orders than his factory could handle conveniently and after two weeks he was forced to cancel his lease because he could not fill the orders fast enough. Within a few blocks of this corner which sold billiard tables faster than they could be supplied by the manufacturer, a department store has been unsuccessful because it is out of touch with the great body of Boston's shoppers.

Merchandising to-day is very largely a problem of education. A large amount of the goods on the shelves of the modern retail store are goods which the public does not actually need for the bare purposes of living. The demand for these goods is regulated by the desire of people to live well and not merely to live. To dispose of these goods the dealer must educate his customer into wanting them. In creating new wants and encouraging people to spend more for the sake of his private advantage, the merchant at the same time renders a real service to society.

Many people have spent a great amount of time and energy during the past few years advocating the simple life. Yet the size and nature of a people's wants indicate much more quickly than anything else the degree of civilization it has achieved. It is the people of many wants who make the world progress. The difference between the simple peasant of Southern Italy and the wealthy American farmer is one of wants. seems downright misery and hardship to the American does not oppress the Italian because he has never learned to want anything better. Our immigration problem centers about the fact that the wants of most of our immigrants are few in number and a very simple activity satisfies them all -that because they desire little, they

are willing to work for wages which our citizens cannot live upon and still maintain our higher standard of living.

Free spending prevails most in countries which have attained a high degree of education and culture. It is quite true that over-spending is a fore-runner of bad times. However, it is quite equally true that if saving were carried to the extreme of thrift there would be a halting of commercial life and a drying up of business activity that is essential to our economic and social development. Between the two extremes of undue misery and undue extravagance lies the great field that calls for active development.

There is no greater incentive to progress than the desire to spend. The business man renders society a real service in bringing about that kind of a spending that gets a people somewhere. Recently the International Harvester Company conducted a very interesting campaign of advertising in the State of Arkansas. This company at the present time, according to court evidence, controls from 75 to 80 per cent. of the entire business in which it is engaged. Its marketing problem, then, is not so much one of getting trade from its competitors-for it already has the lion's share of this trade-but in developing and increasing the potential demand of its present customers. This would mean that their customers would have to be encouraged to raise bigger and better crops which would make more farm machinery necessary.

In order to bring this about in Arkansas this is what the Harvester Company did: It sent a group of lecturers into the State to tell the people how to beautify their homes, why they should educate their children, how social centers could be formed, how country lawns should be kept, etc. It sought to create in the country life of Arkansas those same social cravings and desires which mark the culture and intelligence of the great metropolitan city. Harvester Company knew that if it could increase the desires of the Arkansas farmers to spend more on their homes and families, they would farm more efficiently in order to increase their crop yield and income. This would make necessary the purchase of more farm machinery and when it got to this point the company well knew that it would get the bulk of the

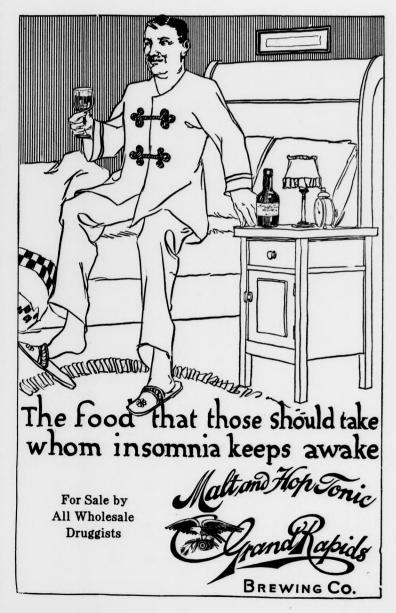
In regard to expenditure it is well to remember that all the factors of our economic and commercial life need not necessarily be something directly practical and productive. society does not live and progress by bread and butter alone. The automobile is an excellent illustration in point. There are many who still believe that the automobile is a menace to our economic and financial security because such enormous sums are spent for them by those who can least afford such luxuries. The fact is, they are no longer luxuries, but have become actual necessities and a distinct and inherent factor in modern life. Many a fellow has been stimulated to greater activity to be able to

buy an automobile and provide himself and family with this excellent opportunity for recreation and sociability. The automobile, after little more than ten years of development, has taken a place along side of the telegraph and telephone as a factor in our social and economic development. The movies upon first consideration are clearly unproductive. Yet motion pictures as a creative and educational factor have become a mighty force in modern society.

The most effective means of developing the public's wants—tempting customers with new and better articles of convenience and comfort—is advertising. Before the Civil War advertising was practically unknown. To-day it is one of the greatest forces in selling. Last year \$35,000,000 was invested in ninety periodicals alone for advertising. William Wrigley, Jr., according to sworn testimony given in court a short time ago, has spent \$10,000,000 in advertising Spearmint Gum alone since 1911. It is estimated by a competent authority that a total

of \$800,000,000 was expended on advertising in the United States last year. Although all advertising does not mean business, good advertising does. William Wrigley, Jr., spent a half million dollars advertising Spearmint before he put a single stick on the market. The enormous volume which his business has assumed since then amply justifies that original outlay. Advertising has made some men magnates of wealth and power. Others it has ruined. All depends upon the policy and the firm behind it.

The public as well as the dealer is especially concerned in the development of advertising. Linked with the history of advertising is the history of improved merchandise. When the advertising of food products was unknown, adulteration ran riot. Then the house wife was not to be blamed for baking her own bread and putting up her own preserves. Advertising came and along with it pure food products. Aggressive and vigorous advertising is the best proof that a manufacturer believes in his products, for



his advertisement is his boast and promise to the public which he has to make good. Advertising has also been a great factor in reducing the cost of buying and selling. Good advertising means increased markets. This means lower manufacturing and selling costs.

Larger and more diversified stocks, changing styles, advertising, delivery service, window displays, competent sales clerks, attractive fixtures, expensive location—all these have greatly added to the cost of running a retail store. With a cutting of profits all along the chain of distribution from the manufacturer on down, as a result of competition, not only does the modern retailer face dwindling profits, but also a steady gain in selling expenses upon selling prices that constantly threatens to narrow profits down to nothing.

Although costs began to rise immediately after the Civil War, during the past twenty-five years the rise has been especially rapid. There are retailers still active in the management of their stores who can recall having done business at an average of 8 and 10 per cent, which was normal twentyfive years ago. Help was cheap. Delivery service was unimportant. vertising was still unknown. Purchases could be wrapped in newspapers. Customers did not expect to be served immediately upon stepping up to the counter. Costs under such conditions could not help but be small. About fifteen years ago grocers thought that 10 to 12 per cent. was a reasonable cost of doing busi-To-day 15 to 20 per cent. is considered a fair average.

The same situation is occurring in all other fields of activity. Take the railroads. Although practically all of them have been able to show record breaking gross earnings, their profits, due to the increase of operating expense, have on the whole been very small. Whereas in 1900 the railroads paid out 39 per cent, of every dollar received from the public, to-day they pay 45 per cent. One-sixth of all our railroad mileage at the first of the year was in the hands of receivers. Fewer miles of railroad were constructed in 1915 than have ever been constructed since 1847 with the exception of the Civil War. The total debt of those insolvent companies exceeded \$2,300,000,000-an amount almost twice the size of our total interest and non-interest bearing Na-

In the field of manufacturing and distributing, due to the advent of changing styles, advertising, larger stocks and expensive sales service, the costs of doing business have gone forward by leaps and bounds. along the entire chain of distribution costs have risen very rapidly. For this reason nowhere in the world should a spirit of hearty co-operation prevail to a higher degree than between the manufacturer, the jobber and the retailer. Common interest demands common consideration of these rising costs. The business welfare of any one of the three is not possible if the other two are not prospering. No business adjustment or change in policy adopted by one will be successful if it does not consult the good of all.

America has just entered upon an era of business and industrial activity in which the great watchword is 'efficiency." The period of extensive exploitation of our natural wealth has passed. From now on all our resources must be carefully conserved, capital more intelligently invested and labor more effectively employed. Scientific management, motion studies and the like are being introduced into our great industrial establishments, with the idea of eliminating or reducing the wastes of production. As Paul H. Nystrom has put it, the "hero of this period is the one who can make two blades of grass grow where only one grew before; and the essence of good salesmanship is to make two sales where only one was The modern retail made before." store may be likened unto a through limited train running on close sched-Time lost between division points must be made up on the next division. So it is with retail selling to-day. Losses suffered in one place must be made up elsewhere if the business is to show results. Every leakage must be avoided or offset.

Rising costs which cannot be eliminated must be offset by rapid turnovers. Not only must goods be sold out quickly to avoid dead stock, but also to keep ahead of rising costs. Rising costs in the face of standardized prices mean small profit margins. Therefore, the merchant must sell out his stock a number of times at small profit to make the one long profit he made years ago. This makes it necessary for the store keeper to purchase several times a year in small quantities instead of once or twice a year in large quantities, as was the custom in years past. Retail selling drives at a terrific speed to-day, depending for its life and success upon rapid turnovers at profits so small that the slightest increase in expense may mean financial ruin.

The modern retailer must know his costs accurately in order to keep his business on a firm foundation. It is only through such knowledge that he will be able to eliminate unnecessary expenses. Only by grouping the various stores costs-purchase price, freight charges, clerk hire, insurance, advertising, rent and overhead expense-can the dealer get volume of sales and profits pulling together. The figuring of these detailed costs should be as much a part of the merchant's daily routine as sweeping the floor and handing the goods across the counter. Getting such accurate detailed information means something more than policy. It means a grip on the business which cannot be secured in any other way. Accurate knowledge of store costs is to a retail store what a compass is to a ship. It is the only means of telling where the business is going.

The successful retailer of to-day cannot guess. He must know. According to a leading business magazine, thirty retailers go to the wall every day because they guess. A merchant can no longer blindly fix his prices at a certain amount simply because his competitor down the street

is selling his goods for that. His prices must be fixed on the basis of his own business and not on the basis of the other fellow's. If that brings his prices above his competitors, he should go after the cause and not the effect. So important has careful cost keeping in the retail business become that a large number of the wholesalers of the country are trying to co-operate with their customers in the maintenance of accurate accounting records. A certain large National manufacturer sends a cost accountant to each one of his customers every year. This movement should increase in size and force with the coming years; for, if jobbers and manufacturers are to wisely fix the retail price of their goods, they can best justify their prices by thorough information of the cost of retailing their goods.

A retail cost system should be accurate and complete. From the time the goods are taken in at the back door to the time they are handed out across the counter to the customer, accurate information should be compiled regarding every item of expense incurred. A cost system which is accurate only in spots is almost worse than none at all, for it is only through accurate knowledge of the whole that individual inefficiencies can be located and remedied. Accounting records are the news of business. To be worth while they must be thorough and correct.

Modern means of communication and transportation have made possible the selling of goods by mail. Great institutions have been built up and

developed in response to this opportunity. In many sections of the United States the business of the catalogue houses has assumed tremendous proportions, to the serious injury of many local dealers. The total business of Sears, Roebuck & Co. has almost doubled since 1911, increasing from \$64,000,000 in that year to \$106. 000,000 for last year. At one time this catalogue house sent fourteen cars of catalogues into the city of Sioux City, Iowa, to be distributed in that locality. I could go on citing similar figures to establish the fact that the mail order business is a large one, but that would be entirely unnecessary evidence, for we all know that the business is large without any additional figures or data.

All sorts of schemes have been suggested and promoted by local dealers to overcome mail order competition. In the West where I live and where I believe the mail order situation is the most serious, I very frequently meet dealers who believe that their mere presence in a community gives them a prior and undisputed right over the trade of that community. They insist that they pay taxes in the community and help towards keeping up the local institutions, schools, etc., and that the home trade therefore belongs to them. I am going to read some clippings from papers published in the West which well illustrate the spirit of the trade-at-home propaganda.

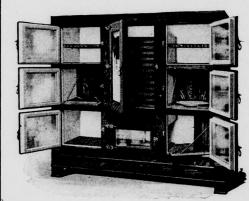
"A dollar spent in New Auburn gives you another chance at it; but

B&B Ice King

Refrigerators and Refrigerator Counters

For the Grocer and Marketman

Absolutely the finest produced. Sold on easy monthly payments. Send for free catalog No. 38.



Beauty, Durability, Economy, Efficiency, Safety and Satisfaction.

None Better at Any Price

Ligonier Refrigerator Co.

210 Cavin Street

Ligonier, Indiana

if it is spent out of town, it's Goodbye, Mary."

"Down with the parcels post. No more diabolical device was ever perfected by the big cities for stripping the small towns and country districts of all their surplus cash."

The European war will, in a way too often overlooked, contribute vastly to the prosperity of the Pacific Coast. Americans annually have been spending more than \$200,000,000 in foreign travel. No sane man can for a moment doubt that practically every dollar of this is lost to home circulation. Now it will be spent in travel to the Pacific Coast. California will get the largest share of it. This money will spell prosperity for every one of the State's industries. But we must remember the duty we owe ourState. We can profit by this increase in wealth only if we keep clearly in mind the precept that it must be spent for things produced at home. Let us see to it that the dollars thus given us do not find their way out of the State."

"Colorado has a \$200,000,000 crop yield this year and this \$200,000,000 is going to be spent among the merchants, the tradesmen, the manufacturers and the workingmen of our State. The above is the only platform in this campaign in behalf of a prosperous State. Last year we sent some \$20,000,000 to Eastern mail order houses alone. Half of the value of our crops went outside the State to Eastern manufacturers and merchants whose only interest in Colorada is to get all the money possible out of its people. It is to keep this money in the State and make it work and keep on working for our own people that this campaign has been organized.

"Do you know, Mr. Citizen and Mrs. Housewife, just what it means to produce a \$200,000,000 harvest in Colorado and keep the money at home? It means prosperity for your grocer, your butcher and your dry goods merchant. It means banks full of money with which business can be conducted. It means passenger trains full of people, instead of empty coaches. It means that the laboring men will have jobs and steady salaries and happy homes, well-fed children and smiling wives.

"Every man, woman, and child in Colorado has a part to perform in this great work. Buy your shoes, hats, clothing and underwear from local merchants. Ask them to give you Colorado-made products whenever possible. Spend your money for Colorado-made agricultural implements, wagons, carriages and automobiles. Keep the \$200,000,000 at home! Be selfish-in the sense that you are part of the State-for once in your life! Don't let the East feed on the grain while we eat the husks. Don't let the best of that \$200,000,000 crop get away from Colorado."

In regard to such trade-at-home propaganda, President Wilson has said that "Business exists for the community and not the community for the business." However, I do not believe that such propaganda is to be criticized because it appeals to sentiment rather than the pocket book, for

there is no more powerful force in the world to-day than sentiment. But it is to be criticized because it is most commonly advanced by dealers who go on the assumption that people trade away from home in response to foolish whims and notions and not in response to a real merchandising appeal on the part of the catalogue house.

The great secret of mail order success is good advertising. The mail order catalogue, the silent drummer of the mail order house, is very often a more effective salesman than the ordinary retailer, because it gives far more useful information to the purchasing public about the merchandise it is destined to represent. Each article is illustrated and described in a manner which secures interests and creates a real desire to buy. In my country home, back in Wisconsin, I can well remember that the mail order catalogues used to occupy a place on the reading table where the Bible ought to be. Evening after evening members of the family used to sit and

thumb those pages over and over, engrossed with the excellent illustrations and vivid descriptions. Each illustration commanded our attention and each description made us want the article. It is such salesmanship that means success in retail selling.

During the past year I have come into intimate contact with about two hundred retail merchants operating in small towns throughout the West and I have persistently noticed this interesting coincidence. The merchant who advertised effectively

PERE MARQUETTE

Why the Road "Went Broke"

The Pere Marquette Railroad is, I believe, after two years' study of the situation, <u>not</u> in bankruptcy for the reasons commonly accepted by those who have not given serious thought to the matter, but for the very plain and simple reason that it has not been able to earn enough during its existence to pay its way because of—

First, Light traffic density, and Second, Low rates.

<u>Light traffic density</u>—While the Road serves considerable territory which is well settled, and in those portions of the State the density of traffic is fairly heavy, half of its mileage is in branch and sidelines, most of which run through sections but sparsely settled. 'One half brings in three-fourths of the passenger revenue, for example, while the other earns but one-fourth.

The Pere Marquette is not a trunk line with an abundance of heavy traffic and long hauls. It is rather an originating and distributing line for other roads which handle the through business. For this reason it is impossible for it to make the same showing as trunk line roads operating in this territory.

Low rates—The freight rates in the section in which Michigan is located, are the lowest of any in the United States, the average being but six mills per ton mile. In other words, the Pere Marquette carries a ton of freight on the average one mile for six-tenths of a cent, or three miles for less than the value of a two-cent postage stamp.

Before the system was organized, the lines which were put together to form it were earning an average of nine mills per ton mile, but the decline of the lumber industry, which furnished about one-third the traffic at fairly good rates, forced the Road to look somewhere else for business, and now it is handling a third of its tonnage in coal, which carries a low rate. The average rate in Michigan, already low because based on the through rate from Chicago to New York, was reduced 33\frac{1}{3}\% through this purely economic change.

Passenger rates were also lowered through legislative action in 1907 by the same percentage.

While the earning power of the railroad was being cut one-third, operating costs were going up, taxes, materials and supplies, wages, in fact everything the Road used or had to have jumped in price. The "high cost of living" hit the Pere Marquette as well as everyone else.

To me, it is no wonder that the Road "went broke." It would have been a miracle if it had not. Like any other business when "it costs more than it comes to," there is bound to be trouble.

Freight rates have been advanced somewhat (about 5%), and interstate passenger fares increased to $2\frac{1}{2}$ cents per mile. These are steps in the right direction and have helped the situation. The next step should be to increase passenger rates within the state to $2\frac{1}{2}$ cents to conform to the interstate rate.

What the Pere Marquette needs is business to support its mileage and fair rates for handling it. Then it will pay its way and stay out of bankruptcy, and be in a position to give more and better service to the people of Michigan.

Talk No. 6

Paul Holing
Operating Receiver.

through the use of storepapers, newspaper advertising, store letters, bulletines, etc., was at the same time having little or no trouble with mail order competition; whereas the reverse was true of the man who was ignoring advertising in his store policy. In this connection, I should like to read an interesting statement made by Harmon Rosenfeld, advertising manager of Sears, Roebuck Co., recently to members of the American Advertisers Club at a convention:

"We have a bureau whose duty it is to read, each week, the country newspapers from all over the country. There is not a paper of any consequence in our trade territory that our bureau does not get. This bureau looks over these papers, and whenever we find a town where the merchants are not advertising, we immediately flood the territory with our literature. It always brings results far in excess of the same efforts put forth in territory where the local merchants use their newspapers."

There is no reason why the advertising policy of a local merchant cannot be fully as effective as that of the most powerful mail order house. There is no reason why he cannot be constantly reminding the public of what his store has to offer in the way of goods and service. There is no reason why he cannot frame as strong an appeal to the buying public in the form of a store paper or newspaper advertisement as the mail order catalogue.

The catalogue houses are not making millions simply because the local dealers fail to advertise-which they can do far more effectively than can the mail order house-but because local dealers are failing to make use of those selling forces which are at their disposal and which are forever beyond the reach of the catalogue house. There are certain things which the local dealer can do which the mail order house can never do.

Personality is a great big factor in business. The local dealer possesses tremendous advantage in his ability to meet his customers on common human ground, to waken in them responsive interest and friendly feeling. A mail order house may be free from local taxation, local church and charity dues. Yet, because of that freedom it is as bloodless as a mummy. As Joseph H. Finn says, "The three big requirements in selling are intelligence, initiative and courtesy. And the greatest of these is courtesy.' There is no opportunity to treat customers courteously like that of personal relationship and contact. The mail order house can write courteous and interesting letters, but it can never meet its customers face to face Its courtesy and interest can never take on the warmth possible to the local dealer. If in every local store as much appreciation, as full credit, were given the clerk who radiates sunshine, who has unfailing patience and who shows intelligent interest. as to the one who overcomes severe technical difficulties. I am mighty sure that business would make greater headway against the mail order house. Indifference and offensive manners on the part of clerks have lost sales and made an indifferent public which has poured millions of dollars into the vaults of the mail order houses.

I wish I were able to say more in regard to this very vital factor-personality of selling force-but E. St. Elmo Lewis when he tells you that the most important side of the counter to study the retail business from is the customer's side, will emphasize again and again and in a far more effective manner this very important fact in retail selling.

It has already been pointed out that location is a very important factor in a retail store's success and that good locations cost a great deal of money. It is quite true that the mail order house does not have to bother about expensive locations, but for that advantage it pays a tremendous price in being unable to immediately deliver goods to customers when purchased. It cannot tempt trade with attractive window displays. Customers are unable to examine goods before they purchase them and are, therefore, forced to trade after an unsight and unseen fashion

The capacity of the mail order house in regard to service falls desperately short of the capacity of the local storekeeper. All dealings with the catalogue house must be on a strictly cash basis. The local dealer, through his intimate connections with his customer, is able to thoroughly inform himself regarding their character and capacity and extend to them this very important service and convenience, credit. Of the eight and one half billions of circulating currency in this country more than seven millions is in the form of credit instruments. The mail order house, in being unable to extend this important convenience, is standing in the way of one of the most fundamental tendencies in trade. The mail order house cannot deliver. It cannot take orders by phone. It cannot meet and study the people in their daily life. Advertising and service are the opportunities of the local dealer to effectively meet mail order competition. No mail order price can make headway against downright merit in advertising, men and service.

Careful buying, delivery, service, advertising, salesmanship, store accounting and mail order competition-these are some of the new problems in merchandising. To some retailers these problems have meant disaster. To others they have presented great opportunities. Marshall Field took advantage of these new factors in retail selling and in less than thirty years made himself one of the world's greatest captains of industry. When he died in 1906 at the age of 71, he left behind him one of the greatest business plants the world has ever seen. The great retail store on State and Washington, in Chicago, employs 9,000 people-great and conclusive proof that retail selling presents unlimited opportunities to rise to a position of power and influence in the field of commerce and industry.

There is no profession in the United States to which the welfare of the people is more closely linked than

the profession of retail selling. 1 come back continually and emphasize this mutual interest that exists between the retail store and the public. Effective merchandising pays the consumer even more than it does the storekeeper. Advertising pays the consumer. Trade marks and price maintenance pay the consumer. The dominant note in all these new tendencies in storekeeping is "public welfare.

There is no profession in the United States more thoroughly democratic than the profession of retail selling. In no line of business activity has competition been narrowed down to brains and ability to a greater degree than in retail selling. In these days of service it is the bigness of the man and not the capital that counts. The great stores of John Wanamaker, Marshall Field & Co., Siegel & Cooper did not happen. They grew. Retail selling, like all business activity, is a fight and because it is fighting that wins, it is so worth while.





Many Lines One **Bill**

Buying on this principle gives you variety without over stocking. It gives you many profits on the same investment in place of a few. It saves you money on freight.

Our monthly catalogue-America's Price Maker in general merchandise—is dedicated to this kind of buying.

Butler Brothers

Exclusive Wholesalers of General Merchandise

New York Chicago St. Louis Minneapolis Dallas

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

Buy Klingman Furniture

and sing "Home, Sweet Home" with accelerated enthusiasm

Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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

Some Simple Rules for Personal Efficiency.

Very early in the callow period of my experience as a retail salesman i became conscious of two disagreeable impressions. One was that the conversation among clerks within my hearing was almost wholly trivial and often inane. The other, that there was a sad poverty of ideas on the part of both clerk and customer in the running talk between them, usually incident to shopping.

In regard to the first, being by nature a little backward, I was a listener rather than a participant, which may have had something to do with the weariness of it. I found myself wondering to what extent the nature of the occupation was responsible, and if at the age of 35 my thoughts would have no wider range than that to which Morton's seemed to be confined., In age Morton was the oldest clerk in our department. "Kidding," to use his own term, was apparently his chief pleasure in life. Ordinarily he was more coarse than witty.

Reflection upon the matter lead to a resolution. This did not take complete form all at once, but I was inspired to make the start. The system which grew out of it is one that I have followed for many years, and am still following. As department manager, and later junior member of the house, I have pressed it repeatedly upon young fellows coming under my charge. More than one successful man of to-day is ready to testify that it has played a large part in his advancement, both in our store and else-

The system is a very easy one, in all except the stick-to-it-part. Going back to my early experience, I decided that each day I would add something to my stock of information, if nothing more than the meaning of a word about which I might be uncertain. I recall that start was made with the name on a fancy paper label attached to a bolt of goods. It took me several weeks to run down the facts regarding that particular weave and the mill that had produced it. The effort served to fix these facts permanently in my mind, and incidentally it had yielded me some general information about textiles, a subject on which I was ignorant. I found a pleasure in the possession of this knowledge which prompted further effort.

While, naturally, most of the suggestions came from objects about me in the store, they were not confined to such sphere. Important current events and civic questions discussed in the newspapers also inspired me. I soon found that any kind of information had a practical value.

"Say, what were you handing to that woman-what do you know about how ginghams are made?" asked Morton, jeeringly, one day after overhearing my talk to a customer. He repeated my language in distorted form to the other clerks, and for a week or more I was the butt of his ridicule.

Nevertheless, customers in increas-

ing numbers gave me the preference, because I got away somewhat from stereotyped counter talk. In a short time I ceased to be a joke to Morton, except as a memory, as I was transferred to another department, in a more important capacity.

Account of my further advancement, beyond stating the fact that it was steady, is not pertinent to this article. What I am trying to do here is to emphasize the practical value of continued self-improvement. In a number of instances I have seen a boy who was compelled to quit school while in the grammar grade and go to work, as was the case with me, outstrip the college graduate. The one realized the need of more knowledge, while the other seemed to feel that he had sufficient equipment.

But I would warm against leaning backwards. In other words, because a little time regularly spent in selfimprovement is a good thing, it does not follow that all spare time devoted to the same object is a better thing. Everybody, especially the young, should have recreation and social pleasures.

The primary object of all knowledge is to strengthen character and develop judgment. In doing this it gives poise and the sense of proportion. Self-improvement should not be attempted with too great enthusiasm and assurance. It is not to be taken by storm. Better to walk and keep at it than to run and faint.

No fragment of knowledge is to

insignificant may become large and luminous when it touches some other bit of data. A little knowledge is a dangerous thing when it is acquired for the sake of disputation or show. True knowledge is modest and is seen at its best in the unconscious charm of a cultured mind.

Harking back to my system of letting no day go by without learning something of permanent value, I have found it a constant pleasure. While I always have a number of interesting things on my "waiting list" that I want to enquire into, I am content with adding to my stock of information a little at a time. From the first I have been a social being. I have always loved a little nonsense. Making notes in writing and preserving them for reference has been a great aid to me.

It is my observation that the man who is narrow, or stubborn, or vacillating, or soured, is the one who has failed to store his mind with fundamental data and to expand his faculties with proper exercise. He lacks perspective. On the other hand, the best aid to efficiency and success in the business world is rational, systematic self-improvement-C. C. Johnson in Dry Goods.

Very Classy.

Mrs. Wayupp-Was there a society wedding last night?

Mrs. Blase-I should say so. The highest salaried man in town married the highest-alimonied woman.

No fragment of knowledge is to be despised. That which appears so ligion causes the fool arguments.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

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

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

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

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

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

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.

Business is booming more than ever



The above busy industries make busy stores below



Now is the time for merchants to make more money

Factories are busier than ever, many working over-time.

Labor is in greater demand at higher wages.

People are spending money more freely than ever before.

Billions of dollars are passing over the merchants' counters.

This year you should make more money than ever before.

You cannot make all you should unless you have up-to-date methods.

A man should never do a thing which a machine can do for him.

You should have our complete 1916 model register that prints the amount of each transaction on receipt or sales-slip.

It forces a correct record of all transactions between clerks and customers.

If you are using an old register, it will pay you to exchange it for a complete 1916 model.

Considering the material, workmanship, and the work it does, it is the lowest priced piece of machinery sold in the world.

You should order yours now, for early delivery.

Write us, and our agent will help you select a register suitable for your business.

(Signed) John A Pattisson

President

Don't forget, NOW is the time to make more money!



This is the machine that will help you do it

The harvest is ripe. Will you reap it with an old-time sickle or an up-to-date self-binder? Our complete 1916 models are as far ahead of our old registers as the self-binder is ahead of the old sickle.

- 1. The complete 1916 National Cash Register takes care of all cash sales, assuring you of a complete, unchangeable record of the sale.
- 2. It takes care of all charge sales, assuring you that proper record will be made of the charge.
- 3. When customers pay on account a record is made. This stops disputes later.
- 4. When you pay out money it forces a record as a safeguard against having to pay the bill again.
- 5. Goods sent C. O. D. or on approval are accounted for, and the danger of their being lost sight of is removed.

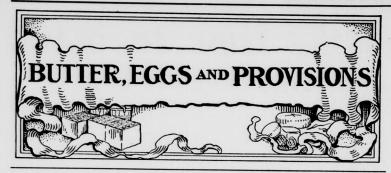
Our complete 1916 models pay for themselves as they go—out of the money they save.

They are making money for thousands of merchants.

What is good for others is good for you.

Write us today for more information.

The National Cash Register Company, Dayton Ohio, U. S. A. Offices in all the principal cities of the world



Michigan Poultry, Butter and Egg Association.

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

Those New Egg Rules.

The New York Butter and Egg Exchange is to be congratulated on the latest efforts it has made to safeguard call trading in eggs, conducted under its auspices. It is no doubt impossible to devise a set of rules and regulations governing open trading on any exchange which will prove in practice an absolute protection against all forms of trickery which an ingenious brain might conjure up. But this impossibility does not lessen the advisability of an exchange, one object of which is to furnish trading facilities for its members, taking what steps it can to protect its membership from any injustice or any misleading evidence of market values which might creep in were call trading subject to no regulation whatsoever. The difficulty lies in building up a system of rules strict enough and fairly enough enforced to command the confidence of buyers, and at the same time not so cumbersome or so difficult to meet that the effect is to stop rather than promote call trading. Just what effect the egg rules of the new Exchange will have on call trading remains to be seen. They will probably tend to induce greater conservatism in offerings of eggs under the call until the workings of the system are better understood by sellers. But if the inspection and sampling machinery to be provided fulfills the hopes of its originators the new rules should tend to promote more confident bidding by buyers. And certainly under the new rules the New York Butter and Egg Exchange will be in a better position to prove its desire to keep its board sales above suspicion, should the necessity ever arise, than would be the case were it to make no effort toward the evolution of a more efficient and still practical system of regulation.-N. Y. Produce Review.

Newspaper in an Egg.

Mrs. Sarah C. Williams of Quincy, Mass., is wondering how a piece of newspaper got inside a hard-boiled egg. When she broke open an egg there was found inside a strip of newspaper about half an inch long and an eighth of an inch wide with the words "To be known" and "go to" quite legible, although upside down.

Eggs have broken into print frequently but scientists remember no

previous case of print getting into eggs. Mrs. Williams is equally puzzled by the meaning of the words, and is curious to find out what is "to be known" and what the final word of the "go to" phrase can be.

Believing that there has been in the past entirely too much decayed fruit and vegetables sold on the docks and in the stores in a wholesale why, the Bureau of Foods and Drugs of the New York Department of Health has issued an order which requires that the goods received on the docks, containing even small percentages of produce unfit for food must be reconditioned and put in edible shape before being offered for sale. This, it looks to the receivers, will practically put a stop to the "as is" selling which has been a feature, and to many seemingly a necessity, in the fruit and vegetable trade for some time. Director Brown of the department recently said that his ruling as it applied to eggs would hold responsible the dealer that supplied the retail trade, whether he be jobber, wholesaler, or commission man. He also indicated that the department intended to use reasonable judgment and good sense in enforcing the new regulation, but that he wanted a stop put to the sale of what he claims have been enormous quantities of fruit and vegetables unfit for food.

The Chicago Butter and Egg Board's decision to take the handling of sales of futures in butter and eggs appears to be a forward step. A committee has been appointed to recommend proper procedure and this committee has been actively at work for several weeks, taking the ideas of the various members of the board into consideration in forming the plans. Within the near future, then-unless the unexpected happens-the Chicago Butter and Egg Board will be operating the system of buying and selling future contracts. The matter has been under discussion for some time and the recent move, can indicate only one thing-and that thing is progress.

Eggs, butter and milk doubtless are more generally used than any other three articles of food. On the daily bill of fare, they are ever present, and in the majority of dishes are one or all ingredients. Used as extensively as they are, it is but natural that the consumer should want them as fresh and untainted as possible and that the handler—in line with his views of giving service—should strive to furnish just that.

Tipping a waiter does not make him lose his balance.

Butter Orders Wanted

for fancy pasteurized print butterquality always uniform.

RIPON PRODUCE COMPANY Ripon, Wis

Watson-Higgins Milling Co.

Merchant Millers Grand Rapids, Michigan

Owned by Merchants

Products Sold Only by Merchants

Brands Recommended by Merchants

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.

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

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.





DAY AND NIGHT BOAT

TO CHICAGO FARE \$2.75

GRAHAM & MORTON LINE MICHIGAN RAILWAY CO.

Boat Flyers—Twice Daily
Leave Interurban Station. Foot of Lyon
St., rear of Pantlind Hotel, at

*8:00 a. m., 9:00 p. m.
*Except Sunday - Flyer for Day Boat
Leaves Sunday 11:00 a. m.

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

SEND US ORDERS

ALL KINDS FIELD SEEDS

Medium, Mammoth, Alsyke, 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.

THE MEAT MARKET

The Battle of Price and Quality and volume right now than any of those Service.

Jake is a butcher. He is known all over his town, and liked by practically every one. He has been running a market there for more than twenty years, and a lot of his customers who now send their children to buy their meat from him came to his market to do the same thing for their mothers. He is regarded as a sort of town institution; in fact, a lot of the old timers would feel that the place is not complete if they are not able to see Jake's broad, goodhumored face every time that they pass down Main street.

Don't make any mistake about it, Jake deserves all the popularity he has won. He is one of those butchers who hate the sight of a piece of poor meat, and one of those who take a real pride in his trade. He never refers to it as a trade, by the way; to Jake the only word that properly fits it is "craft."

Of course, he had competition. There were three other butchers in the town, all of them good friends, and all of them leaving the fight for business behind them the moment they shut up the doors of their markets each night.

Three years ago, however, a new butcher came into the town. He had learned his trade in a big city, and came out with the expressed idea of showing the "hicks," as he termed them, the proper way to run a meat market. He fitted up a handsome shop in a first-class location, and boasted that when he got through he'd probably be the only butcher in the place that would be worth while taking into consideration.

His grand opening was something that the town had never seen before. A band of music, souvenirs for every one, and prices lower than those of any other butcher. There wasn't a person in the town who did not visit that market that day, and a lot of them made their purchases there as well. The new butcher was a live wire, all right; no one could d ny that.

And he kept the good work right up along the same lines. His market was always covered with big signs telling how cheaply he was selling his meat. Special sales were nothing special for him, his customers were disappointed if they did not find at least one new one announced every morning.

"Maybe I'm not making an awful lot of money," he told Jimson, the grocer, down at the hotel one night; "but I sure am getting the trade. Why, I guess that I've got a greater

volume right now than any of those stick-in-the-mud fellows that have been piking along right here for the last twenty years. And believe me, I am going to keep it!"

The other four butchers in the town began to feel the inroads on them that he was making. One of them, meeting Jake, declared that he guessed he would have to do something or else he would wake up some fine morning and find that he did not have any trade left at all. Another started to give trading stamps. Still another lost his temper every time that the new butcher's name was mentioned, and, of course, there were lots of people to tell the latter how he was getting old Smith's "goat." Jake just kept on serving his trade.

Finally the four of them got together one day in Jake's market and tried to figure out something to do.

"We've got to meet that new fellow's prices, that's all there is to it," declared Smith. "We know that he isn't giving his trade as good meat as we are, for he couldn't sell it at the price he is getting and still stay in business; but what he sells is evidently what the people want, and it's up to us to give it to them. I'm going to start in Saturday and knock his prices sky-high."

The other two declared in their turn that they were going to do the same thing, and not stop until either they put the other fellow out of business or else went out themselves.

"Well," said Jake, "I don't know. I've always sold good meat and I guess that I'm going to keep on doing it right along. I'm a little too old to start in selling a poorer quality these days just because another fellow does it. Furthermore, I've always got fair value for what I've sold, and I'm not going to change now. Guess I'll keep going right along the way I've always done."

The others tried to tell him that he wouldn't stay in business for a year if he continued to do that, but Jake just smoked his pipe and said nothing.

Next Saturday the price war started. Each of the three butchers cut their prices below those of the new man, and announced the fact by big signs in their markets and by large advertisements in the local papers. On Jake's market there appeared never a sign, but in the papers his regular advertising appeared, dealing with the quality of the meat he was handling, the service he was giving his customers and quoting his regular prices.

By noon the new man had again

reduced his prices, and had his market decorated with a new collection of signs. The other butchers found this out by 3 o'clock, and reduced theirs to meet the new cut. Jake held right along with his regular quotations.

This condition went on for about a month. Every one of the butchers who were engaged in the price fight lowered the quality of the meat they were selling, for this was the only way in which they were able to stand the strain. Jake still sold good meat at fair prices.

One of the old timers finally quit the business in disgust. His customers welcomed the prices he was quoting, but they wouldn't stand for the meat that he was giving them. The other fellows had the same trouble. The fight continued until another of the old timers and the new fellow were eliminated.

During all this time Jake was right on deck. It is true enough that he lost trade, but he noticed a peculiar thing-the trade he did lose never stayed away from him very long. A woman would come in and tell him how cheaply she could buy her meat, and when he told her he couldn't afford to sell it for that price, she would go and patronize one of the butchers who were in the price war. But she never stayed very long. She found that the quality she was accustomed to was missing, and she heard complaints from her family regarding the meat she was giving them. She soon turned back to her original butcher.

At the present time Jake does a larger business than he has ever done in the history of his market. It is all first-class trade. Other meat markets have started since the fight, but they have never been able to shake his hold on his trade. In Jake's town, Jake's market is synonymous with good meat, and will probably continue to be so just so long as he remains in business.

"Price competition can always be met with competition based on quality and service," declares Jake. "If my friends hadn't cut their prices to meet that fellow who was going to teach us how to run our markets, he wouldn't have lasted very long, anyhow. Of course, he might have continued to do some business, but it would have been bargain trade, the kind that considers price and price only. He would have been welcome to that so far as I am concerned, and I think that the other butchers would have been better off if they had thought as I thought.

"You may call running a market on a basis of quality and service old fashioned as much as you like. If it is old fashioned, and it seems to me to be exactly the opposite, there is a lot of good in being old fashioned, and I am going to continue to be that way just so long as I remain in business."

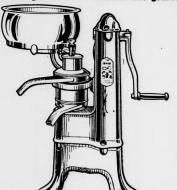
That is the modern butcher's idea of running a meat market. The price cutter does not find it adaptable to his methods, but that is so much the worse for the price cutter.—Ralph P. Drew in Butchers' Advocate.

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YOU not only want to sell your customers a Cream Separator that will take out the very last particle of butterfat, but one that will do it with the least labor and expense.

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The patented "CURVED DISC" Bowl, found only in the

"IOWA" Cream Separators

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That's not the only reason you should sell the "IOWA." Mr. Dealer. The "IOWA" brings you a larger per cent profit on your investment. If interested, ask us to tell you about our effective sales co-opera-

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CLOSEST SKIMMING DEALERS EVERYWHERE EASIEST CLEANED

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Waterloo, Iowa, U.S.A.



Don't Waste the Mental Energies in Regret.

Written for the Tradesman.

It is very easy to fall into the "If only" habit of thought. These two little words may preface a great number of regrets—regrets diversified according to sex, circumstances and temperament.

"If only I had had sense enough to stay out of politics!"

"If only I had followed my natural inclination and been a landscape painter instead of a drudge of a dress-maker!"

"If only I had set my watch correctly, so that I had not missed my train and in consequence lost the position I was in line for!"

"If only I had saved my money so that I could now take hold of this opportunity that requires a little capi-

"If only I had pushed on and gone through college!"

"If only I had taken my old friend's advice and bought a section or two of good Dakota land when it could be had for \$6.50 per acre!"

"If only I had worked harder! I might have advanced to leadership in my calling instead of still being in the ranks."

"If only I had married! I would now have a husband and children and a home, in place of having to earn my own living as a lonely, disappointed old maid."

"If only I had gone to the city when I was a young man, I am sure I should have made my mark. I unwisely chose to stick to the farm, where I have found nothing but hard work and scant profits."

"If only I hadn't followed father's advice and invested all my earnings in that patent right that he honestly believed he saw a fortune in."

"If only I had taken care of my health and not overworked and broken down!"

"If only instead of spending time and money on a university course, acquiring knowledge that never was put to practical use and much of which was soon forgotten, I had learned a trade or some business in which I could make a good income!"

"If only I hadn't married! Marriage with me has proved a sorry failure. My husband and I are not in the least congenial, and he has been most unfortunate financially. All my hopes and aspirations have been choked by domestic cares. I love my children, but they do not compensate for a life of disappointment. Had I been wise enough to remain single, I easily could have made my own way, and would be independent and far happier."

"If only I had been satisfied to stay on the farm, where I should have had health and quiet and plenty, instead of exposing myself to the nerve and brain rack of city living! I have made money, but it brings me no contentment. To live in the open air instead of being chained to a desk would be worth far more than is the fortune I have accumulated, for wealth has brought me nothing but care and anxiety."

The reader will think of many other "If only's" to which he or she has been compelled to listen. The kind of person who always finds some one else to blame for every untoward thing that has happened, will put his or her "If only" in this form—"If only So-and-So had or hadn't done thus"—shifting the responsibility for what has gone wrong onto some fellow being, but still retaining the mental attitude of lament. This is a mere variation and often in the direction of unfairness.

Whatever our own particular "If only" may be, we may be sure that if we are indulging this trend of thought to any extent, it is doing us much harm. Regret, considered as a temporary distress of mind over some recent mistake, is necessary and wholesome. But regret, when it becomes a chronic condition, a continued reiteration of lamentation, is one of those morbid mental habits that weaken the fiber of the soul and destroy necessary self-confidence and courage.

Ordinarily there is much of selfdelusion mixed with habitual regret. Taking as a premise, "If only such a thing had been otherwise," we easily can outline very happy results from the imaginary change. But we can not be sure that things actually would have turned out as our fancy pictures. If we had made money in that golden opportunity that we failed to take advantage of, who knows but we should have lost it? That other occupation might not have proved any more congenial nor any more profitable than the one in which we are engaged. If we had not met with the accident we did meet with, perhaps a greater would have befallen us. The fact that one person will regret one thing and another something diametrically opposite, goes to show that both very likely are deceiving themselves. Life is so complicated, causes and effects are so intricate, that we can not single out some one event or circumstance and say that if this had been different all else would have been to our liking.

It is a far saner and healthier view that regard seeming failures, losses, disappointments, and humiliations as

Quality Guaranteed



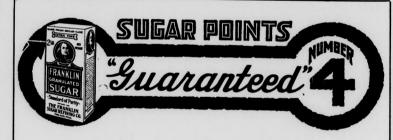
This 10c jar is identical with Nationally Advertised Brands selling at 15c.

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Nice profit for dealers. Ask your jobber. See quotations in Price Current. Made in Grand Rapids.

Actual size 7 oz. Packed 2 doz. in case. Retails at 10c.

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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

necessary and valuable experience. Sometime and somewhere everyone needs the knowledge that can be gained nowhere else but in the school of adversity.

It never is well to be too badly cut up over a mistake that has been made and which can not be looked at otherwise than as a mistake. Learn the lesson to be drawn from it, so that the same error will not be repeated. Then cease to punish the mind with self-inflicted upbraidings. The best, the brightest, the most successful people admit having made egregious blunders. No matter what you may have done, you may be sure that some very able person has done something just as foolish before you.

Otherwise, many careful souls would always be spending the present in trying to make over and correct the past.

The present comes to us moment by moment to be used with whatever of wisdom we have learned from all previous experience. This is the utmost that is in our power. To waste the present in unduly regretting past mistakes is simply adding another folly, and an inexcusable one, to those before committed.

Quillo.

No More Old Ladies.

From the time a woman is married her years are filled with cares and responsibilities until, finally, the children grow up, marry, leave home, and, husband having developed the poise and

content of the usual elderly person, she finds to her amazement that she is free. Then comes the period of wild oats. She keeps a date book, goes to clubs, has a place on boards of things, travels on the federation special across continent, lives at hotels, sends her own telegrams, orders taxis, treats other women to luncheons and dinners, makes speeches, votes if she has a chance, legislates, uplifts and keeps a telephone on her desk. These are only a few. If she is not interested in this sort of thing you will discover her tucked away in the back seat of a touring car, where she is not the least trouble in the world and is always, under all circumstances, a perfectly splendid credential of respectability. Two generations ago women of

her age were senile and sat in the chimney corner where they would be out of the way. But the chimney corner went out of architecture and she was just as naturally uprooted. There are fewer old ladies' homes than there promised to be. Not while grandmother can wear her granddaughters' shoes and hats and sashes and beads is she going to an old ladies' home. A generation ago there promised to be a call for an old ladies' home in every block. It is wonderful how we old ladies have become transformed and fairly forced another issue. Of course, we are sowing our wild oats. We have made a place for ourselves. Hurrah! Really, there are no old ladies. Ask the milliner!

"Old Lady."



It is one of the secrets of practical living to disregard past blunders and pick up and go on.

It is to be observed that those who suffer most from the regret habit often are wasting their mental energies in lamenting things that really are unimportant. The merest trifles may be the occasion for genuine anguish of mind. Even if one had been guilty of a serious crime or had committed the gravest kind of an error, unceasing remorse would not be the best atonement.

Taken in one way it is an appalling thing that the past is irrevocable. With all that we have or ever shall have, we can not buy back an hour nor even an instant of yesterday. But is it not altogether best that it is so?



N. A. R. D.

What It Is Doing For the Retail Druggist*

Within the last year or two many very important things of material interest to the retail drug trade have happened. Probably the first in importance is the Harrison Act, which went into legal effect on March 1. 1915, and the many and perplexing regulations that have emanated since that time from the Commissioner of Internal Revenue for carrying this measure into effect. This subject is of great importance and I shall ask for your indulgence to speak of it later in my address, as I want to go into it in all its details, as far as time will allow me to do so, for I well believe it will be of great interest to all of you.

The activities of the N. A. R. D. are becoming more important every year. It would be futile and a waste of time for me to reiterate to you just what happened at the annual meeting of the National Association of Retail Druggists in Minneapolis, the first week in September, 1915, as the happenings there were fully featured in the respective issues of the N. A. R. D. Journal succeeding the convention.

It has always been customary at the first general meeting of the N. A. R. D. Executive Committee subsequent to the annual convention to take up the work of the annual convention, more especially the resolutions. Our Executive Committee met in Chicago the second week in December, 1915, and I may say, without any fear of contradiction, it was one of the most important meetings in the history of our Association. Five entire days of the week are devoted to business that was most important to the welfare of the retail drug trade of this country. Time will not permit me to go into details, as much as I would wish to do, as I am very anxious indeed for you to know just precisely the immense amount of work the N. A. R. D. Executive Committee has upon its hands in taking care of your interests. At one of the sessions of the meeting, the following resolutions were offered:

Resolved-That we petition the President of the United States, the Secretary of the Treasury, the Secretary of Commerce and Attorney General to use all honorable means to have the tremendous increase in price of many most important and valuable medicinal agents legally investigated as to the underlying causes for such abnormal increased prices and scarcity of such articles in order that the medical and pharmaceutical professions of the United States may be enabled to obtain these products in sufficient quantities to supply the suffering public at a reasonable price.

Resolved—That the Secretary of the National Association of Retail Druggists be instructed to mail a copy of this resolution to his excellency the President of the United States, the Secretary of the Treasury, Secretary of Commerce and Attorney General of the United States.

*Paper read at annual meeting Michigan State Pharmaceutical Association by T. H. Potts, Secretary N. A. R. D.

These instructions were carried out shortly after the departure of the Executive Committee and suitable replies have been received from each of the Departments. The Attorney General stated that the matter had been turned over to the Federal Trade Commission for the fullest investigation.

You well know that the emergency revenue stamp tax on cosmetics went into operation on December 1, 1914, and this was also a very important matter that came up for consideration. The one Association that was just as much interested, if not more so than the N. A. R. D. was the National Perfumers Association, and I had the pleasure and honor of attending several conferences between the officers of this Association and their affiliated Association, the Chicago Perfumers Association. We had present with us on two or three occasions the members of Congress from the Chicago district and almost to a man they assured us that they were opposed to Schedule B of this Act and would do everything they possibly could to prevent its being continued. Time, however, was so insistent that Congress was compelled to act on short notice, as this measure was to expire by limitation at midnight on December 31, 1915, and the political party in its ascendancy in the U.S. Congress had the power to put over a resolution extending this Act for one year, or until midnight December 31, 1916. But we have every assurance that when a new bill is brought up for enactment, Schedule B, the one applying to the stamp tax on cosmetics will be eliminated.

Another very important bill we are all very much interested in is the Paige Bill, which was introduced into the sixty-third Congress by Congressman Paige, of Massachusetts. Paige Bill is one relating to patents on medicinal products, etc. unanimously endorsed by our Association and we have strong hopes and expectations of having the patent law so amended that in the future the retail druggists and the public at large will not be up against the peculiar conditions that have existed for so many years in regard to what is known as the German synthetics, such as phenacetin, aspirin, etc.

Another very important measure that may or may not be introduced in the present, or sixty-fourth Congress. is what is known as the Underwood Anticoupon Bill, which was introduced in the sixty-third Congress. The Washington State law applying to coupons, premiums and trading stamps, calls for a license of \$6,000 per year in every county of the State for using coupons or premiums of any The first victims of this law were the United Cigar Stores Co., who upon trial were convicted in the lower court and on an appeal taken by the defendants on the ground of the unconstitutionality of the bill to the Supreme Court of the State, which decided against the defendant's claim. An appeal was taken from this decision to the Supreme Court of the United States, and this case was on the files of the Supreme Court and was argued on or about November

1, 1915, and I am much pleased to state that a decision was handed down on March 6 of this year sustaining the constitutionality of this as well as the Florida Act. We were very much interested in this case before the United States Supreme Court and contributed \$250.00 towards the expenses of same and feel amply repaid in the decision rendered. Under this decision each and every state in the Union may constitutionally enact anticoupon or premium laws and make the license so high as to be prohibitory.

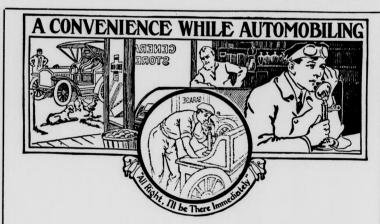
Price-Maintenance.

This is a subject that has engaged the serious attention of the retail drug trade of the country for the last eighteen years and with the growing seriousness of aggressive price cutting, other retail trades became interested so that to-day it is one of the leading issues before the country.

Congressman Stevens of New Hampshire introduced a bill in Congress on February 12, 1914, H. R. 13305, entitled, "A bill to prevent discrimination in prices and to provide publicity of prices to dealers and to the public." There were two or three hearings given on this measure by the Foreign and Interstate Commerce Committee of the House, of which Judge Adamson, of Alabama, was chairman. From the day of the introduction into the United States Congress of this bill dates the campaign of education of price maintenance. The leading retail trade organizations were earnestly in favor of it, and were acting in conjunction with a large commercial organization, known as the American Fair Trade League, composed of some of the largest and most influential manufacturers of the country. The Stevens Bill, however, was not altogether satisfactory to us as retail druggists as it really contained no penalty for infraction, nevertheless, we believed it a good measure for educational purposes.

On December 14, 1915, Congressman Ayres, of Kansas, introduced into the sixty-fourth Congress, the original Stevens Bill with but a few changes. This bill was known as H. R. 4715. Congressman Stephens, of Nebraska, on January 21, 1916. introduced a bill, H. R. 9671, entitled. 'A bill to protect the public against dishonest advertising and false pretense in merchandising." This measure was based upon the Ayres-Stevens Bill, yet it contained some important changes, one of which was the allowance of seasonal disposal sales twice yearly. Senator Ashurst, of Arizona, a few days later introduced into the Senate a bill known as S. 3945, which was really a duplicate of the Stephens Bill, H. R. 9671. The Ashurst Bill like the Stephens Bill shows a change in its title as compared with the Ayres-Stevens Bill. The Ashurst Bill like the Stephens Bill authorizes the prescribing of the "Uniform Prices" and manners of settlement at which the different qualities and quantities of each article covered by such contract may be resold. is a change from the Ayres-Stevens Bill

The Ashurst Bill is unlike the



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In the event that you are prevented from returning at the appointed hour, the Bell toll lines afford a convenient medium for reassuring the folks at home.



Michigan State Telephone Company

Ayres-Stevens Bill in that it authorizes discounts for cash and for quantity and allowances in rates covering transportation costs. The Ashurst Bill further exempts sales to libraries and other public institutions and contains drastic provisions against products of monopilies or combinations between manufacturers.

On March 14, 1916, Senator Ashurst introduced another price maintenance measure, B. 5064, which was said to supersede the one introduced previously by him, S. 3945. The changes in this bill were that the word "seasonal" was struck out before "disposal sales" and also "twice yearly," so as to authorize disposal sales at appropriate times and the words "at retail" are omitted in the new measure and thus the limitation to retail dealers is wiped out and the paragraph in S. 5064 is so broadened as to apply to all dealers, wholesale or retail. Also it adds:

"Provided, that such dealer, or the legal representative of such dealer, shall file at the office of the Federal Trade Commission a statement setting forth the reason for such sale, the refusal or neglect of such vendor to accept such offer, and the grade, quality and quantity of such article or articles of commerce to be sold."

Following this, Representative Dan B. Stephens, of Nebraska, introduced a bill upon the same lines in the House known as H. R. 13568, and it is precisely similar to S. 5064, introduced by Senator Ashurst.

I have been forced to go into this somewhat in detail so as to give you a resume of the history of the introduction of the price-maintenance bills in the U. S. Congress. Price maintenance is an economic issue, but yet it is more a moral issue. All economic issues, particularly those that have to do with the practice of big business, have a moral phase that is of much more importance to the general public than is the economic results of the practices, and this fact must not be lost sight of in the endeavor to secure price maintenance legislation; for it is the strongest argument for the support of such endeavor. It is no easy matter to convince the public that it is not to its advantage, per se, to be able to buy any commodity as cheaply as possible. That is, in full, the economic phase of the price-maintenance problem. But the lie behind the insinuating cut-price offer, the trap behind the bait is what the public does not see and, therefore, must be shown. The economic phase falls flat when it is pointed out that somehow the pricecutter must get the average profit necessary to meet his operating expenses and the call of his purse. Where does he get it? You should know, and it is your duty to impart the knowledge to others.

We have no desire to make you pessimistic, for there is no reason for pessimism; there is need for work—the pessimist is a quitter; the optimist is a never-starter; what we want you to be is a "peppermist," an earnest, energetic, hopeful worker.

There may not be, and probably is not, any such underlying notice for the various changes that are be-

ing made in the price-maintenance bills in the present Congress. But these changes in name and phraseology-and they are being made with the sanction of persons who a short while ago were urging that no attempt should be made to change the language of the Steven Bill until it reached a joint committee-are surely confusing to Congressmen and to retail merchants as well, and will tend to scatter the support of those who have been behind the price-maintenance movement, albeit they may enlist a few recruits from the ranks of the opposition, for whose especial benefit the changes appear to be made. The idea of those who have taken up the cry of price-maintenance, long sustained by the National Association of Retail Druggists, and attempted to reap all the real glory and a great deal that appears to be founded on their own glowing accounts achievements that have not materialized, seems to be that any sort of a compromise measure, be it ever so impotent, will mean a feather in their caps, and is, therefore, all that need be offered as a relief.

Any sort of success is success enough, may be a slogan well founded in expediency. But the retail drug trade has had more than enough experience with price-maintenance plans that do not work, and it may shortly become necessary to cut the Gordion knot of compromise and get behind a congressional measure that is something more than a bundle of high-sounding words relating to a very desirable principle.

What is the principle of price-maintenance? Is it not the protection of the honorable, honest, one-price-always-and-to-all retail merchants of limited means against the bargainbait cutting of prices on goods of known value by moneyed competitors who are able to carry such a diversity of stock as to have an over-priced Rowland, maybe two or three-for every cut price Oliver, and to force the manufacturer to favor them in discounts? Is any sort of a concession to this unfair competition, in the way of permitting special sales, particularly sales without limit as to num-·ber or season, consistent with the principle of price-maintenance? The Executive Committee of the National Association of Retail Druggists firm in its conviction that price-cutting of any sort is not beneficial to the retailer with limited capital, declared at its April meeting that such concession is not consistent. Therefore, let me entreat you, let me beg of you to use your influence with your representatives in Congress from your state and your two United States Senators to give this most important issue to every retail druggist in the United States of America their most earnest and careful consideration, with the sincere hope that their vote upon price maintenance on retail selling may be in the affirmative and thus give to the retail merchant an opportunity to make a living profit upon the merchandise that he sells.

I well know that this paper is very lengthy, yet I sincerely trust it does not tire your patience, as in my opinion it is material of the utmost im-

portance to the retail druggists of the country and in our mind it is one of the best means of disseminating this information and furthermore one of the best means of creating a more fervid interest in the State Association by retail druggists in the respective state associations.

Now, with your further indulgence, I will pass on to the Harrison Act and its regulations. As you all know, the Harrison Act went into effect on March 1, 1915, and the act itself gave the Commissioner of Internal Revenue, subject to the approval of the Secretary of the Treasury, the legal right to formulate and put in action regulations for carrying the act into effect. I may say that with the exception of two regulations, we have had very little trouble with the operations of the act. The two regulations I speak of are regulations 2213, promulgated on June 7, 1915, and 2244, promulgated on September 20, 1915. We have had considerable correspondence at headquarter's office with the Commissioner of Internal Revenue upon these two regulations and it was a subject for serious discussion and consideration at the annual meeting of the National Drug Trade Conference, held in Washington, on December 16. At that Conference a special committee of three, composed of Mr. Sameul C. Henry, our President last year, and now chairman of the N. A. R. D. Legislative Committee, Professor J. H. Beal and Mr. Charles M. Woodruff, Secretary of the Conference, was appointed to have a conference with the

Commissioner of Internal Revenue, in regard to these two regulations, which instructions were afterwards fulfilled, and the Commissioner and his assistants listened to them with a great deal of attention and suggested that they present briefs in regard to the two regulations under criticism.

Mr. Woodruff was designated to prepare and present the brief on regulation 2244, and Professor Beal on regulation 2213. On January 19, 1916, this special committee of three, by previous arrangement, called upon the Commissioner of Internal Revenue, Mr. Woodruff having already filed his brief. At this hearing, our representative, Mr. Henry, was in no ways chary about telling the Commissioner of Internal Revenue that regulation 2213 was not well received by the retail drug interests of the country; that it was reading into the law itself something that did not legally belong there, as it was directly contrary to Section 6 of the Harrison Act, and that it must be very much modified or altogether eliminated, which would be the best course to adopt, or else the National Association of Retail Druggists, acting under instructions of the National Convention at Minneapolis, in 1915, would be forced to take legal steps to ascertain whether or not the Commissioner of Internal Revenue was within his legal rights in having prepared and foisting upon the country such a regulations as No. 2213. Then Professor Beal presented his brief, which made a decided, if not decisive, impression upon the Commissioner and his assistants, So-



licitor Johnson, Dr. Rhees and Mr. Keith.

On March 14, 1916, after repeated hearings and discussions the Internal Revenue Department gave out R D. 2309, the long-expected substitute for T. D. 2213 as follows:

Interpretation of Sec. 6 of the Act of December 17, 1914, supplementary to R. D. 2213.

To Collectors of Internal Revenue and others concerned:

Section 6 of the Act of Congress. approved December 17, 1914, does not apply to extemporaneous prescriptions unless written for a preparation or remedy as hereinafter defined. The exemptions in that section apply exclusively to ready-made preparations and remedies prepared in accordance with the U. S. Pharmacopoeia, National Formulary, or other recognized or established formula, usually carried in stock by a dealer, and sold without a prescription, provided such preparations and remedies are sold, distributed, given away, dispensed, or possessed strictly in good faith for medicinal purposes only, and not for the purpose of evading the intentions or provisions of the Act. The selling, dispensing, or possession of any such preparation or remedy containing opium, or any alkaloid, salt or derivative thereof, for the purpose of satisfying or administering to a drug habit is not selling or dispensing for medicinal purposes within the intentions of the law.

Preparations and remedies within the intent of Sec. 6 are hereby defined to be ready-made compound mixtures prepared in accordance with a recognized or established formula, as indicated above, which contain not more than one of the enumerated drugs in a quantity not greater than that specified, together with other active medicinal drugs in sufficient proportion to confer upon such preparations or remedies valuable medicinal qualities other than possessed by the narcotic drug if dispensed alone. Simple diluents of a narcotic drug made by admixture with inert or nearly inert substance, as sugar of milk, or simply solutions of narcotic drugs, in water, syrup, diluted alcohol, flavoring matter, etc., are not bona fide medicinal preparations within the meaning of the exemption.

The several alkaloids, salts or derivatives of opium, if aggregated in the same mixture, are not exempt. A preparation which contains the permitted maximum quantity of any one of the alkaloids, salts or derivatives, if fortified by the addition of any one of the named alkaloids, or of its salts or derivatives, is not a preparation or remedy of the character contemplated of Sec. 6.

Preparations or remedies which come within the exemptions of Sec. 6, as herein defined, may be sold with or without a prescription, which prescription may be re-filled, if sold wholly in good faith for medicinal purposes only.

The re-filling of a narcotic prescription for an exempted preparation or remedy, as herein defined, combined with other non-narcotic agents, with a consequent further dilution of the mixture, will be permitted."

The foregoing decision is signed by the Internal Revenue Commissioner and approved by Acting Secretary

This regulation is undoubtedly of the greatest interest to the entire retail drug trade as it affects in a very material way their economical interests. We were in receipt of a letter from a prominent retail druggist that this regulation would mean a loss to him of several hundred dollars a year by not permitting renewal of prescriptions containing narcotics coming within the excepted amounts.

It undoubtedly will be of great interest to you to be informed that the N. A. R. D. is about to test the legal right of the Commissioner of Internal Revenue to read into the Harrison Antinarcotic Law and its regulations, subject matter that does not legally or economically belong there, to the serious detriment of the economic interests of the retail druggists.

Our Washington attorney, Mr. Brokmeyer, has expressed this opinion on T. D. 2309:

1. The authority of the Internal Revenue Department under the Harrison Act to provide that Sec. 6 does not apply to extemporaneous prescriptions unless written for a prescription or remedy prepared in accordance with the U. S. P., N. F., or other established formula usually carried in stock by a dealer and sold without a prescription.

2. The authority of the Department under the Harrison Act to limit preparations and remedies exempted by Sec. 6 to ready-made compound mixtures prepared in accordance with an established formula, as indicated above.

The authority of the Department under the Harrison Act to limit preparations and remedies exempted by Sec. 6 to such as contain only one narcotic drug.

It is conceded, of course, that the Department has the authority under the Harrison Act to limit the preparations and remedies exempted by Sec. 6, whether prepared in accordance with the U. S. P., N. F., or other established formulas carried in stock by a dealer, or not, to such as "are sold, distributed, given away, dispensed, or possessed as medicines, and not for the purpose of evading the intentions and provisions of this Act," because the language quoted is a proviso of Sec. 6. If the evidence shows that two or more narcotic drugs, or alkaloids, salts or derivatives of opium, are mixed in one preparation or remedy for the use of addicts, and are used by addicts, such a preparation or remedy would come within the inhibition of the law as expressed in the proviso of Sec. 6 quoted. If, on the other hand, such a preparation or remedy, containing two or more narcotic drugs, or alkaloids, salts or derivatives of opium, mixed with other ingredients possessing medicinal properties, were dispensed as a medicine and not for the purpose of evading the Act, that preparation or remedy would not fall within the inhibition of the law.

The authority of the Commissioner of Internal Revenue, with the approval of the Secretary of the Treas-

ury to make all needful rules and regulations for carrying the provisions of the Harrison Act into effect, cannot be questioned, because this is the language noted, however, that this authority was limited by Congress to "all needful rules and regulations for carrying the provisions of this Act into effect." This does not mean provisions of any regulation issued by the Department which go beyond the intent and scope of the Act.

T. D. 2244, afterwards 2292, relating to order blanks for narcotics was very unsatisfactory for reasons already stated. A further hearing was granted upon this regulation by Commissioner of Internal Revenue Osborn and we were very much gratified to receive the following telegram from Attorney Brokmeyer under date of April 25:

Henry's suggestion adopted and Treasury decision issued revoking T. D. 2292 and requiring name of narcotic content, quantity of preparation in ounces if liquid form, or if pills, ampules or tablets the units and total thereof.

This new regulation is known as T. D. 2323 and is as follows:

The ruling contained in Treasury Decision 2292, amending Treasury Decision 2244, requiring the narcotic content of preparations and remedies in grains to the fluid or avoirdupois ounce, or the quantity of narcotic drug in grains or fractions thereof, contained in a tablet or pill, to be indicated on official narcotic order forms, is hereby revoked, to take effect immediately.

Hereafter, the name of the preparation, the quantity in ounces if in liquid form, or if in tablet, pill, ampule, or suppository form, the units or total thereof, and the name of the particular narcotic drug contained in such preparations, tablets, pills, ampules, or suppositories, need only be entered on these order forms.

On May 2 another regulation was issued, T. D. 2327; as follows:

Every person, firm or corporation making application for registration under the provisions of the Act of December 17, 1914, must at the time of applying for such registration prepare, in duplicate, an inventory of all narcotic drugs and preparations (other than those specifically exempt under the provisions of Sec. 6 as defined in T. D. 2309) on hand at the date of application for registration. Where, however, a registered person at some fixed date annually takes a stock inventory, either at the close of the business fiscal year or of the calender year, such inventory, in duplicate, showing the quantity and names of narcotic drugs and preparations on hand on the date next preceding the date of application for registration may be filled in lieu of the annual inventory required at the date of registration. The original inventory must be kept on file by the maker with previous inventories, and the duplicate forwarded to the Collector of Internal Revenue. No special form of inventory is required, but it must clearly set forth the name and quantity of each narcotic drug, preparation or remedy, and be verified by oath or affirmation executed in conformity

with law. Collectors will refuse a registration number and special tax stamp to an applicant who fails to furnish annually at or before the date of registration a duplicate of such inventory.

We received under date of June 3 from our Washington attorney, Mr. Brokmeyer, the following revised regulations. Some of these are repetitions and again some are original and of the utmost importance:

Narcotic Regulations Revised.

Yesterday counsel for the National Association of Retail Druggists ceived an advance copy of I Revenue Regulations No. 33 Internal Revenue Regulations No. 33 as revised. These contain the Harrison Narcotic law as well as the regulations for its enforcement. No. 35 was oringinally issued by the Department in January, 1916. The revised regulations are date "May, 1916."

No. 35 as revised contains so many

changes, some very important, that every retail druggist should at once familiarize himself with them. Otherwise he may subject himself to prose-cution by the Federal authorities. The Harrison law is being enforced more strictly every day, as a glance at No. 35 will show and technical vio-lations of the law or regulations are punished as well as flagrant

being punished as well as flagrant infractions.

Space is too limited to publish all of the changes in No. 35 in full. The following are some of the more important stated briefly.

Annual registration on or before July 1 as well as tax payment.

Only those lawfully entitled to deal in narcotics, or holding a state license, eligible for registration.

eligible for registration.

Collectors will refuse to issue a registration number and special tax stamp unless the application form is properly executed.

The special tax stamp must be con-



That Novelty in Mapleine

Flavoring

not found in any other flavor. Has more uses than other flavors—used for ice cream, in cakes, in icings, in candies, etc.

Programmer of the control of the con CRESCENT MFG. CO. Seattle, Wash.

The Reputation and Standing of

Walter Baker & Co.'s Cocoa and Chocolate **Preparations**



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. spicuously posted in a dealer's place

of business.

Every registered person, including druggists, must use precaution in furnishing an individual with narcotic drugs, which must be dispensed for medicinal purposes only.

Official order form will be supplied only to registered persons having legitimate use therefor.

If an order form is not accepted it should be returned to the maker with a letter of explanation. The maker must attach the unaccepted order form and letter of explanation to the

form and letter of explanation to the licate order.

The firm, corporate or business name alone will not be accepted, but the signature of the individual responsible for the insurance of the order form must be subscribed there-

On order forms must appear the name of the preparation, the quantity in ounces if in liquid form or solid form, or if in tablet, pill, ampule, or suppository form, the unit or total thereof, and the name of the particu-

lar narcotic drug contained therein.

When order forms are lost or destroyed through accident, a sworn statement to the effect must be filed with the collector.

Improperly written or mutilated order forms are not to be destroyed, but must be kept on file, both the original and duplicate, with other rec-

Unused order forms are void at the expiration of the registry period and unless registration is granted, must be forwarded to the collector who issued same to be marked "cancelled" and returned to the arred cancelled and returned to the owner to be kept on file for two years.

A physician, dentist or veterinary

surgeon may not engage in the business of selling narcotic drugs, unless he is a registered dealer, authorized by the state laws to engage in such

Prescriptions written upon request of any person, calling for the narcotic drugs for any purpose other than medicinal use, or written for a person upon receipt through the mails of symptom blank or descriptive sheet, are not included in the exemption of prescriptions prescriptions.

A veterinary surgeon is limited to the use of narcotic drugs in the treat-

the use of narcotic drugs in the treatment of animals alone.

If a veterinary surgeon is licensed to practice medicine also he must register for each and keep separate records as required by law.

Hospitals and similar institutions must register, pay the special tax and keep accurate records of all narcotic drugs, therein. The record of those dispensed must halance with those dispensed must balance with those

All prescriptions for narcotic drugs not exempt as defined by T. D. 2309 must be dated and signed on the day when issued, must be preserved for two years and readily accessible to two years and readily accessible to inspection on a separate file to be kept by registered dealers.

The refilling of narcotic prescriptions is prohibited except as defined in T. D. 2309.

Narcotic prescriptions cannot be filled upon telephone.

Narcotic prescriptions cannot be filled upon telephone.

Narcotic prescriptions must be filled entirely at the time of presentation.

Physicians, dentists and veterinary surgeons writing narcotic prescriptions must sign their name in full on the same, state therein their registry number and location of their office and the name and address of their patients for whom they are written, and the date. Druggists must refuse to fill any such prescription unless made out as herein required. Druggists must also refuse to fill any such prescription if they have reason to think it was fraudulently issued or obtained.

Refilling of narcotic prescriptions

Refilling of narcotic prescriptions is prohibited unless they call for exempted preparations or remedies as defined in T. D. 2309. An accurate record of narcotic drugs entering into the composition of exempted prepara-

tions and remedies must be kept by registered dealers and manufacturers, showing the name of the preparation made, the amount of narcotic used, the date, of manufacture and the amount of finished product, and must be accessible to inspection by revenue agents.

When registration is applied for, annually, a sworn duplicate inventory of the stock of narcotic drugs on hand of the stock of narcotic drugs on hand must be filed with the collector and the original preserved by the maker, preparations and remedies exempted under Section 6 of the Act, as defined in T. D. 2309, not being included in such inventory. A registered person who at some fixed date annually takes a stock inventory, either at the close who at some fixed date annually takes a stock inventory, either at the close of the fiscal or calendar year, such inventory, in duplicate, properly verified, may be filed in lieu of the former showing the date of application for registration. Collectors will refuse a registration number and special tax stamp unless such inventors in duplistamp unless such inventory in duplicate is filed.

Narcotic drugs and preparations must be segregated from the general stock of drugs and medicines and kept under lock and key to prevent

theft.

It required no more than a glance at revised Internal Revenue Regulations No. 35 to see that the Department has gone much farther than it announced it intended to go. The Department let it be understood that the revision of No. 35 would incorporate only such new Treasury Decisions as were issued since the promulgation of No. 35 in January, 1915. The fact is that revised No. 35 contains practically an amplification of nearly all of the articles published in the original No. 35. What is more, in amplifying the articles as originally issued, the Department seems to have entirely ignored the intent as well as the ly ignored the intent as well as the limitations of the Harrison narcotic law, as declared by Congress. If a deliberate attempt had been made by the Department to make a very good and necessary law vexatious to the the Department to make a very good and necessary law vexatious to the drug trade and the public alike, it could not have succeeded better than it has in the revision of No. 35. To comply literally with all of the requirements of No. 35 a retail druggist would have to give the Government such a large part of his time and activities that he would find it virtually impossible to serve the puband activities that he would find it virtually impossible to serve the public and make a living. The practical needs of the public and the obligations of the retail druggists to the public in the conduct of a legitimate business appear to have entirely escaped the notice or attention of the administrative officers of the Department. It does not seem to have occurred to them that narcotic drugs play a very important and necessary curred to them that narcotic drugs play a very important and necessary part in the protection of the health and lives of the people. The Depart-ment apparently has an eye single to the abuses of the use of narcotic drugs. It seems blind to the neces-sity for the legitimate use of narcotic sity for the legitimate use of narcotic drugs. It sees a knot hole in the barn but does not see the barn. A continuance of such a policy can only result in making a good law odious and in time unenforcible.

Eugene C. Brokmeyer,
Attorney, N. A. R. D.

I very much regret that I have taken up so much of your valuable time on account of the length of this paper, but as I have already stated, the subject is of such momentous importance, to every retail druggist of the country, that I really felt in a great measure, I was only asking for that indulgence from you that the question properly merited.

Silent watches of the night are those we forget to wind.

A fertile imagination may produce rank thoughts.

Piles Cured WITHOUT the Knife



The Largest Institution in the World for the Treatment of Piles. Fistula and all other Diseases of the Rectum (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.

DRS. BURLESON & BURLESON

RECTAL SPECIALISTS

150 East Fulton St.

GRAND RAPIDS, MICH.



The Increasing Vogue of White Foot- trick at all to quickly and neatly rewear.

Written for the Tradesman.

Some months ago the writer predicted that the summer of 1916 would be marked by the increasing popularity of white footwear for everybodymen, women and children.

At the annual convention of the Associated Advertising Clubs of the world, which is to be held in Philadelphia the last week in June, advertising solons from various sections of the United States and other countries, are going to give white footwear a boost by appearing in white suits and shoes. The idea is to advertise by example. In other words to demonstrate summer comfort to the American business man; for these bright and efficient advertising men are firmly convinced in their own minds that light colored suitings and white shoes mean greater efficiency and comfort for the business man.

For several years women and children have worn white footwear to a greater or less extent during the hot summer months, but it has been only within the last two or three years that men have taken to white shoes; but now the custom has grown until a man no longer feels himself conspicuous in white shoes on a sultry afternoon or evening.

As a naturally conservative animal, it was not to be expected that man would be won over to white footwear immediately. For that reason white shoes for masculine attire were introduced somewhat tentatively at first. But the concerns most interested in the introduction of white footwear have done their work well, so it has come about that many objections that used to be urged against white foot-

wear no longer apply.

It used to be thought, for example, that white shoes were not serviceable. But this idea has proved to be wrong. White shoes are serviceable. The finer grades of white canvas used in this class of footwear is a tough and durable material. Not only do such shoes wear a full season, but they hold their shape splendidly. It often happens that the canvas uppers outwears the leather (or substitute) soles and heels. The so-called white buck is also a fine material for shoe uppers. A good pair of white buck shoes will last two, in some cases, three seasons, depending on the kind of wear and care they receive.

Another objection that used to be urged is that they soil so readily. This objection, although not entirely removed, has been largely counteracted by the fact that cleaning materials are so effective nowadays that it's no

store them to their original whiteness.

Certain good qualities about white footwear were never seriously called in question. It was admitted by evry one that they were light, cool and comfortable. Now that the alert manufacturers of summer footwear have made it possible for us to add the merit of durability to the catalogue of good qualities; together with quickyielding to simple cleaning agents, the retail shoe dealer and his clerk certainly have a strong line of selling talk that ought to convince any-

Some dealers have found it profitable to introduce white footwear specials from time to time during the late spring and summer months. For instance I have in mind one Cincinnati concern that recently advertised a Women's Sale of White Footwear, including boots, pumps, Colonials and rubber-soled sport shoes, at \$1.19 per pair. And they were exceptional values at the price. The upper material was canvas, in a fairly good grade. The shoes were not, of course, of high-grade merit, but they emphatically were not shoddy in appearance. And they went like the proverbial hot cakes. Many women bought white shoes who had not been accustomed to wearing them-figuring that they were easily worth the price just to wear about home and on the lawn in the afternoons and evenings, if upon no other occasions. But they are good enough for street wear.

As this special sale of white footwear was staged for the latter part of May, it also had the added advantage of introducing the notion of white footwear very early in the sea-

White sales are out of the ordinary, and for that reason are easy to advertise. They compel attention and create interest. If put on right, they go big.

In order to get up a white sale, the dealer must provide himself with leaders or specials-that is something he can sell at popular prices-for this is what it takes to move large classes of buyers.

But his sale should be limited to the less expensive types of footwear. He should also be in a position to show the higher priced merchandise. Cid McKay.



Get Logan Shoes

For Your Summer Sales **Good Shoes at Low Prices**



Look at This One

318-Boys', 31/2 to 6 @ \$1.35 319-Youths', 1 to 3 @ 1.20 320-Little Gents', 9 to 131/2 @ 1.00

Notice the runs in sizes in Boys' and Youths'

These are Genuine Logan Shoes at Logan's Boston Prices. In Logan Boxes.

On the floor in Grand Rapids, at net prices. We carry all styles. Write us for full list.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

R. K. L. Outing Shoes

Light, Comfortable Footwear for Summer Wear





Outing shoes are in great demand this season. Take advantage of our stock department and size up your stock often.

IN STOCK

8014-Men's Black Outing Bal, Chrome Sole 8013-Men's Black Outing Bal, Hemlock Sole 8015-Men's Brown Outing Bal, Chrome Sole

8023—Men's Brown Outing Bal, Hemlock Sole

Rindge, Kalmbach, Logie Company Grand Rapids, Mich.

Activities in Some Michigan Cities. Written for the Tradesman

Menominee has let the contract for a new filtration plant, to cost \$59,212.

The Michigan State Telephone Co. has authorized the expenditure of an additional \$30,000 for improvements at Lansing, largely extensions and conduit work.

Eight of the manufacturing concerns at Benton Harbor have presented the city with \$1,000 to aid in opening a fully equipped machine shop in the fall in connection with the public schools. The manufacturers will also furnish raw material for work in the shop.

The Lake Superior Press Association, which includes newspapermen of the Upper Peninsula, will hold its annual meeting July 15 and 16 in

Jackson will vote soon on a proposition for a ten-year lighting contract, the private company offering a reduction from \$60 to \$50 per year for 600 candle power lamps and \$45 per year for 400 candle power lights.

Muskegon has purchased the Central Wharf, at the foot of North Third street, for \$10,000 and will convert same into a municipal recreation pier.

Kalamazoo has voted \$100 of the city funds to assist in maintaining bank concerts during the summer months.

Owosso has made a gain of seventy-nine school children during the past year, as shown by the census.

Ann Arbor opened three public playgrounds July 5.

Almond Griffen.

Jaunty Jottings From Jackson.

Jaunty Jottings From Jackson.

Jackson, July 10—A. J. Henry, successor to Palmer & Palmer, seems to have struck Jackson at an opportune time. The closing up of the business of M. Norris & Co. leaves him as the logical one to receive a large portion of the West end trade along fancy lines.

The National Grocer Co., of this

The National Grocer Co., of this city, has installed a new two ton truck for city deliveries.

Another nine-story bank building for Jackson. The Peoples' National has it well under way.

Rosco Ladise has moved his stock from Milwaukee street into more

from Milwaukee street into more commodious and up-to-date quarters from Milwaukee

Francis street.
The fixtures and furniture for H. M.

The fixtures and furniture for H. M. Brown's new store, at Albion, arrived last week. He is using the Walker outfit. It will be one of the finest stores in Southern Michigan.

John Hach, Jr., of Coldwater, an officer in the Grand Council of Michigan, took three of his friends from Columbus to Toledo in his Mitchell six at the close of the Supreme Council meeting last week. John is a good driver, making one stretch of twelve miles in fifteen minutes. The writer was one of the three and knows all about it.

Speaking of automobile drivers, we must not forget Doc Young, who is connected with the International Harvester Co., of this city. He has his machine now so trained that it automachine now into the farmers' matically turns into the farmers' yards, even at 2 o'clock in the morning. C. B. Elwood, of the Watts-More-

house Co., is spending a few weeks in Northern Michigan with his family. The D. S. Fleming Co. is now carrying a full line of Franklin sugar in its warehouse for the jobbers to draw

The commercial agencies report Jackson to be in a very prosperous condition. This must be so, for houses are scree and business all around is Spurgeon.

Starting Success.

Written for the Tradesman.

Here's to the wise young business man who doesn't work on the foolish plan that he can do anything any one can without any need of learning!

Here's to the chap who wants to know the very best way to do things, so he can make business develop and grow and keep his capital turning!

Here's to the man who sees the need of having some good trade journal to read, something to give him a business lead when his own ideas run

Here's to the ambitious fellow who reads his paper and reads it through! He is the one we say to you, whose success is never in doubt.

There's nothing in sight, as far as we see, to prevent you yourself from getting to be a greater success every

Just read this paper as much as you can and put into practice each profitable plan, and things will start coming vour wav. Frank Farrington.

Too Much Red Tape.

The visitor was being shown about by the head of an up-to-date business. "Who is that dapper youth at the

glass-topped desk?" he asked.

"That is the superintendent of the card-index system. He keeps an index showing where the index cases

"Who is the young man with the gray gaiters and the efficient ears?"

"He keeps an index showing the length of time it takes to index the indexes.'

"Who is the girl with the golden hair?"

"She decides under what index an index to the index of the filing cabinets shall be placed."

"And who is the gray-haired man . at the disordered desk in the corner?"

"Oh, that's Old Joggs. He doesn't fit in very well with the rest of the office, but I have to keep him around. He's the only employe who can find important papers when I want them in a hurry."

Don't ridicule other people's ideas. Try to have them adopt yours.

Cchwartzberg & Glaser Leather Co.

Shoemakers and Shoe Store Supplies

240 Pearl St. "Near the Bridge'

Grand Rapids, Mich.

"Brandau-Brand" Service Shoes FOR SHOP AND FARM Brandau Shoe Co. - Detroit, Mich.



Shoes that sell Summer or Winter are a Mighty Profitable Line to Handle

- - The - -Bertsch Goodyear Welt

Shoe Line, is about the best that your money can buy

Here is a line that is an ALL YEAR ROUND SELLER. With extra quality and extra value throughout.

We have always striven to make them the best that your money can buy, and our increasing business is proof of what we have accomplished.

Every pair has in it the best raw material, the best grade of findings, and is made by the most skilled labor obtainable.

For building up your trade and holding it you won't find a better value in shoes on the market. OTHER DEALERS ARE MAKING FRIENDS AND PROFIT WITH THESE SHOES-WHY NOT YOU?

We will be glad to send catalogue or salesman with samples on request

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

Women's White Footwear

These Numbers Are in Stock Mail Your Order at Once



Stock No. 3513

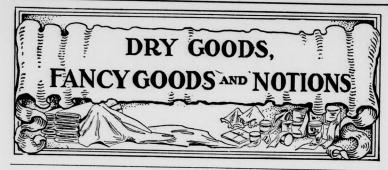
No.	7576—Women's White Reign Cloth Lace Boot, white rubber sole and heel	\$2.75
No.	7598—Women's White Lace Sport Boot, perforated white Nubuck bal strap and stay	2.00
No.	3560 - Women's White Poplin three-strap turn slipper	1.75
No	3514 - Women's White Ostend Cloth Lace Oxford, white bal strap, white rubber sole and heel	2.60
No	3513-Women's White Canvas Bal Oxford, white rubber sole and heel	1.20
No.	358—Women's White Canvas Bal Oxford, tan leather tip, heel and foxing, white rubber sole	1.35

These goods in stock will add to your summer profits

HIRTH-KRAUSE COMPANY

Hide to Shoe Tanners and Shoe Manufacturers

Grand Rapids, Michigan



Variety in Styles Affected by Limit of Dyes.

While manufacturers and wholesalers have been sounding a warning for over a year to "watch the dyes," retailers have felt so little of the actual shortage that they cannot appreciate the situation, but it is now thought that by fall the dark side of the dye question will be exploited and the shortage understood. So far the public continues to ask for all the colors, but there is an increasing feeling among customers that allowance must be made for missing shades that by fall may be in oblivion by placing the situation squarely on the lack of dyes.

From a department store representative lately was heard the following: "The dye shortage has not troubled us much so far, and we are able to offer patrons as complete a line of goods in all colors as was presented before the war; but if unable to satisfy a demand, we explained our inability to do so on the ground of the dyes being only in limited quantities, and the public has kindly accepted our explanation. If the time comes that our colors will be greatly limited, we feel that we can count on the loyalty and co-operation of our customers."

The spring trade for 1917 is now well on the way, and the indications are that manufacturers will be limited during the opening season in styles for men's wear; as they have gradually grown restricted, this will not be such a surprise. Summer fabrics and tropicals, already displayed, show that manufactories have been unable to produce certain combinations and arrangements of colors. There are mills busy on fancy worsteds, but not many, and the assortment may be considered small. High prices are obtainable, as the demand is large, and only a limited amount promises to be on the market.

Serges are announced as one of the leaders for fall, 1917, but manufacturers find it a hard task to produce colors that are not fugitive. Logwood and alizarin experiments are not satisfactory according to the majority of opinions. Few men succeed in using natural shades; the buyers recognize the position of the mills, and do not insist upon perfection, although they do not warrant the dyes very freely. Worsteds can be found that one is safe in warranting, but such fabrics bring a premium. It has been said that perfect dyes could be procured from some of the older mills if the price would be paid. So much has been said and written about dyes that it would be difficult to find customers who did not realize the doubt of warranting dyes to-day.

Rumors of unsatisfactory results in colors are always in the trade, but it has been stated with authority that the dye question in this part of the textile trade is simply one of price. The call for shades is influenced more or less by the foreign color cards which are not as varied as before the dye shortage arose. The successful domestic color card has also carefully graded its shades. It is not expected now that the silk market will be influenced by any dye shortage.

As cottons have to be washed, they are, of all fabrics, the most easily affected by poor coloring. The solid colors had to give way to stripes and a free use of white, and with peace declared another brilliantly colored cotton season will probably ensue. White seasons are attractive, and give another branch of the trade a chance; but, in reality, the laundry bills help to break up even firmly white seasons. The cotton for this season are very handsome, and would take anywhere.

Fast dyes have been obtained for hosiery it is now announced; black and white rank first, with tan second. Sweater manufacturers have, in some instances, found it necessary to inform their trade that they could not deliver next fall, as promised, as some of the dyes had been found unsatisfactory. Oxford gray sweaters will be freely used in the fall for the above reason. Silk hosiery for export has, in some cases, been complained of as not proving up to the grade expected by foreign customers, but these are times of difficulty when the dyeing is reached.-Dry Goods.

The Neutral Spirit.

"Is there something malicious about even the fairest and kindest of neutrals?" said Booth Tarkington in Indianapolis.

"Does a neutral, in the very nature of things, incline to rejoice a little over a warring sister nation's misfortunes? I hope not.

"I hope not, and yet, in thinking of neutrals I can't help thinking of two boys who stood the other day and watched an enormous safe being raised up to the twenty-sixth story of a skyscraper.

"The boys watched the safe rise slowly, dangling at the end of its wire rope, and when it reached the twentieth story the older lad turned away in disgust.

"'Come on, Joe,' he said. 'We might as well move on. They ain't a-goin' to let her drop.'"

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.

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 Sagi.aw Brick Co., Saginaw Jackson-Lansing Brick Co., Rives

Signs of the Times Are Electric Signs

Processive 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

Leading Merchants Sell NOTASEME HOSIERY

"Direct from Mill to Retailer"

For Men - Boys - Ladies - Children

- A card and I will call with Samples.

S. P. BERNS, Michigan Representative

518 Murray Bidg. - Grand Rapids, Mich.

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

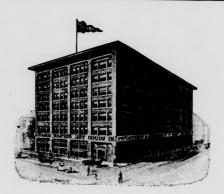
GUARANTEED BEDDING

QUICK SHIPMENTS

Mattresses Coil Springs
Cot and Crib Pads
Link Fabric Springs
Sanitary Covel Pads
Sanitary Couches
Bulk Feathers Feather Pillows

Made by

Grand Rapids Bedding Co.
Grand Rapids, Mich.



Our Salesmen

Are now showing their sample lines of Mackinaws, Sheep Lined Coats, Heavy Trousers, Shirts, Mittens, Blankets, Comfortables, etc., suitable for fall trade. Our prices are really very reasonable when present market conditions are taken into consideration. Place your order early.

Grand Rapids Dry Goods Co.

20-22 Commerce Ave.

Exclusively Wholesale

Grand Rapids, Mich.

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Inducing the Trade to the Local Stores.

Perhaps the merchant in the town and small city often marvels at the tremendous growth of the larger stores in the cities and at the huge development of the mail order houses. He doubtless wonders why it is that they can come right into his home town and take away the trade that has been his standby for years, and that he feels should continue to be his support. He has, it is true, only a limited field for operations. He has, aside from the town itself, a certain outlying territory that he naturally hopes to secure trade from, and that, speaking broadly, should come to him and his com-

But the question arises, what has he done to increase his trade, or what has he done to hold the customers that have come to him in past years, and that should continue to be his greatest asset now? There are many inducements offered by the large mail order houses, and to a degree by the big city retail stores, to rob him of that trade. There are flattering offers made that induce the customers to either make a trip to the large city or to purchase through the ever-attractive catalogue. The latter is the real offender against the small merchant, but he should be equal to the occasion, and to give value for value and to offer such merchandise as will force the home people to give him the preference.

This looks like a big undertaking. It looks like an impossible venture, like the snail giving battle to the elephant. But it is not so much an uneven game as some of the merchants are inclined to feel. They are frightened without knowing just why, or lose heart when there is small occasion to do so. The man who runs away without giving battle sometimes loses much that can be gained by simply standing his ground and fighting with the same character of weapons that the would-be enemy shows. This test makes many of us far better heroes than might be thought even possible where the fight has not been made.

Let us see wherein the big houses claim a superiority. They first get a large list of names. These are just as important to them or more so than to the small merchant. Without these names there will be no place to seek trade. Does the small man feel that it is necessary to secure the names of his customers and the names of others that are not his customers in his locality? If he does not then he has made a serious error. Let us see why. The big mail order houses issue their attractive catalogues. They do more; they issue on frequent occasions special pamphlets, circulars and feature sales. They are ever sending reminders, attractively printed, showing the prospective customers why they should come to them for merchandise. They make these appeals so forceful that the day is won in many cases without a fight. They compel attention and seek the dollars that should and would

be given to the home merchant, had he made a similar appeal.

Now, does the home merchant make such appeals? Does he send these prospects any special sales notices, any particular reasons for calling on him? No, often he sees the folly of this plan, so he thinks, and as every one knows him they will come without any special invitation. When they do come for any merchandise he hopes to sell them all they need for a long period. But they are not coming so often as they used to come, for the larger houses are seeking and getting their trade; only now and then they will visit the home store when they need any little item. He has lost an opportunity simply because he did not make the same inducements that the mail order man made them.

But there are still other reasons why he should get much of their trade. He has the stock; or he should have the stock. There is the ques-Has he the stock that will appeal? Has he the store that will attract? Has he the inducements that will bring them into the home store and compel them to buy of him? Are his prices going to offer an invitation? What is he doing to make the home people come to him and give his place of business the preference over that of the large mail order house, much of the merchandise that is never seen until it is in the home?

Modern day merchandising methods are different from those of some years back. There has been a revelation made and the people have been educated to feel that they are entitled to the best in every respect. They have been spoiled in a way by the attractions of the big city stores and by the inducements offered them by the mail order houses. They are not content with the methods that were popular within our memory. They want something better, and when the home merchant is not able to furnish this they will seek it elsewhere. This, then, is the real secret why so many of our smaller merchants in the towns are not reaping the benefits of the present day trade uplift.

They are not seeking the trade with the same activity that the big man is, and how can they hope for an equal share of the good things that would otherwise come to them? If they are of the opinion that it is useless to make their stores attractive, then they are deceiving themselves. If they are inclined to the belief that the matter of circularizing the trade is of little value, they are standing aside and permitting the man whom they feel is a robber to come into their very territory and take the trade from them. If they are inclined to feel that there is so real merit in making an attractive window display and thus offering an invitation, they are overlooking a golden opportunity for good. They might decline to believe that the interior that is attractive and the merchandise well and cleverly displayed is a useless addition to their welfare. They might feel that the same energy put forth by the mail order houses is a waste of cash and time, but the men who feel this way are those who will very

soon have to go out of business, for the trade will pass them by as of so little moment as to offer nothing of interest to them.

The small merchant must be a man equal to the occasion. He must be alive to every move that his enemy makes and to keep abreast of the times and go just a little ahead of the man who is coming to seek his trade. Offer some real inducements for the people to come and they will not pass you by, because when you have the goods to offer face to face, and the other things as well, the battle has been won easily.—Warfield Webb in Dry Goods.

TAKINGNENTORY

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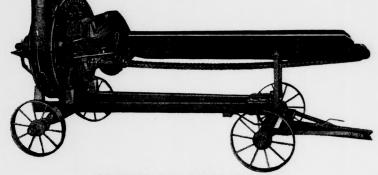
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Treasurer—William Moore, Detroit.

Hardware Dealers and the Auto Accessories Trade.

Written for the Tradesman.

Right now, with the tourist season approaching its height, the hardware dealer appreciates the opportunities for business in the line of auto accessories. Particularly is this the case where he carries on business in a community which is regularly on the motor map and is visited by large numbers of motor tourists. There is, however, scarcely any community which cannot be said to offer excellent opportunities to the wide awake dealers who take on auto accessories as a side line. Every community nowadays has its own motorists; and the out of the way community is often for that very reason a center of attraction to motorists in eager search for new scenes.

There are two lines upon which the hardware dealer can work in catering to the automobile trade. First, he can secure a motor car agency for his locality, hire an expert mechanic, establish a fully equipped garage and repair plant, and carry on as a side line the business of the garage man and automobile agent. Such a procedure involves a considerable outlay of capital; and if the hardware dealer is not willing to take chances on the addition of at least one permanent man to his pay-roll, and to give considerable time to a canvass of motor car prospects, it might be advisable for him to go into the accessory business only.

To start what might be called an auto sundries department does not necessarily involve a large outlay of capital. The dealer needs, among other items, a complete line of nuts and bolts designed, so far as possible, to meet motor car needs; rubber hose of various kinds, especially small sizes of special quality; copper rivets in a wide variety of sizes for use on brake bands and clutches; special insulated cable for high-tension wiring; copper and brass tubing; jacks suitable for automobile use; special automobile vises; open-end and other suitable wrenches; wire cable suitable for brake connections, etc.; sheet brass; tools of high quality and suitable design; polishes of numerous kinds, etc. These are all goods which practically every hardware store has in greater or less variety, so that the only effort required at the outset will be in the

direction of meeting the special needs created by the motor car.

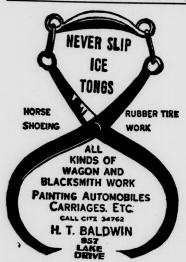
To these lines can be added others of specific motor use: spark plugs, tire supplies, dry cells of full power, repair outfits, etc. Then—depending on the local demand—the dealer can add lamps, horns, pumps, speedometers, tire irons, lubricating oils and grease, and similar lines.

To select his stock judiciously, the hardware dealer should have a fair idea of the prospective local demand. This means that he should know something of the extent of tourist traffic passing through in the summer months, and be in a fair measure in touch with local motorists. In recent years cars have been more and more sold on a fully equipped basis, so that the opportunity for selling items of equipment is perhaps not as great as in former years. Tires will, however, likely be a considerable item. The sizes to be stocked depend upon the makes of cars in most general use locally. As a rule, the stock of the smaller sizes carried should be complete, while a few of the larger sizes may be carried. Often it is sufficient to be able to secure the large sizes promptly to order for customers.

The hardware dealer may feel himself handicapped in catering to this trade, but his handicaps are more apparent than real. The chief of these apparent handicaps is the fact that the auto accessories line is a new one, with which he is not familiar. It is, however, new to most of the people who are handling this line. The automobile itself is a relatively new proposition, and the automobile business is still in the formative state. It is entirely possible—if hardware dealers are alert to seize the opportunities now presented-that when the automobile business takes its final hard and fast form, hardware dealers will find themselves catering to a large and profitable accessories trade.

Here are a number of advantages which the hardware dealer is apt to overlook. To begin with, he has an established business. This means usually first class credit standing, a high reputation in the community as a business man who sells reliable goods and can be depended on to stand back of his bargains. The garage man, on the other hand, is quite often a newcomer, and handicapped by the fact that he is not well known.

Then, the hardware dealer has back of him a long business experience and exceptional facilities for attracting trade. He is a merchant, where the garage man is usually a mechanic. 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.
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Mr. Dealer!

Are you handling a ladder that fully meets the requirements of the fruit grower and and general farmer?

Study the rigid construction carefully. Can it be beaten?

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"Originators of the Asphalt Shingle"
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Foster, Stevens & Co. Wholesale Hardware



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

He knows how to advertise, display and sell his goods; how to maintain a stock in the proper proportions; how to get in touch with customers and to go after business.

Above all, people look to him for businesslike treatment. If he promises to order something not in stock, the customer knows it will arrive by the time specified; and, likewise, the customer knows that if the hardware dealer carries auto accessories, he probably has the very article needed to meet an emergency.

In short, he gives service; and it is the public demand for the sort of service almost uniformly given in retail stores that has turned a lot of motorists away from the garages and in the direction of the hardware stores. The better class of garages are doing their best to meet this demand-they are now making a strong point of service-but the difficulties encountered by motorists in the early years of the business will help the hardware dealer who caters to the accessory trade in an intelligent and businesslike way.

Display is an important help in catering to the accessories trade, particularly that of the motor tourists. Of course, the big, illuminated "Gas" sign in front of the store is one of the surest advertisements when it comes to attracting attention. For the handling of gasoline, an underground tank is usually necessary. The handling of a wide variety of accessories helps the gasoline trade. One hardware dealer in a small town sells more gasoline than the two garages put together: the dealer credits this largely to the fact that he keeps an adequate stock of supplies. A measuring pump is, of course, an immense help in the sale of gasoline.

Incidentally, there are two kindred lines to which the merchant who handles auto accessories can profitably cater, and that with practically no additional outlay for capital. These are motor boat accessories and gasoline engine accessories. The use of gasoline engines and tractors on the farm is steadily increasing, and with it the opportunity of the hardware retailer for reaching out for business.

As for motor boats, in the community where there is navigable water this business will likely reach considerable proportions. A dealer in a freshwater town has a special tank on the river bank with a man in charge throughout the summer, and finds it pays; while motor boaters come or send for a good many miles for repairs and items of equipment.

One point is important: get a line on your local customers. Have a mailing list compiled showing, as nearly as possible, every motorist, every motor boater and every owner of a gasoline engine within your territory. At intervals throughout the season, mail advertising matter, circulars and the like, to these prospects; and wherever possible, get into touch with them personally or by telephone. There is good business to be had in these lines, but it usually falls especially to the lot of the man who goes energetically after it. To keep in close touch with customers is helpful, not merely in the selling

but also in the buying end of the business. William Edward Park.

Live Notes From a Live Town.

Owosso, July 10—Perry A., son of J. B. McIntosh, was killed in an auto accident at Sandusky, Ohio, last week. The remains were brought here for interment. Mr. McIntosh is one of the class transfer. the oldest members of Owosso Council. We extend to him our sympathies in his bereavement.

in his bereavement.
S. B. Pitts and family spent the week at Crystal Lake. They returned last evening without any fish, as usual.
A. D. Chase, of Owosso, and W. D. Royce, of Ann Arbor, to-day started for St. Louis to ascertain the curative properties of St. Louis mineral baths for rheumatism.
The Strand Owosso's new opera

The Strand, Owosso's new opera house, was opened for business this

Cap. Evans and George Lula, popular salesmen, started in to celebrate their vacation with sudden promptness by going on a fishing trip last Friday with their wives, accompanied by a basket of lunch, some—bait—and a ford. After driving several miles to Lamb Lake, they pulled up at the front gate of one of the old residents, who, by the way, was the owner of the lane which led to the lake and also was proprietor of the boat. As Lula furnished the ford, it fell on Cap. to act as purchasing agent and secretary. Hving held the office of Secretary for Owosso Council for the last few years, Cap. thought he had something easy, so he followed a path around the house and found the proprietor of the premises smoking a cobpipe and greasing his boots. Cap. took off his hat. Cap. has a way of removing his hat when he is about to perform some official duty; in fact. I have seen him do it when he wanted to scratch his head. Cap. said, "Hello, comrade. Nice day." "Yep." said the old comrade, as he reached for the other boot. "Whare you from?" "Owosso," said Cap. "and we want to rent your boat." "All right, take her along so far as I care. Anything else you was reckenin' on?" "Boat all safe, I presume?" Cap asked. "Yep. if it don't tip over." "An obiections to our driving down the lane?" Cap. enquired. "No, not if you don't hitch to the walnut trees." "No trouble about that," Cap. replied, "we drive a ford." "All right, go ahead. Got a ford myself. The gate is open. Drive right down." "How much for the use of the boat?" asked Cap. as he replaced his hat. "Oh, we don't get nothing for the boat. Boys generally leave us about half a dozen nice fish as they go home." and he picked up his boots and went in the woodshed. Cap. went back and reported everything free. "We used to live neighbors down in Ohio." Cap., George and their wives put in a nice long day paddling around and trying to fish. About 6 p. m. they pulled ashore with two nice large perch and three blue gills. Mrs. Evans said, "Frank, I don't see boat and have any fish lef fast. "Oh. that's easy," says Cap.
"I'll just give him a line of talk and hand him half a dollar and we'll eat fish for breakfast all right." When the bunch came up the lane, the gate was closed and had about a No. 14 we'll eat the part and in attendance a good was closed and had about a No. 14 padlock on it and in attendance a good husky boy seated on the fence, whittling on an axe handle. Lula said, "Cap., you open the gate and I'll drive out." Cap. confronted the difficulty by again removing his hat and said, "Bub, unlock the gate. We're going home now." "Dad said, gimme six fish and I'll let you out." "Can't reach it," said Cap., "only got five. Here's half a dollar, bub, come on with the key," and Cap. put his hat on and dug down for the half. "No, dad said six fish or wait till he gets back. Better

go back and ketch 'nother one." Cap. is considered quite an orator, but the is considered quite an orator, but the speil he separated himself from right then didn't sound anything like a Fourth of July oration. Besides, the ladies both admit that he used some awfully poor grammar. Mrs. Lula says she thought Cap. was trying to open the gate with prayer, but the affair resulted in backing the car down to the lake, hiding the five fish under the car in the grass and all hands started out to catch one more fish. After cruising around until dark started out to catch one more fish. After cruising around until dark George Lula landed a nice large bullhead and they all gave a joyful shout and started for shore—only to discover that some one had stolen the five fish from under the auto. How they ever got out of the lane in the road is a part of the story that, so far, the writer is unable to furnish the confiding public with any degree of truthfulness, as the reports from the diffulness, as the reports from the dif-ferent parties are somewhat con-flicting. Honest Groceryman.

Use Half as Much

Champion Motor Oil

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GRAND RAPIDS OIL CO.

Tip-Top **Bread**

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"

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The Rathbone House and Cafe

J. Mortimer Rathbone Manager

Cor. Division Avenue and **Fulton Street**

Grand Rapids, Michigan

Mr. J. Mortinier Rathbone, for many years connected with the hotel business, has taken charge of the Livingston Hotel, which will hereafter be known as the Rathbone House and Cafe.

You will find here the same service as in the past, with accommodations that will satisfy you. The food is good, the rooms clean, light and airy, and the beds much like your own at home.

Let us serve you on your next visit to Grand Rapids, whether you are going to stay over night or just take dinner with us, you will receive the same good attention and service.

J. MORTIMER RATHBONE, Mgr.



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Detroit.
Grand Junior Counselor—John A.
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Grand Jackson.
Grand Treasurer—Wm. J. Devereaux,
Port Huron.
Grand Conductor—W. T. Ballamy, Bay City.
Grand Page—C. C. Starkweather, De-

Grand Sentinel-H. D. Ranney, Sag-Inaw.
Next Grand Council Meeting—Bay City,
June 1 and 2, 1917.

Pickings Picked Up in the Windy City. Chicago, July 10—One of Chicago's

City.

Chicago, July 10—One of Chicago's pretty drives is through Lincoln Park, striking Sheridan Road at the North end and continuing on over Sheridan Road through Evanston, Wilmette, Kenilworth, Highland Park, on to Milwaukee. This is a very pretty drive, and one that will take a whole day, sight-seeing. Most of the time right along the shore of the lake.

The people in Chicago are now flocking to the swimming beaches. Anyone visiting Chicago with their own suit, can take a Northwestern "L," leaving the train at Wilson avenue and enjoy a swim at the foot of any street, free of charge.

One of the interesting sights in Chicago Saturday morning was the arrival from Calgary, Alberta, Canada, of the Alazhar Shrine, accompanied by the Edmonton newsboys band of fifty pieces. This party is composed of 350 men and about 200 or their wives. One of the live wires with this body of men is C. Adams, of 8308 110th avenue, Edmonton, Mr, Adams, I might add here, is also a member of the United Commercial Travelers, holding the office of Secretary-Treasurer for the past two years. The reason why these boys are so prominent and so popular is because they have with them in a special baggage car two bear cubs and a genuine buffalo, which they are going to present to the city of Buffalo on their arrival there. They left Chicago by way of Detroit and, after spending a day seeing the sights in Detroit, they will proceed to Buffalo, where they expect to take their buffalo to the city hall.

Jack Dietrich, Secretary-Treasurer of the G. J. Johnson Cigar Co., spent last Wednesday in Chicago with his Chicago representative, looking overbusiness conditions in general, leaving Chicago for Kenosha and Milwaukee to meet the Wisconsin representative, Mr, Dietrich reports business in general very good. He says the factory is working every minute.

M. J. Ocksreider, representing the Universal Tobacco Machine Co., New York, known as stripping machine.

the factory is working every minute.

M. J. Ocksreider, representing the Universal Tobacco Machine Co., New York, known as stripping machine, has handed in his resignation and will accept a position as Western representative for the Day-Elder Motors Co., Newark, N. J. Mr. Ocksreider will make his headquarters in Chicago after August 1.

Chicago is now back to normal regarding the Mexican trouble. There is very little noise being made over it. Some of the soldiers are returning to the city from Springfield on account of disability.

T. E. Barrow has been appointed

Supertendent of Service for the New Morrison Hotel.

Any Michigan visitor to Chicago wishing any high grade stenographic work done while there will be taken care of in first-class order at a very reasonable price on the mezzanine floor of the New Morrison Hotel.

C. W. Reattoir.

Kazoo Kinklets.

Kazoo Kinklets.

Kalamazoo, July 10—Kalamazoo Council has certainly been honored by the Grand and Supreme Council meeting in Columbus, Eugene A. Welch, Past Grand Counselor of Michigan, was named a member of the State of the Order Committee. This is a very important committee and has a great work to do. It will consider every possible question from every side and angle, hoping to secure betterments for the order. There is no more competent man for this work, nor one who has the welfare of the boys and the good of the order nearer his heart. Mr. Welch was also selected by the Grand Counselor for District Deputy for Western Michigan.

District Deputy 10. Western igan.

There is quite an awakening among the "silent" members of No. 156 and its past officers are taking more than ordinary interest in its affairs. The present officers seem very efficient and things look fine for the future. There's something under somebody's hat. Watch for it.

Unsolicited Appreciation.

It is often the case that after a man is dead and gone the world finds out what a useful man he was and how much he must have been appreciated. Too little attention is given to the man who does the real good things in this world every day that he lives. Too little appreciation is shown at the right time, when if shown, much more good might have been done for the world. After all the real man who does the real things does not care so much for the flattery of the world. They do the things because they enjoy doing them, and with the hope that they might leave something for the world to think about after they are gone.—Waterloo, Ind., Press.

Ecclesiastical Dues Enforced.

"I canna get ower it," a Scotch farmer remarked to his wife, "I put a twa-shillin' piece in the plate at the kirk this morning instead o' ma usual penny."

The beadle had noticed the mistake, and in silence he allowed the farmer to miss the plate for twentythree consecutive Sundays.

On the twenty-fourth Sunday the farmer again ignored the plate, but the old beadle stretched the ladle in front of him and, in a loud, tragic whisper, hoarsely said:

"Your time's up noo, Sandy."

Stick to your business with the glue of industry.

At Harbor Springs, Mich.

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.

HOTEL CODY

GRAND RAPIDS, MICH.

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

Snyder's Restaurant

41 North Ionia Ave. Doors North of Tradesman

Special Dinners and Suppers 25c

Lynch Bros. **Special Sale Conductors** Expert Advertising—Expert Merchandising

28 So. Ionia Ave. Grand Rapids, Mich.

Cushman House **PETOSKEY**

AMERICAN PLAN \$2.50 AND UP Leading Hotel in Northern Michigan

W. L. McMANUS, Jr., Prop.

The place to spend Sundays.

Resort Season now on.

Drop us a card for reservation.

Specual attention to Commercial Travlers and their wives.

One day Laundry Service—SATURDAYS.

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 12 Monroe Ave.

The Hotel Geib

Eaton Rapids, Mich. L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat \$2 Per Day Sample Room in Connection

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

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GOODRICH STEAMSHIP LINES The Cool, Comfortable Way TO CHICAGO

TRAVEL THIS ROUTE

- STEEL STEAMSHIPS Connections Made with G. R., G. H. & M., G. R. & I. and G. T. Rys,

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FARE ONLY \$2.75

CITY TICKET OFFICE: 127 PEARL ST., "Powers Theatre Bldg." GRAND RAPIDS, MICHIGAN

GRAND RAPIDS Rooms Without Bath \$1.00 With Bath (shower or tub) \$1.50 Meals 50 Cents Union Station Fire Proof

FRAUDULENT ON ITS FACE.

Curious Collection Contracts Written By Three Shysters.

The Tradesman has frequently warned its readers to beware of the Merchants and Manufacturers Protective Association, which purports to have its main office at 251 Houseman building, Grand Rapids. As a matter of fact, this is the office of McKenna, Herman & Smolenski, wellknown attorneys. A year or so ago John Clancy, of Detroit, arranged with these gentlemen to act for him as the attorneys of his alleged Association in Kent county only. Instead of confining his operations to this county, he has covered the entire State and goes about representing McKenna, Herman & Smolenski are the general attorneys and legal advisors for his company and that their office is the headquarters of his alleged organization. He has since taken into partnership John Bernard and H. L. Boyd, both of Detroit, although their exact abiding place cannot be ascertained, inasmuch as they give a phony address, 107 Tallman These men are soliciting memberships to this organization on fradulent representations. They are taking anything they can induce the merchant to give up in advance, ranging from \$10 to \$25, and a recent certificate issued bears No. 3195. If they began numbering their certificates at No. 1, they must have victimized upwards of 3,000 merchants. Certificate No. 3195, uttered May 12, 1915, by John Bernard, bears the following

"We agree to show results of 50 to 75 per cent. on all accounts sent us or refund the membership fee."

Any agent offering such a guaranty is clearly engaged in obtaining money under false pretenses. Any merchant who can be caught by such clap trap is pretty close to being an easy mark.

Tradesman has repeatedly warned its readers never to have anything to do with any collection agency which demands money in advance for making collections and it feels impelled to repeat this advice and admonition at this time in view of the large number of fraudulent agencies which are soliciting the patronage of the merchants of Michigan.

A treaty of alliance between Japan and Russia has long been in the making; its conclusion is a clear result of the European war. That hastened and strengthened the inclination of the two nations to seek common ground in the Far East. Japan has been arming Russia for European battles, and as a partial return has got an understanding about spheres of influence and mutual rights in the Orient. Such are the revenges which the whirligig of time brings round. The Anglo-Japanese alliance is still in existence: but its renewal, at the fixed term, will be made doubtful by the new treaty between Japan and Russia. For it was distinctly the idea of Japan as a counterweight to Russian ambitions in the Far East which led the British government to take the daring step of a Japanese alliance. Now, Russia suddenly appears as

Japan's ally. The spectacle must cause much searching of heart in England. It is certain, also, to cast its shadow over China. The full result cannot be expected to declare itself until after the close of the war in Europe; but the treaty gives one more hint of the enormous changes which the world will see after the fighting.

William H. Tell entered the employ of the Standard Oil Company eleven years ago as billing clerk. In the meantime he has been promoted four times, occupying successively the positions of book-keeper, stock clerk, credit man and chief clerk. Last week he received notice that he would be promoted to the position of traveling auditor to take effect July 15. There have been nine auditors in the field and the territory has been re-arranged so as to make room for the tenth man. Mr. Tell will remain about four months in each city. In keeping with the general policy of the Standard Oil Company, he is privileged to take his wife with him while in the pursuit of his duties. The promotion came as a surprise to Mr. Tell who is very much in love with his present position and hesitated some days before he concluded to leave the associations which have become so near to him and the city which has been his home since he was 2 years of age. Mr. Tell is succeeded by Lawrence Hanna, who has been in the employ of the Standard Oil Company for ten years and has followed Mr. Tell along the line of promotion.

Secretary Baker has done the correct thing in releasing from the National Guard the men with families or relatives dependent upon them. To discharge all the married men is not intended, for there are many who are pecuniarily independent, and to allow them all to go might in some cases cut the regiments nearly in half. Of course, the lesson of it all is that hereafter men must not enter the National Guard who are not ready for any imaginable service, not only for the state, but for the Federal Government as well. They must be so situated that they can go overseas on a moment's notice if the President directs, and as their period of liability is for six years, they must be mobile during this time. This fact is likely to make a considerable change in the personnel of the Guard.

Milwaukee's Mayor is a Socialist and an avowed anti-war advocate. In a proclamation requesting homes, business houses and municipal buildings to display the American flag in honor of soldiers leaving the city, he said if the President was calling out troops to protect the borders of the United States he should be honored, but "if he permits one drop of blood to be shed for any other purpose other than the country's defense we should reserve the right to censure him." His proclamation has been criticized roundly, and perhaps it was well that the Mayor did not appear to join in the city's farewell to the troops, for he would have heard uncomplimentary remarks about his attitude.

Honks From Auto City Council.

Lansing, July 10—All grocery salesmen in Michigan have been on a vacation for ten days, which we presume has been appreciated—by the merchants.

The Lansing branch of the National Grocer Co. has purchased two more ford roadsters for the use of its trav elers in covering their territory, but we are unable to learn the names of the travelers who are thus afflicted.

J. H. Elliott will open a new grocery next Friday at 540 North Cedar street. Fred Mott, of the Elliott Grocer Co., sold the stock order, as

S. Ives (Bauerle Candy Co.) neglected to have his ford insured against theft and for this reason is obliged to dig down for the price of another. Our sympathy is with Mr. Ives and here's hoping the skunk who took it breaks his own neck with

Charles Nesen (Elliott Grocer Co.), accompanied by Mrs. Nesen, motored to Oceola, Iowa, for a short visit with friends and relatives during the first ten days in July. The visit was nec-essarily short because of the time consumed on the road in fixing tires and making detours around bad places in the roads. Charlie says he expects to live long enough to see all roads as good as Michigan Boulevard in

to live long enough to see all roads as good as Michigan Boulevard in Chicago. Then other cars can travel as well as fords.

L. L. Colton (Schuest Co.) is spending his vacation with his family at Pine Lake. Already we are loaded with fish stories, but inasmuch as we have made a practice of writing only what we believe, we refrain from assuming any responsibility for what he suming any responsibility for what he says about the big ones.

Several delegates to the Supreme Council traveled all night in order to attend the funeral of James F. Hammell July 1. Among those to pay a last tribute of respect were Grand Counselor F. J. Moutier, of Detroit, Past Grand Counselor W. S. Lawton, of Grand Rapids, Grand Secretary Maurice, Henman, of Leskon, Maurice Heuman, of Jacks. H. A. Marks, Secretary of Deand H. A. troit Council

Fred Mott (Elliott Grocer Co.) passed up his annual fishing trip during vacation time and journeyed with his family to Lincoln, Nebr., where they visited friends and relatives and attended some very unique social functions, the principal of which was functions, the principal of which was the sixtieth wedding anniversary of Rev. and Mrs. Jeremiah Mickel, who visited their Michigan friends in 1914 and were at that time prominently mentioned in Honks column. Mrs. J. R. Mickel, mother of Mrs. Mott, was the bridesmaid of sixty years ago and thoroughly enjoyed the entire

and thoroughly trip.

The following resolutions of respect and condolence on the death of James F. Hammell have been adopted by Auto City Council:

Whereas—The hand of Divine Providence has removed from our midst our late brother, James F.

Hammell; and
Whereas—It is but just that a fitting recognition of his many virtues
should be made; therefore be it

Resolved-By Auto City Council of the United Commercial Travelers America that, while we bow with humble submission to the will of the Most High, we do not the less mourn for our brother who has been taken from us; and be it further

Resolved-That in the death of James F. Hammell, this Council la-ments the loss of a brother who was ever ready to proffer the hand of aid and the voice of sympathy to the un-fortunate and distressed of our order; an active member of our society utmost endeavors were exerted for its welfare, a friend and companion who was dear to us all; a citizen whose upright and noble life was a standard of emulation to his fellows;

Resolved-That the heartfelt sym-

pathy of our Council be extended to his family in their affliction; also be it further

Resolved—That our charter be draped for a period of thirty days and these resolutions be spread upon the records of our Council and a copy transmitted to the family of our deceased brother. ceased brother. H. D. Bullen.

Sparks From the Electric City.

Muskegon, July 10-The 1916 vacation is how history and everybody is back on the job again. It is a litis back on the job again. It is a lit-tle hard to get started after ten days

of pleasure, but everything will soon be running smoothly again and business will be better than ever.

When it comes to entertaining we take our hat off to John T. Sharpe. He very kindly took the writer and family to Big Rapids in his car and entertained us at his home; also made entertained trips to Chipnewa Lake. Period entertained us at his home; also me entertained us at his home; also me side trips to Chippewa Lake, Pa and Reed City and returned us Muskegon last Wednesday. Jo the best meal we e Iohn promised us the best meal we ever had and he made good by taking us to Taber's Inn, at Chippewa Lake. Any of the boys who have to make this town will be wise if they take my tip and get one of Mrs. Taber's chicken dinners.

chicken dinners.

George D. Hume and party are

George D. Hume and party are making quite an extensive motor trip through the East. They expect to be gone about three weeks.

The Grocers and Butchers' Association of Muskegon are making extensive preparation for their annual picnic to be held at Lake Michigan Park August 9. This is to be the "biggest and best" and no expense is to be spared in giving everybody Park August 9. This is to be "Beark August 9. This is to be "biggest and best" and no expense is to be spared in giving everybody a great time. We will have more to a subject, giving particular traina great time. We will have more to say later on the subject, giving par-ticulars as to means of entertainment, etc

ment, etc.

Next Saturday is meeting night and we want a good big attendance, as there probably will be a bunch of candidates for initiation, due to the effects of the big membership contest. Everybody turn out and help.

This column is going to be rather

Everybody turn out and help.

This column is going to be rather short this week, owing to vacation and the fact that no news has reached the writer from any of the members. Boys, try and give this just a few moments of your time every day and we assure you it will be greatly appreciated.

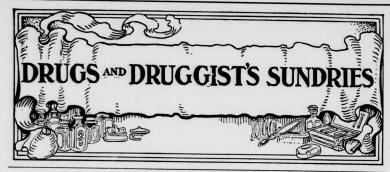
J. E. Lyon.

May Kill By Automobile in Self Defense.

The Supreme Court of Illinois holds that killing anyone with an automobile may be accidental, may be done in self-defense, as when the chauffeur drove into a bandit knocking the latter against a stone curb and killing him; it may be manslaughter, as the result of insufficient precaution or deliberate murder.

In the case in point the driver was attacked by a highwayman and drove the bandit down in self defense. A jury exonerated him and the Supreme Court upheld the verdict.

There is a big field for American exporters in Roumania, according to a former official of that government. He claims that advertising American wares is useless and that the Germans gained a large trade because they sent their salesmen to Roumania with the articles to be sold. One German firm sent a salesman with a reaping machine to one community and let the farmers use the machine all summer. In the fall he helped them form a co-operative society to buy the reaper, and in that way others were sold. Americans must exhibit their goods and show what they can do if they desire to do business with



Michigan Board of Pharmacy

President—E. T. Boden, Bay City. Secretary—Charles S. Koon, Muskegon, Treasurer—George F. Snyder, Grand Treasurer - George F. Shyder, Grands Rapids. Other Members—Leonard A. Seltzer, Detroit; Ellis E. Faulkner, Delton. Next Meetings—Marquette, Aug. 10 and 11; Grand Rapids, Nov. 21, 22 and 23.

Michigan State Pharmaceutical Asso-ciation.
President—C. H. Jongejan, Grand

ocretary—F. J. Wheaton, Jackson. reasurer—John G. Steketee, Grand

Rapids.
Next Annual Meeting—Grand Rapids,
June 19, 20 and 21, 1917.

Michigan Pharmaceutical Travelers' Association.

President—Fred L. Raymond, Grand Ranids

Rapids.
Secretary and Treasurer—Walter S.
Lawton, Grand Rapids.

The Status of the Stephens Bill.

The Ashurst-Stephens price maintenance bill is making substantial progress. This statement is made without fear of contradiction, but the most important evidence in its support consists in the desperate efforts of its enemies to defeat this beneficent measure. Another straw showing which way the wind blows is the recent announcement that the standard price principle as embodied in the Stephens bill has received the endorsement by a three-to-one vote of the Chambers of Commerce of the United States, the official figures showing 693 in favor to 237 against.

There seems to be even yet a good deal of misconception in some quarters as to the precise object of the We therefore repeat that the bill provides that the manufacturer owner of trade marked articles shall not only fix a uniform resale price, but he shall also fix a uniform price at which it shall be sold to the retailer and to quote the wording of the bill "There shall be no discrimination in favor of any vendee (retailer or jobber) by the allowance of a discount for any cause, by the granting of any special concession or allowance, or by the payment of any rebate or commission or by any other device whatsoever."

Among the objections raised by price cutters to the bill, is the plea that maintained prices would prevent seasonable reductions in prices. This point is taken care of in the bill, for it will not prevent important seasonable reductions in prices, in fact it expressly provides that in case of deteriorated goods the dealer may sell them at any price he chooses, provided he has first given the manufacturer an opportunity to take them off his hands at what they cost him.

No retailer is obliged to buy any particular merchandise and will not do so unless a demand is being created, and this demand he will be glad to supply at the satisfactory profit which the manufacturer will place

upon his merchandise that is is only trade-marked or special brand goods on which a certain selling price can be required, and talk about the impossibility of marking down merchandise and having sales, etc., has no apparent bearing whatever on this bill.

The opponents argue that one has to be a bankrupt or go out of business in order to change the price on trade-marked merchandise. It is for every manufacturer's interest to see that his goods are sold, or else he will have no demand for them, and if the goods happen to be such (and they seldom will be) that weather conditions effect the sale, such manufacturer would naturally arrange that on a certain date certain prices might be made to dispose of such stock as is on hand, the same system as that employed to-day by the Manhattan Shirt Company. If the goods become shopworn or soiled in any way, then the Stephens Bill provides satisfactorily for the sale of the merchandise.

Perhaps one of the weakest statements made by critics was the fact that the consumer would be penalized by the passage of this bill. All merchants must make a reasonable average per cent. on their sales or they cease to exist. Selling well-known articles, as is done to-day in many instances at about cost, must be equalized by a larger profit marking on other products.

As for the elimination of competition, we will find plenty of competition outside of any trade marked merchandise. Not only competition in prices, but competition in service.

It is only reasonable and just that a manufacturer of a standard product should desire to maintain the resale price of his commodity in order to protect himself as well as to afford good margins of profits for the handlers of his article. He naturally wants to make a reputation for his goods and so he establishes a price at what he considers a logical point from the standpoint of production cost and demand.

The bill is bitterly opposed by certain large retail stores who prey on the credulity of the public and mislead them by cut-price advertising usually as a bait to get them into their place of business and push off on them something else in place of the article that they advertised at the cut-price. One can see that done daily in many of the department stores where they will advertise well known proprietaries at anywhere from 41 cents to 59 cents (less than the wholesale price charged the dealer) but in nine cases out of ten the clerk will switch the customer to own make goods on which his firm will obtain good profit.

As long as indiscriminate price cutting is tolerated, the manufacturer will find the demand for his goods diminishing, because all retailers who believe in obtaining reasonable profits will drop the merchandise in question, the manufacturer's legitimate outlet will be choked, and the public will be deprived to a large extent of the right to obtain with ease the desired goods.-Practical Druggist.

Sagacious Suggestions From Saginaw Salesmen.

Saginaw, July 10—Saginaw is again in the limelight. Two world's records were made on the local track July 4. They all know where to come to establish their big records. The weather was great for racing and the horses seemed to enjoy performing before the 10,000 sport fans.

Bad Axe people are fighting like demons for her favorite son, A. E. Sleeper, for Governor of this great State. Mr. Sleeper is a former Con-Sleeper, for Governor of this great State. Mr. Sleeper is a former Con-gressman and State Treasurer, is in-terested in many State banks and business enterprises in the Thumb. He is President of the Clark & Mc-He is President of the Clark & Al-Caren Co., wholesale grocer, one of the most enterprising wholesale houses in Michigan. Mr. Sleeper does not belong to the slick, polished houses in Micingumot belong to the slick, tongue class of politicians.

State Tre slick, polished cians. As Congressman and State Treasurer he served his people unfalteringly and now asks their support Aug. 29 at the primaries. It is safe to say among he traveling men in general he is a

William J. (Bill) Leppien, youngest representative of the local branch of the National Grocer Co., spent a part of his vacation time in Detroit. He will be expected to give an account of

himself upon his return.

Ora Lynch is attending the World's Salesmanship Congress in Detroit this week. He travels for Wing & Co., of Detroit.

No vaudeville actor has it on the

No vaudeville actor has it on the weather man as a quick change artist. Who said William Jennings Bryan was dead? With the common folk he is as big a 16 to 1 shot and peacemaker as ever. He is to be the headliner at the Port Huron Chautauqua, speaking on July 31. Already the political and social clubs are arranging to give him a rousing welcome. It is hard to keep a good man down

is hard to keep a good man down. Despite the rainy season in the Thumb district, the present outlook for the farmer is great. While the beet crop will not be large, the bean acreage is the greatest in the history While the of that section. Sanilac county has 16,000 acres of beans and has 16,000 acres of beans and if the price keeps up the harvest will be worth while. Beans are selling at \$6.25 now. All crops are looking fine now. Hay is a big crop.

Mrs. Louis Stirle and daughter.

Florence, wife and daughter of one of Saginaw's progressive grocers, L. v's progressive grocers, L. have gone to Lakeland for a fortnight

fortnight.
Saginaw's Chautauqua begins July 29. lasting eight days. Some very fine attractions are coming here. One of the best is Julia Claussen, eminent contralto of the Chicago Grand Opera

Herman E. Vasold, ex-Secretary of Saginaw Council, who was a delegate to the Supreme meeting of the United Commercial Travelers, reports a commercial Travelers, reports a grand and enjoyable trip to the capital of Ohio.

The best journal of its kind in all America—the Michigan Tradesman.

Only \$1 per year.

The members of Elf Khurafch Temple, A. A. O. N. M. S., including the Arab patrol and drum crops, lett Monday morning on a P. M. special for Buffalo to attend the meeting of the Imperial Council there. The trip was open to all who desired to go and

not confined exclusively to

Through the efforts of the D. A. R., three of our city parks are now flying big American flags. The Wm. Barie Dry Goods Co. gave one to Hoyt park. The M. W. Tanner Co. presented one to the city for Bliss park and Ezra Rush gave a flag to the park bearing his name, Rush park. Eighteen local teachers are attending summer school at Ypsilanti. The Cadillac Produce Co., of Cadillac, has opened up for business with L. D. Sigler as manager. John W. Ladd & Co., of Detroit, through their representative, M. Conaton, Jr., sold them their machinery for the manufacture of butter and cheese.

The drys certainly are staging a Through the efforts of the D. A. R.,

The drys certainly are staging a great fight against booze in Saginaw county. Plans are now under way to have Bully Sunday (of course, ma will come with him) speak here; also Richmond P. Hobson and William J. Bryan. If Mr. Pelter, the dry campaign manager, can arrange to hold these meetings in the auditorium and charge an admission he certainly charge an admission he certainly could swell the campaign fund. A Sunday-Bryan team ought to prove

a winner.

Detroit has a fine plan for supplying funds for sick and disabled policemen. funds for sick and disabled policemen. All moneys taken in from raids on gambling dens are turned over to this fund. It should prove quite a business getter for policemen to let such places run and every so often make a raid on a sort of a fifty fifty plan. Jim, I'm surprised you allow such a thing to be pulled off in your city beautiful. Saginaw celebrated the Fourth in old fashion style. Noisier than noise.

B. & S.

Famous 5c Cigar

Long Filler

Especially Adapted to the Discriminating Taste of the Drug Trade

Send for Sample Shipment.

Barrett Cigar Co. Ionia, Michigan

Malt ond Hop Tonic

Makes the bone and muscle That makes you want to hustle."





For Sale by all Wholesale Druggists

Roosevelt is again trying to win back lost laurels. He says in case war is declared on Mexico, he is willwar is declared on Mexico, he is willing to offer his services to the Government, but with such a man as President Wilson at our head, we can say, "Thanks, Teddy we don't need you." Postmaster C. E. Lown is now in Bedford City, Va., attending the dedication of the Elks National Home.

Best weather, best crowds, best

Best weather, best crowds, best races and most money made at the

races and most money made at the local short ship meet last week in the history of the local racing society. Several world's records were set.

The writer doesn't want to really knock, but of all places to go for an outing and get stung, just try Wenona Beach, Bay City. They advertise a wonderful beach. Why, Riverside Park, in this city, is an Atlantic City beside Wenona Beach. To my recollection I never saw so fifthy a place to go swimming—weeds, grease, mud. to go swimming—weeds, grease, mud, dead minnows and millions of dead fish, flies are there to greet you and help initiate that new bathing suit. If the State Sanitation Board knew

If the State Sanitation Board knew of this place, they would, no doubt, order the beach closed. It is a fine disease breeding hole.

F. D. Letts, Western Union telegraph operator of this city, left last week for Houston, Texas, where he has accepted a position as superintendent of a Government agency for the Southwest. He was with the Western Union here two years. His wife and two children will go to Battle Creek, their former home, to remain until fall.

If the jingoes ever put out a presidential ticket, it is a safe bet Teddy will head the ticket; in fact, it is the only ticket he is fit for.

only ticket he is fit for.

E. C. Ewen and William L. Reinke, of this city have organized a new industry, the Saginaw Graphite Co., which will be located at the foot of Hoyt avenue and Water street, in the old Lee planing mill. Both Mr. Reinke and Mr. Ewen have a wide experience in the graphite business, having held responsible positions with the U. S. Graphite Co., of this city. Machinery is now being installed and will be in operation in about two

Have you heard the latest? Mike onaton saw a ghost. That is, he Have you heard the latest? Mike Conaton saw a ghost. That is, he thought he did. Sunday morning about 3:30 he was roused from his peaceful slumbers by the sound of footsteps on Jefferson avenue. What could it mean, thought big Mike. The neighborhood is made up mostly of salesmen and, as far back as history goes, no traveling man was ever known to be out at such an hour on Sunday morning. Stepping to the goes, no traveling man was ever known to be out at such an hour on Sunday morning. Stepping to the window and throwing his flashlight on the moving object clad in white, Mike demanded, "Who goes there?" "Tis I," replied the little fat figure. "Tim bound for the circus grounds. Won't you come along? I want to see them unload the animals." Can you imagine a full grown man—yes, a salesman, too—pulling off such a stunt and he couldn't say he had to take the children down, for he has none. How true the old saying, "Once a man and twice a child." Mike warned Ora Lynch and asked him to put on rubber heeled shoes the next time he wanted to travel out Jefferson avenue at such an hour in the morning.

L. M. Steward.

New President of Board of Pharmacy.

Muskegon, July 10—The annual election of the Michigan Board of Pharmacy held in Detroit June 20, resulted as follows:

President-E. T. Boden, Bay City. Secretary-Charles S. Koon, Mus-

Treasurer-George F. Snyder, De-

Examination, August 10 and 11, Marquette.

Examination, November 21, 22 and 23, Grand Rapids.

Charles S. Koon, Secretary.

WHOLESALE DRUG PRICE CURRENT

WHOLESA	LE DRUG PRICE	CURRENT
	nominal, based on marke	
Acides Boric (Powd.) 17@ 25 Boric (Xtal) 17@ 25 Carbolic 190@1 93 Citric 81@ 90 Muriatic 4@ 8 Nitric 10@ 15	Mustard, true. oz. @2 00 1 Mustard, artifil oz. @1 50 Neatsfoot 85@ 95 Olive, pure 2 50@3 50 Olive, Malaga, yellow 1 60@1 75	pecae
Sulphurie 460 8 Tartarie 87@ 90	Olive, Malaga, green 1 60@1 75 Orange, Sweet 4 00@4 20 Origanum, pure @2 50 Origanum, com'l @ 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	Opium, Deodorz'd Q2 75 Rhubarb Q 70
Water, 18 deg 5½ @ 9 Water, 14 deg 4½ @ 8 Carbonate 13 @ 16 Chloride 10 @ 25	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	Lead, red dry . 10 @10½ Lead, white dry 10 @10½ Lead, white oil 10 @10½ Lead, white oil 10 @10½ Ochre, yellow bbl. 1 @1½ Ochre, yellow less 2 @ 5 Putty
Copaiba 1 00@1 40 Fir (Canada) 1 25@1 50 Fir (Oregon) 40@ 50 Peru 5 00@5 20 Tolu 75@1 00	Sassafras, true 1 25@1 45 5assafras, artifi 50@ 60 5pearmint 2 75@3 00 5perm 95@1 05 Tansy 4 00@4 25 75 Wintergreen, tr. 5 50@5 75 Wintergreen, sweet 5 50@ 40 5 5 5 5 5 5 5 5 5	Futty 24 6 5 Putty 24 6 5 Red Venet'n bbl. 14 6 5 Red Venet'n less 14 6 5 Vermillion, Amer. 25 6 30 Whiting, bbl 24 15 L. H. P. Prepd. 1 60 61 70
Berries Cubeb 70 Ø 75 Fish 15 Ø 20 Juniper 8 Ø 15 Prickley Ash Ø 30	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	Arsenic 9@ 15 Blue Vitriol, bbl
Barks	Potassium Bicarbonate 1 80@1 90 Bichromate 80@ 85 Bromide 4 50@4 60 Carbonate 1 60@1 75 Chlorate, xtal and	powdered 35@ 40 Insect Powder 30@ 50 Lead, Arsenate 10½@ 16 Lime and Sulphur Solution, gal. 15@ 25
23@ 25 Extracts Licorice	Chlorate, xtal and powdered 65@ 70 Chlorate, gran'r 70@ 75 Cyanide 45@4 50 todide 4 50@4 60 Permanaganate 2 40@2 50 Prussiate, yellow @1 50 Sulphate @1 10	Paris Green 37½ @ 43 Miscellaneous Acetanalid 90@1 00 Alum 12@ 15
Flowers Arnica 1 00@1 10 Chamomile (Ger.) 95@1 10 Chamomile (Rom) 55@ 60	Roots	Alum, powdered and ground 14@ 17 Bismuth, Subnitrate 4 10@4 15 Borax xtal or
Gums Acacia, 1st 60@ 65	Alkanet 90@1 00 Blood, powdered 20@ 25 Calamus 75@3 00	powdered 10@ 15 Cantharades po 2 00@10 00
Acacia, 1st	Elecampane, pwd. 15@ 20	Calomel 2 00@2 05
Acacia, Sorts 35@ 40 Acacia, powdered 40@ 50	Gentian, powd. 45@ 50 Ginger, African, powdered 20@ 25	Carmine 6 50@7 00
Aloes (Barb. Pow) 30@ 40 Aloes (Cape Pow) 20@ 25	Ginger, Jamaica 30@ 35	Cassia Buds @ 40
Asafoetida 1 00@1 10	powdered 30@ 35	Chalk Precipitated 70 10
	Ipecac, powd4 00@4 25 Licorice 321/2 35	Chloroform 65@ 73
Pure 1 15@1 25 U. S. P. Powd. 1 30@1 50 Camphor 66@ 75	Decar Dow. 300/4 25 Licorice 32½ (# 35 Licorice, powd. 28(# 35 Corris, powdered 20(# 25 Licorice, powd	Chloroform 65@ 73 Cocoa Butter 60@ 70 Corks, list, less 70% Copperas, bbls
Guaiac, powdered 55@ 60	Poke, powdered 20@ 25 Rhubarb 75@1 00	Corks, list, less 70%
Camphor 66@ 75 Guaiac 50@ 55 Guaiac, powdered 55@ 60 Kino 70@ 75 Kino, powdered 75@ 80 Myrrh	Rhubarb 75@1 00 Rhubarb, powd. 75@1 25 Rosinweed, powd. 25@ 30	Copperas, bbls
Myrrh Downdered 75@ 80 Myrrh Owdered @ 50 Opium T5@14 Oo Opium Opium Grant T5@15 Oo Opium T5@15 Oo Op	Saisapailla, Hollu.	Corrosive Sublm 1 80@1 85 Cream Tartar 55@ 60
Opium, powd. 14 75@15 00	ground 55@ 60 Sarsaparilla Mexican, ground 25@ 30 Squills 35@ 40	
Shellac 31@ 35	Squills, powdered 40@ 60	Emery, all Nos. 60 10
Tragacanth	Tumeric, powd. 13@ 20 Valerian, powd. 70@ 75	Dextrine 7 0 10 Dover's Powder 22 50 Emery, all Nos. 6 10 Emery, powdered 5 8 Epsom Salts, bbls. 0 3½ Epsom Salts, bbs. 4 3½
No. 1 @3 50 Tragacanth powder 2 25	Seeds	Epsom Salts, less 4@ 8 Ergot 1 25@1 50
Turpentine 10@ 15	Anise . 20	Emery, powdered
Leaves	Bird, 1s @ 10 Canary 8@ 12	Gelatine 90@1 00
Buchu, powdered 1 85@2 00	Caraway 25@ 30 Cardamon 1 80@2 00	Glassware, less 70%
Sage, ¼s loose 72@ 78	Celery (45-50) 34@ 40 Coriander 10@ 18	Glauber Salts less 20
Buchu 1 75@1 85 Buchu, powdered 1 85@2 00 Sage, bulk 67@ 70 Sage, 1/48 loose 72@ 78 Sage, powdered 55@ 60 Senna, Alex 55@ 60 Senna, Tinn 42@ 50 Senna, Tinn. pow 50@ 55 Uva Ursi 18@ 20	Dill 200 25 Fennell @1 00	Glue, brown grd. 12@ 17 Glue, white 15@ 25
Senna, Tinn. pow. 50@ 55 Uva Ursi 18@ 20	Flax, ground 54@ 10	Glue, white grd. 150 20 Glycerine 560 76
Olla	Hemp 8@ 12	Hops 450 60
Almonds, Bitter, true 15 00@15 25 Almonds, Bitter, artificial 7 00@7 25	Mustard, yellow 22@ 30 Mustard, black 19@ 25	Iodoform 6 78@6 94
Almonds, Bitter, artificial 7 00@7 25	Mustard, powd. 22@ 39 Poppy @ 50	Lycopdium 4 00@4 25
Almouds, Sweet,	Quince 1 00@1 25 Rape 10@ 15	Mace, powdered 95@1 00
imitation 65@ 75	Sabadilla, powd	Morphine 6 30@6 55
Amber, rectified 2 50@2 75	Worm American @ 25	Morphine
Bergamont 5 00@5 20	Worm Levant 1 50@1 75	Pepper, white @ 40 Pitch, Burgundy @ 15
Cassia 2 25@2 50 Castor 1 52@1 65	Aconite @ 75	Quassia 12@ 15 Quinine, 5 oz. cans @ 85
Cedar Leaf 1 20@1 40 Citronella 85@1 20	Aloes @ 65	Rochelle Salts42@ 48 Saccharine 18 00@18 20
Almouds, Sweet, imitation 65@ 75 Amber, crude 1 50@1 75 Amber, rectified 2 50@2 75 Anise 2 00@2 25 Bergamont 5 00@5 20 Casion 1 52@1 60 Cassia 2 25@1 60 Castor 1 52@1 60 Castor 1 52@1 60 Cedar Leaf 1 20@1 40 Citronella 85@1 20 Cocoanut 20@ 25 Cocoanut 20@ 25 Coco Liver 6 40@6 50 Cotton Seed 1 15@1 25 Croton 2 00@2 25 Croton 2 00@2 25 Cocobord 2 00@2 25 Cocoanut 2 00@2 25 Cocoanut 2 00@2 25 Coco 1 15@1 25 Cotton Seed 1 15@1 25 Croton 2 00@2 25 Cupbebs 4 25@4 50 Eigeron 1 75@2 00 Eigeron 1 75@2 00 Eigeron 1 75@2 25 Hemlock, pure 2 1 00@ 25 Hemlock, pure 2 1 00@8 20	Belladonna @1 85	Salt Peter 35@ 10 Seidlitz Mixture 40@ 45
Cod Liver 6 40@6 50 Cotton Seed 1 15@1 25	Benzoin Compo'd @1 00	Saidlitz Mixture 400 45 Soap, green 200 25 Soap, mott castile 120 15 Soap, white castile
Croton 2 00@2 25 Cupbebs 4 25@4 50		Soap, white castile case
Eucalyptus 1 75@2 00 Eucalyptus 1 00@1 25 Hemlock pure	Cantharadies @1 80 Capsicum @ 90 Cardamon @1 50	less, per bar @ 85 Soda Ash 414@ 10
Juniper Berries 8 00@8 20	Cardamon, Comp. 62 00 Catechu 6 60 Cinchons 61 05	Soda Bicarbonate 24 @ 6
Lard, extra 95@1 05 Lard, No. 1 85@ 95	Colchicum 75 Cubebs 75	Spirits Camphor 0 75 Sulphur roll 2% 0 5
Lavender Flow. 5 00@5 20 Lavender, Gar'n 1 25@1 40	Cardamon, Comp. 72 00 Catechu 9 60 Cinchona 91 05 Colchicum 9 75 Cubebs 91 20 Digitalis 9 80 Gentlan 9 75 Ginger 9 95 Cusiec 91 05	Sulphur Subl. 3 1-10@ 5 Tamarinds 15@ 20
Lemon 2 00@2 25 Linseed, boiled, bbl. @ 67	Gentian	Tartar Emetic @ 80 Turpentine Ven. 2 25@2 50
Eucalyptus 1 00@1 25 Hemlock, pure @1 00 Juniper Berries 8 00@8 20 Juniper Wood 1 25@1 50 Lard, No. 1 85@ 95 Lavender Flow 5 00@5 20 Lavender, Gar'n 1 25@1 40 Lemon 2 00@2 5 Linseed, bolled, bbl. @ 67 Linseed, bld. less 72@ 77 Linseed, raw, bbl. @ 66 Linseed, raw, less 71@ 76	10dine 472 00	Tartar Emetic
Linseed, raw, less 71@ 76	Iodine, Colorless 02 00	Zine Sulphate 10@ 15

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

Yes

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 Sherry Cobbler Tobacco May Flower Shorts Old Crop Smoking Sweet Tips Smoking Wild Fruit Smoking Clothes Lines

DECLINED

Flour Whole Pepper

Baked Beans Lima Beans	Baked Beans Lima Beans	
Index to Market	is 1	2
	AMMONIA 12 oz. ovals, 2 doz. box 1 6	Clams Little Neck, 1 lb. 1 25
A (Col AXLE GREASE	
Ammonia		Burnham's ½ pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50
Axle Grease	1 lib. wood boxes, 4 doz. 3 0 lib. tin boxes, 3 doz. 2 3 3½ lb. tin boxes, 2 dz. 4 2 l 10lb. pails, per doz6 0 1 15lb. pails, per doz7 2 1 25lb. pails, per doz12 0	5 Foin Corn
Baked Beans	1 101b. pails, per doz6 0	5 Fair 85@ 90 0 Good 1 00@1 10 Fancy @1 30
Bluing	1 151b. pails, per doz7 2 1 251b. pails, per doz12 0	0 Fancy @1 30 French Peas
	1 BAKED BEANS	Monbadon (Natural)
Brushes	1 No. 1. per doz45@ 96 1 No. 2, per doz 95@1 4 No. 3, per doz 1 35@1 7	Gooseberries
C		No. 2, Fair
Candles	1 BATH BRICK -2 English 98	Hominy
Carbon Oils	5 BLUING	Lobster
Chewing Gum	2 Jennings' 3 Condensed Pearl Bluing	14 lb
Chicory	3 Small, 3 doz. box 1 93 3 Large, 2 doz. box 2 40	3 10 reme Flat 3 10
Clothes Lines	3 Folder's	Mustard, 1 lb 1 80
Cocoanut	3 Summer Sky, 3 dz. cs. 1 40 3 Summer Sky 10 dz bbl 4 50	Mustard, 2 lb 2 80 Soused, 1½ lb 1 60
Confections	4	Soused, 2 lb 2 75
Cracked Wheat	5 BREAKFAST FOODS 6 Apetizo, Biscuits 3 00	Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 11½ lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 50 Tomato, 2 lb. 2 80
Cream Tartar	6 Bear Food, Pettijohns 2 13	Mushrooms Buttons, ½s @25
Dried Fruits	Cream of Rye, 24-2 3 00	Buttons, ½s @25 Buttons, 1s @40 Hotels, 1s @34
E	Quaker Puffed Wheat 3 45	Oysters
Evaporated Milk	6 Apetizo, Biscuits 3 00 6 Bear Food, Pettijohns 2 13 Cracked Wheat 24-2 2 90 6 Cream of Rye, 24-2 3 00 6 Quaker Puffed Rice 4 25 Quaker Puffed Wheat 3 45 Quaker Brkfst Biscuit 1 75 Quaker Corn Flakes 1 75 Washington Crisps 1 85 6 Wheatena 4 50 6 Evapor'ed Sugar Corn 90 7 Grape Nuts 2 70	Cove, 1 lb @ 75 Cove, 2 lb @1 40
Farinaceous Goods	. Washington Crisps 1 85 6 Wheatena	Plums 90@1 25
Fishing Tackle	6 Evapor'ed Sugar Corn 90 7 Grape Nuts 270	Plums
Flavoring Extracts Flour and Feed Fruit Jars	7 Sugar Corn Flakes 0 Fo	
G	7 Holland Rusk 3 20 Krinkle Corn Flakes 1 75 Mapl-Flake, Whole	Marrowfat 90@1 00 Early June 1 10@1 25
Gelatine		Marrowfat 90@1 00 Early June 1 10@1 25 Early June siftd 1 45@1 55
u		Peaches Pie
Herbs	7 Large 18s 2 25 8 Ralston Wht Food 18s 1 45	No. 10 size can pie @3 25
Horse Radish	Ross's Whole Wheat	Pineapple Grated 1 75@2 10 Sliced 95@2 60
ce Cream	Biscuit 2 80 Saxon Wheat Food 2 80 Shred Wheat Biscuit 3 60 Trigonit 18	D. manufata
J.	Triscuit, 18 1 80	Fair 80 Good
	Triscuit, 18 1 80 B Pillsbury's Best Cer'l 1 35 Post Toasties, T-2 2 60 Post Toasties, T-3 2 70 Post Tayern Porridge 2 80	Fair 80 Good 90 Fancy 1 00 No. 10 2 40
M	Post Toasties, T-3 2 70 Post Tavern Porridge 2 80	naspperries
	BROOMS	
Mince Meat	Fancy Parlor, 25 lb. 4 75	Salmon Warrens, 1 lb. Tall 2 30 Warrens, 1 lb. Flat 2 45 Red Alaska 1 85@1 95 Med. Red Alaska 1 40@1 45 Pink Alaska @1 20
Molasses	Parlor, 5 String, 25 lb. 4 50 Standard Parlor, 23 lb. 4 00	Red Alaska 1 85@1 95
N	Common, 23 lb 3 75 Special, 23 lb 3 25	Med. Red Alaska 1 40@1 45 Pink Alaska @1 20
Nuts	Fancy Parlor, 25 lb. 4 75 Parlor, 5 String, 25 lb. 4 50 Standard Parlor, 23 lb. 4 00 Common, 23 lb. 3 75 Special, 23 lb. 3 25 Warehouse, 23 lb. 4 75 Common, Whisk 1 10 Fancy, Whisk 1 40	Sardines
Olives	Fancy, Whisk 1 40	Domestic, ¼s 3 15 Domestic, ¼ Mustard 3 15 Domestic, ¼ Mustard 3 25 French, ¼s 7@14 French, ½s 13@23
P	BRUSHES	French, 4s 7@14
ickles	Solid Back, 8 in 75	French, ½s 13@23 Sauer Kraut
Playing Cards	Solid Back, 11 in 95 Pointed Ends 85	Sauer Kraut No. 3, cans
Potash	Ctour	Shrimps
. R	No. 2 1 25	Dunbar, 1s doz 1 30
colled Oats 9	No. 1 1 75	Succetach
alad Dressing 9	No. 3 1 00	Fair
aleratus 9	No. 3	Fancy 1 25@1 40 Strawberries
alt 9		Standard 95
eeds 10	BUTTER COLOR Dandelion, 25c size 2 00	Tomatoes
hoe Blacking 10	CANDLES	Good
oda 10 pices 10	Paraffine, 6s 7 Paraffine, 12s 7½ Wicking 20	No. 10 3 75
oda 10 pices 10 tarch 10 yrups 0 10	Wicking 20	Tuna
-	CANNED GOODS Apples	4s, 4 doz. in case 2 60 4s, 4 doz. in case 3 60
able Sauces 10 ea 10	3 lh Standarde @ 00	1s, 4 doz. in case 5 60
obacco 11. 12. 13	Blackberries	Snider's pints 2 35
wine	2 lb 1 50@1 90 Standard No. 10 @5 25	CHEESE
negar 13	Beans	Acme @17
icking W	Baked 95@1 30 Red Kidney 90@ 95 String 1 00@1 75 Wax 75@1 25	
Oddenware 13	String 1 00@1 75 Wax 75@1 25	Limburger @15 E
rapping Paper 14	Hilleherries	Pineapple 40@60 S Edam @85
nast Cake 14	Standard 1 40 No. 10 6 50	Edam @85 Sap Sago @23 Swiss, Domestic @20
		The state of the s

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g. re	CHEWING GUM Adams Black Jack 6 Adams Sappota 6 Beeman's Papein	Mo N 2 packa 5 retail
_	Adams Black Jack & Adams Sappota & Adams Sappo	ders Laugh Hollan Felix, Humn Humn
=	Colgan Mint Chips 6 Dentyne 6 Doublemint 6 Flag Spruce 5 Heshey Gum 4 Juicy Fruit 6 Red Robin 6 Sterling Gum Pep. 6 Sterling 7-Point 6 Spearmint, Wrigleys 6 Spearmint, 5 box jars 3 Spearmint, 6 box jars 3 Trunk Spruce 5 Yucatan 6	Horeh Standa Standa Twist,
25	Spearmint, 6 box jars 3 8: Trunk Spruce 5 Yucatan 6 Zeno 6 Smith Bros. Gum 6	Jumbo Jumbo Big S Bostor
25 75 50	Walter Baker & Co.	Duoles
90 10 30	German's Sweet 2 Premium 33 Caracas 2 Walter M. Lowney Co. Premium, 4s 3 Premium, 4s 3 CLOTHES LINE Per doz No. 40 Twisted Cotton 1 of	Fancy Grocer Kinder Leader Monar
75 85 80 85	CLOTHES LINE Per doz No. 40 Twisted Cotton 1 0 No. 50 Twisted Cotton 1 1 No. 60 Twisted Cotton 1 4 No. 60 Twisted Cotton 1 4 No. 60 Braided Cotton 1 45 No. 80 Braided Cotton 1 2 No. 50 Sash Cord 2 2 No. 60 Sash Cord 2 2 No. 60 Sash Cord 1 0 No. 60 Sisal 1 0 Calvanized Wire No. 60 Sisal 1 10 No. 19, each 100ft. long 2 10 No. 19, each 100ft. long 2 10 No. 19, each 100ft. long 2 10	Novelt Paris Premio Royal Specia Valley X L C
5 0 0	No. 60 Sash Cord 2 75 No. 60 Jute 90 No. 72 Jute 1 10 No. 60 Sisal 1 00	Auto I Bonnie Butter Caram
0 0 0 5 0	Galvanized Wire No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10 No. 20, each 100ft. long 1 00 No. 19, each 100ft. long 2 10	Carame Carame Cocoan Coffy
5	Baker's 39 Cleveland 41 Colonial ¼s 35	Fudge, Fudge, Fudge, Fudge.
5	Epps 42 Hershey's, ½s 32 Hershey's, ½s 30 Huyler 36 Lowney, ½s 38	Fudge, Fudge, Fudge. Honeys Iced M
)	Lowney, ¼s	Iced Ge Iced Or Italian Jelly M AA Lic
	Colonial, ½s 33 Epps 42 Hershey's, ½s 32 Hershey's, ½s 30 Huyler's, ½s 37 Lowney, ¾s 37 Lowney, ¾s 37 Lowney, ¾s 37 Lowney, ½s 37 Lowney, ½s 12 Van Houten, ¾s 12 Van Houten, ¼s 18 Van Houten, ¼s 18 Van Houten, ½s 36 Van Houten, ½s 36 Wan-Eta 36 Webb 38 Wilber, ¾s 33 Wilber, ¾s 33 Wilber, ¾s 33 Wilber, ¾s 33	Lozenge Lozenge Manchu
	COCOANUT Dunham's per lb. 4s, 5 lb. case 30 4s, 5 lb. case 30	fb. bo Nut Bu Star Pa
	Dunham's per lb. 14s, 5 lb. case 30 14s, 5 lb. case 29 14s, 15 lb. case 29 14s, 15 lb. case 29 14s, 15 lb. case 27 15s, 15 lb. case 28 15calloped Gems 10 16s, 28s	Assorted Amazon Champic Choc. C Climax
	4s & ½s pails 16 Bulk, pails 16 Bulk, barrels 15 Baker's Brail Shredded 70 5c pkgs per case 2 60	Eclipse, Ideal C Klondik Nabobs Nibble Nut Wa
1	36 10c pkgs., per case 2 60 16 10c and 33 5c pkgs., per case	Ocoro C Peanut Quintett Regina
I	Rio Common 19 Fair 19½ Choice 99	Superior Por W
I	Santos	Cracker coupon Oh My Cracker Hurrah,
F	Common 20 'air 201½' hoice 21 'ancy 23 'eaberry 23 Maracaibo	Hurrah, Hurrah, C
C	Choice 24	Smith B
F	hoice 25 'anoy 26 Guatemala air 25 'anoy 28 Java	Almonds, soft sh Brazils Filberts Cal. No. Walnuts,
	ukola 31@35	Table nu Pecans, I
F	hort Bean 25@27 ong Bean 24@25 i. L. O. G 26@28 Bogota	No. 1 Sp.
F	ancy 26 xchange Market, Steady	Ex. Lg. Peanuts Pecan Ha Walnut I Filbert M Almonds
A	New York Basis rbuckle 19 00	Almonds Jordon A

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2 5 2 2	McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mall all or- ders direct to W. F. Mc- Laughlin & Co., Chicago.
522355249842224059242	Holland. ½ gro. bxs. 95 Felix, ½ gross 1 15 Hummel's foil, ½ gro. 85 Hummel's tip, ½
12224	CONFECTIONERY Stick Candy Pails Horehound 11 Standard 11 Standard, small 12 Twist, small 12 Lumbo Cases
2 1 2	Jumbo, small 11½ Big Stick 11½ Boston Sugar Stick 15 Mixed Candy
1	Broken Palls 1 Cut Loaf 11 2 French Cream 12 Fancy 14 Grocers 8 Kindergarten 12
	Leader 11 Monarch 11½ Novelty 12 Paris Creams 13 Premio Creams 17 Royal 10 Special 101
	Specialties
	Auto Kisses (baskets) 13 Bonnie Butter Bites 17 Butter Cream Corn 15 Caramel Bon Bons 15 Caramel Bon Bons 15 Caramel Dice 13 Caramel Dice 13 Caramel Croquettes 14 Cocoanut Waffles 14 Coffy Toffy 15 National Mints 7 lb tin 18 Empire Fudge 15 Fudge, Walnut 16 Fudge, Walnut 16 Fudge, Choco. Peanut 14 Fudge, Choco. Peanut 14 Fudge. White Center 15 Fudge, Cherry 15 Fudge Chery 15 Fudge Cecoanut 15 Fudge Cocoanut 15 Fudge Cocoanut 15 Fudge Cocoanut 15 Fudge Cocoanut 15 Ioed Gems 15 Iced Gems 15 Iced Gems 15 Iced Gems 15 Iced Gems 15 Ialian Bon Bons 13 Ialian Bon Bons 13 AA Llcorice Drops 125
	Coffy Toffy 15 National Mints 7 lb tin 18 Empire Fudge 15 Fudge, Walnut 16 Fudge, Filbert 15 Fudge, Choco Pesput 14
	Fudge. Honey Moon . 15 Fudge. White Center 15 Fudge, Cherry . 15 Fudge. Cocoanut . 15 Honeysuckle Candy . 16 Iced Maroons 15
	15
	Italian Bon Bons 13 Jelly Mello 13 AA Licorice Drops 125 5 lb. box 1 25 Lozenges, Pep 14 Lozenges, Pink 14 Manchus 14 Molasses Kisses, 10 10 1b. box 13 Nut Butter Puffs 14 Star Patties, Asst 14
	Assorted Choc 16 Amazon Caramels 16 Champion 15
	Nabobs 20 Nibble Sticks 25
	Nut Wafers 20 Ocoro Choc Caramels 18 Peanut Clusters 23 Quintette 15 Regina 14 Star Chocolates 15 Superior Choc. (light) 18 Pop Corn Goods Without prizes Cracker Lock 16
•	
1	Cracker Jack, with Prize Hurrah, 100s 3 50 I Hurrah, 50s 1 75 J Hurrah, 24s 85 J Cough Drops I
1	NUTS MALE
A	
FOVV	14@16 M
P	ecans, Ex. Large @16 P
F	Peanuts 7½@ 8 R bx. Lg. Va. Shelled R Peanuts 11½@12 R ecan Halves @55 R Valuut Halves @55
FAJ	ilbert Meats @38 St. Imonds @45 St. ordon Almonds St.

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5
Peanuts Fancy H P Suns Raw 7 6@ 6½ 7½ 7½ 7½ 7½ 7½ 7½ 7½
CRACKERS
National Biscuit Company Brands
In-er-Seal Trade Mark Package Goods
Baronet Biscuit 100 Flake Wafers 100 Cameo Biscuit 150 Cheese Sandwich 100 Chocolate Wofers 100

Poronet Di Per	doz.
Cameo Biscuit	1 50
Chocolate Wafere	1 00
Fig Newton	1 00
Fig Newton Five O'Clock Tea Bet	1 00
dinger Shans NRC	1 00
Granam Crackers	1 00
Lemon Snang	
M. M. Dainties	1 00
Salline Riscuit	1 00
Saratoga Flakes	1 50
Doda Crackers MDO	4 00
Soda Crackers Prem.	1 00
Tokens	4 00
Uneeda Riscuit	= 0
Uneeda Jinion Words	4 00
Zu Zu Ginger Snaps	1 00
Zwieback	1 00
Other Package Good	s
Barnum's Animals	50

3	10	U
	Other Package Goods	
	Barnum's Animals 5	0
	Barnum's Animals 5 Soda Crackers NBC 2 5	0
	Bulk Goods	
	Animals Cans and boxes	3
	Atlantics, Asstd 15	
	Bonnie Cakes 14	
	Bonnie Lassies 11	
	Bo Peeps. S. or M. 9	,
	Bouquet Wafers 20	
	Cameo Risquit 16	
	Cecelia Biscuit 25	
	Cheese Tid Bits 20	
	Chocolate Bar (cans) 20	
	Choc. Honey Fingers 18	
	Circle Cookies 14	
	Coccanut Toes 20	
	Cocoanut Drops 12	
	Cocoanut Macaroons 22	
	Cocont Honor Bi	
	Cocont Honey Jumbles 14	
	Coffee Cakes Iced 14	
s	Crystol T 14	
S	Dinner Pail Mixed	
	Extra Wine Biscuit 12	
	Family Cookies 12	
	Fig Cakes Asstd 14	
	Fireside Peanut Jumb 12	
	Fruited Cocoanut Bar 14	
	Frosted Raisin Sqs. 12	
	Fruited Ovals 9	
	Full Moon	
	Ginger Drops 15	
	Ginger Gems Plain 11	
	Graham Crackers 10	
	Ginger Snaps Family 11	
	Hippodrome Bar 14	
	Honey Fingers Ass't 14	
5	Household Cooks Joed 19	
)	Animals	
;	& M 9	
	Jubilee Mixed 12	
	Kaiser Jumbles Iced14	
	Lady Fingers Sponge 30	
	Lemon Biscuit Square 11	
	Lemon Cakes 11	
	Lemona 11	
	Lorna Doon 18	
	Macaroon Jumbles	
	Mary Ann 10	
	Marshmallow Pecans 20	
	Mol. Frt. Cookie. Iced 12½ NBC Honey Cakes 14	
	Oatmeal Crackers 10	
	Orange Gems 11 Penny Assorted 12	
	Picnic Mixed 15	
	Pineapple Cakes 17	
	Priscilla Cake	
	Raisin Cookies 121/2	
	Raisin Gems 14	
	Reveres Asstd 17	
	Rittenhouse Biscuit 16	
	See Saw. S. or M 9	
	Lemon Cakes	
	Spiced Jumbles. Iced 13	
	*	

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No. No. No. No. No. No. No. No.

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Sugar Fingers 13	7	8	9	10	11
Sugar Crimp 11 Vanilla Wafers 20	FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla	No. 1 @ 6 No. 2 @ 5	Smoked Meats Hams, 14-16 lb. 18½@19	Mess, 100 lbs 16 50	Oolong Formosa, Medium 25@28
Butter N. B. C. Savana	No. 2, 114 oz 90	Unwashed, med @32	Hams, 16-18 lb. 18 2019 Hams, 16-18 lb. 18 @18½ Hams, 18-20 lb. 17 @18 Ham, dried beef	Mess, 40 lbs. 7 00 Mess, 10 lbs. 1 85 Mess, 8 lbs. 1 56	Formosa, Fancy 50@60
N B C, Square 7½ N B C, Round 7½ Soda	No. 4, 2½ oz	Unwashed, lne @27 HORSE RADISH Per doz 90	sets 29 @30 California Hams 13½@14 Pienic Boiled	No. 1, 100 lbs 15 50 No. 1, 40 lbs 6 70 No. 1, 10 lbs 1 75	English Breakfast Congou, Medium 25@30 Congou, Choice 30@35 Congou Fapou
N B C Soda Crackers 71/2 Premium Sodas	Pure Lemon No. 1, % oz. Panel 75	5lb. pails, per doz 2 30 15lb. pails, per pail 65	Hams 191/2@20 Boiled Hams 29 @291/2	100 lbs 4 00 40 lbs 2 35	Congou, Ex. Fancy 60@80
Saratoga Flakes 13 Oyster Dandy, Oysters 7½	No. 4, 2½ oz. Panel 2 00 No. 3, 2¼ oz. Taper 1 75	ICE CREAM	Minced Ham . 13 @13½ Bacon 19 @24	8 lbs 58	Pekoe, Medium 28@30 Dr. Pekoe, Choice
N B C Oysters Square 7½ Shell 8	2 oz. Flat	Piper Ice Cream Co. Brands Bulk, Vanilla 60 Bulk, Fancy, any flavor 65	Sausages Bologna 10½@11 Liver 9½@10 Frankfort 12 @12½	SEEDS Anise	TOBACCO
Adora 1 00	Grand Rapids Grain & Milling Co.	Brick, Plain 1 00 Brick, Faney 1 20 JELLY GLASSES	Veal 11 @12	Caraway	Blot
Nabisco (10 cent tins) 1 00 Nabisco (No. 204 Tin) 1 75 Festino (No. 202 Tin) 1 50	Winter Wheat Purity Patent 5 60 Fancy Spring 6 25	½ pt. in bbls., per doz. 19	Tongue	Hemp, Russian 6 Mixed Bird 9	Dan Patch & and 12
Festino (25c tins) 2 50 Lorna Doone 1 00 Anola 1 00	Wizard Graham 5 60 Wizard, Gran. Meal 4 80 Wizard Buckw't cwt. 3 50	8 oz. capped in bbls., per doz 20 MAPLEINE	Beef Boneless 20 00@20 50 Rump, new 24 50@25 00	Mustard, white 22 Poppy 36 Rape 10	Dan Patch, 2 oz 5 76
Above quotations of No.	Valley City Mills	2 oz. bottles, per doz. 3 00 1 oz. bottles, per doz. 1 75 1 6oz. bottles, per dz. 18 00	Pig's Feet 1/8 bbls	SHOE BLACKING Handy Box, large 3 dz. 3 50 Handy Box. small 1 25	Hiawatha, 5c 5 40
tional Biscuit Co., subject to change without notice. CREAM TARTAR	Light Loaf 5 95 Graham	16 oz. bottles, per dz. 18 00 32 oz. bottles, per dz. 30 00	34 bbls. 40 lbs. 2 10 1/2 bbls. 4 25 1 bbl. 8 50	Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF	No Limit, 16 oz 3 72
Square Cans 50	Gran. Meal 2 20	Per case 2 85 MOLASSES	Tripe Kits, 15 lbs 90	Scotch, in bladders 37 Maccaboy, in jars 35	Ojibwa, 100 11 10
Boxes	Bolted Meal 2 20 Voigt Milling Co. Voigt's Crescent 6 00	New Orleans Fancy Open Kettle 45	% bbls., 80 lbs 3 00	French Rapple in jars 43	Petoskey Chief, 14 oz. 4 00
Evapor'ed Choice blk @714	Voigt's Flouroigt 6 40 Voigt's Flouroigt 6 00 Voigt's Hygienic Gra-	Choice 38 Good 32 Stock 27	Casings Hogs, per lb 35 Beef, rounds, set 19@20	Kegs, English 41/4 SPICES	Red Bell, 8 foil 1 92
Evapor'ed Fancy blk @8½ Apricots California 11@13	Watson-Higgins Milling Co.	Half barrels 2c extra Red Hen, No. 2½ 2 15 Red Hen, No. 5 2 00	Beef, middles, set 60@70 Sheep 1 15@1 35 Uncolored Butterine	Whole Spices Allspice, Jamaica9@10 Allspice, lg Garden @11	Sweet Cuba, canister 9 16
Cltron Corsican 17	Golden Sheaf Flour 5 00	Red Hen, No. 5 2 00 Red Hen, No. 10 1 95	Solid Dairy 13½@17½ Country Rolls 15 @21	Cloves, Zanzibar @24 Cassia, Canton 14@15 Cassia, 5c pkg. dz. @35 Singer, African @ 91/4	Sweet Cuba, 1 lb. tin 4 50 Sweet Cuba, 14 lb. foil 2 27
Currants Imported, 1 lb, pkg 1414	Kern's Success Flour 6 20 Marshall Best Flour . 6 00 Kern's Wisconsin Rye 5 35	½ lb. 6 lb. box 16 OLIVES Bulk, 1 gal. kegs 1 10@1 20	Corned Beef, 2 lb 4 50	inger, Cochin @14%	Sweet Burley, 56 L&D 5 76 Sweet Burley, 50z 2 45
Imported, bulk1414 Peaches Muirs—Choice, 25lb 61/2	Worden Grocer Co. Quaker, paper 5 80 Quaker, cloth 5 90	Bulk, 2 gal. kegs 1 05@1 15 Bulk, 5 gal. kegs 1 00@1 10	Corned Beef, 1 lb 2 40 Roast Beef, 2 lb 4 50 Roast Beef, 1 lb 2 50	Mace, Penang @90 Wixed, No. 1 @17 Mixed, No. 2 @16	Sweet Mist, ½ gro 5 76
Muirs—Fancy, 25lb 7½ Fancy, Peeled, 25lb 12	Voigt Milling Co.	Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 25 Stuffed, 14 oz. 2 25 Pitted (not stuffed)	Potted Meat, Ham Flavor, ¼s	Mixed, 5c pkgs. dz. @45 Nutmegs, 70-80 @35 Nutmegs, 105-110 @30	Tigen 5 5 76
Peel Lemon, American 1334 Orange, American 1334	Calla Lily	Pitted (not stuffed) 14 oz	Flavor, ½s 90 Deviled Meat, Ham	Pepper, Black @20 Pepper, White @28 Pepper, Cayenne @22	Tiger, 25c cans
Pairing	American Eagle, 14s 5 85 American Eagle, 12s 5 75 Spring Wheat Roy Baker	Lunch. 10 oz 1 35 Lunch. 16 oz 2 25 Queen. Mammoth, 19	Flavor. ¼s	Paprika, Hungarian Pure Ground in Bulk	Am. Navy. 16 oz 32 Apple. 10 lb. butt 37 Drummond.
Cluster, 20 cartons 2 25 Loose Muscatels, 4 Cr. 7½ Loose Muscatels, 3 Cr. 7¾ L. M. Seeded, 1 lb. 8¾ @9	Roy Baker Mazeppa 6 00 Golden Horn bakers 5 90	oz 4 25 Queen, Mammoth, 28	Potted Tongue, ½s 90	Allspice, Jamaica @12 Cloves, Zanzibar @28 Cassia, Canton @26	and 5 lb
California Prunes 90-100 25 lb. boxes@ 61/4	Bohemian Rye 5 85	oz 5 75 Olive Chow, 2 doz. cs. per doz 2 25 PEANUT BUTTER	Fancy 7 @7½ Japan Style 5 @5¾	Ginger, African ##18 Mace, Penang ##100 Nutmegs	Battle Ax
80- 90 25 lb. boxes@ 63/4 70- 80 25 lb. boxes@ 71/4 60- 70 25 lb. boxes@ 73/4	Judson Grocer Co. Ceresota, ½s 6 90 Ceresota, ½s 6 80 Ceresota, ½s 6 70	PEANUT BUTTER Bel-Car-Mo Brand 25 lb. fibre pails 10	ROLLED OATS Rolled Avenna, bbls. 5 90	Pepper, Black @24 Pepper, White @32 Pepper, Cayenne @25	Boot Jack 2 lb. 32
50- 60 25 lb. boxes@ 8½ 40- 50 25 lb. boxes@ 9½	Voigt Milling Co. Columbian 6 70	14 lb. fibre pails 10½ 10 lb. tin pails 11	Monarch, bbls 5 50	Paprika Hungarian @45	Bullion, 16 oz
EVAPORATED MILK Red Band Brand Baby	Worden Grocer Co. Wingold, 1/8 cloth 6 80 Wingold 1/8 cloth 6 70	2 lb. tin pails. 1 doz. 3 00 7 oz. jars, 2 doz 1 80	Monarch, 90 lb. sks 2 60 Quaker, 18 Regular 1 45 Quaker, 20 Family 4 50	Corn Kingsford, 40 lbs 714	Climax, 7 oz
Tall 3 50 5 case lots, 5c less; 10	Wingold, ½s cloth 6 40 Wingold, ½s paper 6 60	11 oz. jars, 2 doz 1 35 PETROLEUM PRODUCTS Iron Barrels	SALAD DRESSING Columbia, % pint 2 25	Muzzy, 20 11b. pkgs 5 1/4 Kingsford Silver Gloss, 40 11b 7 1/4	Creme de Monthe
case lots, 10c less. FARINACEOUS GOODS Beans	Meai Bolted 4 60	Perfection 8. Red Crown Gasoline 19.	Columbia. 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25	Muzzy, 40 1tb. pkgs 5 Gloss Argo, 24 5c pkgs 90	Derby, 5 lb, boxes
California Limas 8 Med. Hand Picked 7 50 Brown Holland	Golden Granulated 4 80 Wheat Red	Gas Machine Gasoline 29.9 V M & P Naphtha . 18.5 Capitol Cylinder 33.9 Atlantic Red Engine 19.9	Snider's, large, 1 doz. 2 35 Snider's, small. 2 doz. 1 35	Silver Gloss, 16 3lbs6% Silver Gloss, 12 6lbs. 8%	Gold Rope, 6 and 12 lb. 58
Farina 25 1 lb. packages 1 60	White 97	Atlantic Red Engine19.9 Summer Black 8.7 Polarine 32.9	Packed 60 lbs. in box. Arm and Hammer 3 00	Muzzy 48 17b. packages 5 16 37b. packages 4%	G. O. P., 12 and 24 lb. 40 Granger Twist, 6 lb 46 G. T. W., 10 and 21 lb. 36 Horse Shoe, 6 and 12 lb. 43
Bulk, per 100 lb 4 00 Original Holland Rusk Packed 12 rolls to container	Michigan carlots 44 Less than carlots 46 Corn	PICKLES Medium	Wyandotte, 100 %s 3 00	12 6lb. packages 6 50lb. boxes 3½ SYRUPS	Horse Shoe, 6 and 12 lb. 36 Honey Dip Twist, 5
3 containers (40) rolls 3 20 Hominy	Carlots 85 Less than carlots 88	Barrels, 1,200 count 9 00 Half bbls., 600 count 5 00 5 gallon kegs 2 20	Granulated, bbls 1 75 Granulated, 100 lbs. cs. 1 85 Granulated, 36 pkgs 1 75	Barrels 30	and 10 lb
Pearl, 100 lb. sack 2 50 Maccaroni and Vermicelli Domestic, 10 lb. box 60	Carlots	Small Barrels	SALT Common Grades	Half barrels 32 Blue Karo, No. 1½, 2 doz 1 75	Keystone Twist, 6 lb. 45 Kismet 6 lb. 45
Imported, 25 lb. box . 3 50 Pearl Barley	Street Car Feed 34 00 No. 1 Corn & Oat Fd 34 00	5 gallon kegs 2 50 Gherkins	100 3 lb. sacks 2 60 70 4 lb. sacks 2 50 60 5 lb. sacks 2 50	2 doz. 1 75 Blue Karo, No. 2, 2 dz, 2 00 Blue Karo, No. 2½, 2 doz. 2 35	Merry Widow 19 11 32
Chester	Cracked Corn 34 00 Coarse Corn Meal 34 00 FRUIT JARS	Barrels	28 10 lb. sacks 2 35 56 lb. sacks 40 28 lb. sacks 20	Blue Karo, No. 5, 1 dz. 2 35 Blue Karo, No. 10, 14	Nobby Spun Roll 6 & 3 58 Parrot, 12 lb 32 Patterson's Nat. Leaf 98
Green Wisconsin bu. 3 25 Split, lb 6 1/4	Mason, pts., per gro. 4 90 Mason, qts., per gro. 5 25	Barrels 20 00 Half barrels 10 50	Warsaw 56 lb. sacks 26	Red Karo, No. 1½, 4 doz 3 80	Patterson's Nat. Leaf 98 Peachey. 6, 12 & 24 lb. 43 Picnic Twist, 5 lb 45 Piper Heidsieck, 4 & 7 lb 69 Piper Heidsieck
Sago East India 8½ German, sacks 9	Mason, ½ gal. per gro. 7 60 Mason, can tops, gro. 2 25 GELATINE	5 gallon kegs 3 90	28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks	Red Karo, No. 2, 2 dz. 2 40 Red Karo, No. 2½ 2dz. 2 85 Red Karo, No. 5, 1 dz. 2 80	Del- neidsieck, per dz. 96
German, broken pkg. Tapioca	Cox's, 1 doz. large 1 45 Cox's, 1 doz. small 90 Knox's Sparkling, doz. 1 25	Clay, No. 216, per box 2 00 Clay, T. D. full count 80 Cob	Common Granulated, Fine 1 15	Red Karo, No. 10 1/2 doz 2 70 Pure Cane	Folo. 3 doz., per doz. 48 Red Cross
Flake, 100 lb. sacks 8½ Pearl, 100 lb. sacks 8½ Pearl, 36 pkgs 2 60	Knox's Sparkling, gr. 14 00 Knox's Acidu'd doz 1 25	PLAYING CARDS No. 90, Steamboat 75 No. 15, Rival assorted 1 25	Medium, Fine 1 25	Fair 16 Good 20	Spear Head, 12 oz
Minute, 10 oz., 3 doz. 3 60 FISHING TACKLE	Minute, 2 qts., doz 1 25 Minute, 2 qts., 3 doz. 3 75 Nelson's 1 50	No. 20, Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, Satin fin. 2 00	Cod Large, whole @ 81/2 Small, whole @ 8	Folger's Grape Punch Quarts, doz. case 6 00	Star, 6, 12 and 24 lb 43 Standard Navy, 714, 15
½ to 1 in 6 1¼ to 2 in 7 1½ to 2 in 9	Oxford	No. 808, Bicycle 2 00 No. 632 Tourn't whist 2 25	Pollock @ 5½	TABLE SAUCES Halford, large 3 75 Halford, small 2 26	and 30 lb
2 in	GRAIN BAGS Broad Gauge 18	POTASH Babbitt's, 2 doz 1 75 PROVISIONS	Smoked Salmon Strips	TEA Uncolored Japan	Yankee Girl, 12 & 24 lb. 32
3 in	Amoskeag 19 Herbs Sage 15	Barreled Pork Clear Back 23 00@24 00 Short Cut Clr 20 00@21 00	Strips	Medium 20026 Choice 28@33 Fancy 36@45	All Red. 5c 5 76 Am. Union Scrap 5 40
No. 2, 15 feet 7 No. 3, 15 feet 9 No. 4, 15 feet 10	Hops 15 Laurel Leaves 15 Senna Leaves 25	Bean 21 00@22 00 Brisket, Clear 24 00@25 00	Standard, bbls 18 50 Y. M. wh. hoop ½ bbls.	Basket-fired Med'm 28@30 Basket-fired Choice 35@37	Bag Pipe, 5c 5 88
No. 5, 15 feet 11 No. 6, 15 feet 12	Senna Leaves 25 HIDES AND PELTS Hides Green, No. 1 16	Clear Family 26 60 Dry Salt Meats	Standard, kegs 1 05 Y. M. wh. hoop Milchers	Basket-fired Fancy 38@45 No. 1 Nibs 30@32 Siftings, bulk 9@10 Siftings, 1 lb. pkgs. 12@14	Globe Scrap, 2 oz 30 Happy Thought, 2 oz. 30 Honey Comb Scrap, 5c 5 76 Honest Scrap, 5c 5 76
No. 7, 15 feet 15 No. 8, 15 feet 18 No. 9, 15 feet 20	Green, No. 2	S P Bellies 141/2@15 Lard	Herring Med. Fat Split, 200 lbs 8 00	Gunpowder	Honest Scrap, 5c 1 55 Mail Pouch, 4 doz. 5c 2 00 Old Songs, 5c 5 76
Small 20	Calfskin, green, No. 1 20 Calfskin green, No. 2 1816	Pure in tierces 14 @14½ Compound Lard 12½@13 80 lb. tubsadvance ½	Med. Fat Spilt, 200 lbs 8 00 I aborador Split 200 lb 10 00 Norway 4 K, 200 lbs. 16 50 Special, 8 lb. pails 70	Moyune, Medium 28@33 Moyune, Choice 35@40 Moyune, Fancy 50@60	Old Times, ½ gro 5 50 Polar Bear, 5c, ½ gro. 5 76 Red Band, 5c, ¼ gro. 6 00 Red Man Scrap, 5c 1 42
Medium	Calfskin, cured, No. 1 22 Calfskin, cured, No. 2 20½ Pelts	60 lb. tubsadvance 1/8 50 lb. tubsadvance 1/4 20 lb. pailsadvance 3/4	No. 1, 100 lbs 7 50	Ping Suey, Medium 25@30 Ping Suey, Choice 35@40 Ping Suey, Fancy . 45@50	Scrapple, 5c pkgs 48
Bamboo, 14 ft., per doz. 55 Bamboo, 16 ft., per doz. 60	Old Wool 60@1 25 Lambs 25@ 40 Shearlings 15@ 35	10 lb. pailsadvance 78 5 lb. pailsadvance 1 3 lb. pailsadvance 1	No. 1, 40 lbs 2 25 No. 1, 10 lbs 90 No. 1, 2 lbs	Young Hyson Choice 28@30 Fancy 45@56	Sure Shot, 5c, 1/6 gro. 5 76 Yankee Girl Scrap 20z 5 76 Pan Handle Scrp 1/4 gr 6 00 Peachey Scrap, 5c 5 76
Bamboo, 18 ft., per doz. 80	bucarungs 10th 99	o io. pansadvance I	110. 1, 2 100	2 3.107 104/30	- 130mo, cotap, oc 5 16

17

SPECIAL PRICE CURRENT

12 13 Rob Roy, 5c foil 5.76

S. & M. 14 02., doz. 3 20
Soldier Boy, 5c gross 5.76
Stag, 5c 5.76
Stag, 5c 5.76
Stag, 10c 11 52
Stag, 8 0c. glass 4 50
Stag, 90c glass 8 40
Soldier Boy, 1 bb. 475
Sweet Caporal 1 0z. 60
Sweet Lotus, 10c 11 52
Sweet Lotus, 10c 11 52
Sweet Lotus, 10c 11 52
Sweet Lotus, 10c 10
Sweet Lotus, 10c 15
Sweet Lotus, 10c 10
Sweet Tip Top, 10c 10
Sweet Tip Top, 10c 10
Sweet Tip Top, 10c 10
Sweet Tips, 14 gro. 10
Sweet Lotus, 10c 11
Sweet Lotus, 10c 10
Sweet Lotus, 10c 15
Sweet Lotus, 10c 10
Sweet Lotus, 10c 15
Sweet Lotus, 10c 10
Sweet Lotus, 10c 11
Sweet Lotus, 10c 1 Smoking BB, 3½ 62 7 08. 20
BB, 7 08. 12 00
BB, 7 08. 12 00
BB, 7 08. 12 00
BB, 14 08. 24 00
BB, 14 08. 24 00
BB, 14 08. 15 08
Badger, 7 02. 11 52
Banner, 5c 5 76
Banner, 20c 1 60
Banner, 40c 3 20
Belwood, Mixture, 10c 94
Big Chief, 2½ 02. 6 00
Big Chief, 2½ 02. 6 00
Big Chief, 16 02. 30
Bull Durham, 16c 17 28
Bull Durham, 16c 17 28
Bull Durham, 16c 17 28
Bull Durham, 8 02. 3 60
Bull Durham, 8 02. 3 60
Bull Durham, 16c 17 28
Bull Durham, 16c 17 28
Bull Durham, 16c 17 28
Bull Durham, 10c 11 52
Bulk Horn, 5c 5 76
Buck Horn, 5c 5 76
Black Swan, 5c 5 76
Black Swan, 14 02. 3 50
Brotherhood, 5c 6 00
Brotherhood, 16 02. 5 05
Carnival, 5c 5 76
Carnival, 5c 5 76 Churns af, 1% & 7 os. Barrel, 5 gal., each .. 2 40 Barrel, 10 gal., each .. 2 55 Clothes Pins Round Head 4½ inch, 5 gross 65 Cartons, No. 24, 24s, bxs. 70 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2, fillers, 15 Faucets Cork lined, 3 in. 70 Cork lined, 9 in. . . . 80 Cork lined, 10 in. . . . 90 Mop Sticks Brotherhood, 16 oz. 5 vecarnival, 5c ... 5 70
Carnival, 46 oz. ... 40
Carnival, 16 oz. ... 40
Cigar Clip'g, Johnson
Cigar Clip'g, Seymour 30
Identity, 3 and 16 oz. 30
Darby Cigar Cuttings 4 50
Continental Cubes, 10c ... 25
Corn Cake, 14 oz. ... 25
Corn Cake, 16 oz. ... 145
Corn Cake, 7 oz. 1 45
Corn Cake, 7 oz. 1 45
Corn Cake, 5c ... 5 76
Cream, 50c palls 4 70
Cuban Star, 16 oz. pls 5 72
Chips, 10c ... 10 30
Dills Best, 14, oz. 77
Dills Best, 14, oz. 77
Dills Best, 15, oz. 77
Dills Best, 16 oz. 48
Duke's Mixture, 5c ... 5 76
Duke's Mixture, 5c ... 5 76
Duke's Mixture, 5c ... 5 76
Duke's Mixture, 10c ... 11 52
Duke's Cameo, 5c ... 5 76
F. F. A. 4 oz. ... 5 04
F. F. A. 7 oz. ... 11 52
Fashion, 16 oz. 5 28
Five Bros., 5c ... 5 76
Five Bros., 10c ... 10 53
Five cent cut Phy ... 29
F O B 10c ... 10 53
Five cent cut Phy ... 29
F O B 10c ... 12 60
Gold Star, 50c pail 4 60
Gold Star, 50c pail 52
Hand Made 2 4, oz. 56
Hazel Nut, 5c ... 6 00
Hunting, 5c ... 38
I X L, 5c ... 6 10
I X L, in pails 3 90
Just Suits, 5c ... 6 00
Ju 10 qt. Galvanized ... 2 75 12 qt. Galvanized ... 3 00 14 qt. Galvanized ... 3 25 Fibre ... 3 00 Toothpicks Birch, 100 packages Ideal Traps

Mouse, wood, 2 holes ... 22

Mouse, wood 4 holes ... 45
10 qt. Galvanized ... 1 56
12 qt. Galvanized ... 1 70
14 qt. Galvanized ... 1 90

Mouse, wood, 6 holes ... 70

Mouse, tin, 5 holes ... 65
Rat, wood ... 80
Rat, spring ... 75 CIGARS TWINE Cotton, 3 ply 27 Cotton, 4 ply 27 Jute, 2 ply 17 Hemp, 6 ply 19 Flax, medium 28 Wool, 1 lb, bales 1014 Washboards
 Washboards

 Banner, Globe
 3

 Brass, Single
 5

 Glass, Single
 3

 Double Peerless
 6

 Single Peerless
 4

 Northern Queen
 5

 Good Enough
 4

 Universal
 4
 VINEGAR White Wine, 40 grain 81/2 White Wine, 80 grain 111/2 White Wine, 100 grain 13 Window Cleaners Oakland Vinegar & Pickle Co.'s Brands Co. 8 Brands
Highland apple cider 20
Oakland apple cider ... 16
State Seal sugar14 Oakland white picklg 10 Packages free. Lucky Strike, 10c ... 96
Le Redo, 3 oz. ... 10 80
Le Redo, 3 oz. ... 10 80
Le Redo, 8 & 16 oz. 40
Myrtle Navy, 10c ... 11 52
Myrtle Navy, 10c ... 15 576
Mayrland Club, 5c ... 5 76
Mayflower, 5c ... 5 76
Mayflower, 5c ... 5 76
Mayflower, 10c ... 19
Nigger Hair, 5c ... 6 00
Nigger Hair, 10c ... 10 70
Nigger Head, 10c ... 10 58
Noon Hour, 5c ... 5 76
Old Colony, 1-12 gro. 11 52
Old Mill, 5c ... 5 76
Old Crop, 25c ... 5 76
Old Erop, 25c ... 5 76
P. S., 3 oz., per gro. 5 70
P. S., 3 oz., per gro. 5 70
Pat Hand, 1 oz. 63
Patterson Seal, 1½ oz. 48
Patterson Seal, 12, 02
Patterson Seal, 16 oz. 5 00
Patterson Seal, 16 oz. 5 00
Patterson Seal, 16 oz. 5 00
Peerless, 10c paper ... 96
Peerless, 10c cloth ... 11 52
Peerless, 10c paper ... 4 08
Plaza, 2 gro. case 5 76
Plow Boy, 10c ... 1 40
Peerlow Boy, 14 oz. 19
Plow Boy, 14 oz. 19
Plow Boy, 14 oz. 19
Plow Boy, 10c ... 11 93
Pride of Virginia, 1%
Pilot, 7 oz. doz. 1 05
Queen Quality, 5c ... 47
Pilot, 7 oz. doz. 1 05
Queen Quality, 5c ... 48
Rob Roy, 10c gross ... 10
S. & M., 5c gross ... 5 76
Rob Roy, 56c doz. 4 10
S. & M., 5c gross ... 5 76 WICKING No. 0, per gross ... 35
No. 1, per gross ... 45
No. 2, per gross ... 55
No. 3, per gross ... 80 WRAPPING PAPER Fibre Manila, white ... 6
Fibre, Manila, colored
No. 1 Manila ... 6
Butchers' Manila ... 5
Kraft ... 9
Wax Butter, short c'nt lo
Wax Butter, full c'nt lo
Farchm't Butter, rolls 15 WOODENWARE Baskets Market Splint, large 4 00 Splint, medium 3 50 YEAST CAKE Splint, medium 3 50 Splint, small 3 00 Willow, Clothes, large 8 00 Willow, Clothes, small 6 25 Willow, Clothes, me'm 7 25 Magic, 3 doz. 1 15 Sunlight, 3 doz. . . . 1 00 Sunlight, 1½ doz. . . 50 Yeast Foam, 3 doz. . 1 15 Yeast Foam, 1½ doz. 80 CIGARS Ovals
4 1b., 250 in crate ... 35
12 1b., 250 in crate ... 35
1 1b., 250 in crate ... 40 Ovals 2 lb., 250 in crate 50 3 lb., 250 in crate 70 5 lb., 250 in crate 90

Wire End

1 lb., 250 in crate ... 35 2 lb., 250 in crate ... 45 3 lb., 250 in crate ... 55 5 lb., 20 in crate ... 65

lb., 20 in crate 65

Worden Grocer Co. Brands
Canadian Club
Londres, 50s, wood ...35
Londres, 25s tins ...35
Londres, 388 lets ...10

TELFER'S Row COFFEE DETROIT

Jamo, 1 lb. tin
Eden, 1 lb. tin
Belle Isle, 1 lb. pkg.
Bismarck, 1 lb. pkg.
Vera, 1 lb. pkg.
Koran, 1 lb. pkg.
Telfer's Quality 25
Mosan
Quality, 20
W. J. G. Tea
Cherry Blossom Tea
Telfer's Ceylon

AXLE GREASE MICA E GREASE MAND OIL COMP

1 lb. boxes, per gross 8 70 3 lb. boxes, per gross 23 10

BAKING POWDER

10c, 4 doz. in case ... 85 15c, 4 doz. in case ... 1 25 25c, 4 doz. in case .. 2.00

With 2 doz. 10c free.
All barrels sold F. O. B.

NGPOW

White City

10c size .. 90 %1b cans 1 35 6 ez cans 1 90 %1b cans 2 50 %1b cans 3 75 1b cans 4 80 3b cans 13 00

Morton's Salt
Per case, 24 2 lbs. 1 70
Five case lots 1 60

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

FITZPATRICK BROTHERS' SOAP CHIPS
tite City (Dish Washing)
Top (Caustic). White City
Tip Top (Caustic)
No. 1 Laundry
Palm Soap 88% Dry
SEND FOR SAMPLES

The Only Five Cent Cleanser



Guaranteed to Equal the Best 10c Kinds

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 (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.

16

Roasted Dwinnell-Wright Brands



White House, 1 lb.
White House, 2 lb.
Excelsior, Blend, 1 lb.
Excelsior, Blend, 2 lb Tip Top Blend, 1 lb. Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Lee & Cady, Saginaw; Bay City Grocer Company, Bay City Grocer Company, Bay City; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbacn Co., Toledo.

SALT

MORTON'S

SALT

ITP[] URS

Cotton Oil, 100 cakes 6 00 Cream Borax, 100 cks 3 90 Circus, 100 cakes 5 cs 2 375 Cilmax, 100 oval cakes 3 0.5 Gloss, 100 cakes, 5 cs 23 40 Big Master, 100 blocks 3 90 Mystic White Borax 4 00 Cakes 3 40 Queen Anne, 100 cks 3 40 Queen Anne, 100 cks 3 40 Queen Mystic White Borax 5 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

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 Naphtha 60 pkgs., 5c size2 40 100 pkgs., 5c size3 75

Queen Anne 60 5c packages 2 40 24 packages 3 75 Oak Leaf 24 packages 3 75 100 5c packages 3 75

80 Cans.....\$2.90 Per Case

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 enarge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

You can buy a complete soda fountain, stools, counter, all glassware, silver holders, spoons and everything ready for business for \$75. W. Maxwell, Kalamazoo, Michigan.

For Sale—\$6,000 stock of general merchandise located in one of the best little towns in Saginaw Valley. Pays a good profit yearly. Address No. 288, care Tradesman.

The Meychant's Austra C. 288

The Merchant's Auction Co. The most reliable and successful sale concern. For closing out. cleaning or reducing, address Reedsburg. Wisconsin. 289

closing out, cleaning or reducing, address Reedsburg, Wisconsin.

50 cents on the dollar buys \$1,100 stock of nice clean assorted notions, hosiery, underwear and bazaar goods. Get busy to-day. Address No. 290, care Tradesman.

For Sale—Ice cream parlor and variety store in town 1,300. Center of business block. Will bear investigation. Other interests demand my attention. Will sell ice cream fixtures separately if desired. Good opening for restaurant or fruit store. Lock Box 418, Marlette, Michigan.

For Sale—A complete baking outfit including a 200 leaf Hubbard portable oven, pans, cake turner, bread trough, prove bxss, racks, etc. All in A No. 1 condition, at a bargain price.

292, care Tradesman.

Farm For Sale—One of the best farms in this section of Illinois; 104 acres all improved on rock road seven minutes ride from Court house in city 6,000. Would consider good stock of general merchandise. A. L. Redman, Olney, Illinois.

Roles No. 1 Redman, Olney, Illinois.

279

Bake-Shop and Confectionery For Sale—Exceptional opportunity for baker and wife. Only soda fountain, bake-shop and private boarding house in town of 2,000, Inventory price. Low rent. Act quickly. Box 36, Peshtigo, Wisconsin.

280

Garage Business For Sale—Having no competition, in county seat; good reasons for selling; price reasonable. City Garage, Lyndon, Kansas.

Bank For Sale—Controlling interest.

Bank For Sale—Controlling interest it \$20,000 bank in Missouri; worth the money, See J. G. Strean, 521 Lathrop Bildg. Kansas City, Missouri.

For Sale—Grocery stock and fixtures in live town of 12,000. Invoice about \$2,700, no discount. Worth investigating. Good paying proposition for anyone desiring a business of this kind. Address No. 283, care Tradesman.

are Tradesman.

Special prices on the following store fixtures; 1 new Hobart electric coffee mill, 10 plate glass floor cases, 6 electric fans, 7 National cash registers, 1 new Wayland paper baler, 1 electric drug sign, also other store fixtures. Address W. Maxwell, 315 No. Burdick St., Kalamazoo, Michigan.

also other store fixtures. Address W. Maxwell. 315 No. Burdick St., Kalamazoo, Michigan.

For Sale—Bakery and restaurant. Only one in town of 1.100 population. Good farming community. Don't answer this advertisement unless you mean business. Brookston Bakery, Brookston, Ind. 295

For Sale—At 40 cents on the dollar a small, well assorted stock of A No. 1 grade of jewelry, also a complete jewelers and optical repairing outfit with a well assorted stock of watch parts. Must sell. Address No. 296, care Tradesman. 296

For Sale—Millinery stock and fixtures. One of the best locations in city. Address No. 206, care Tradesman. 297

Wanted—Merchandise, groceries of general stock preferred, city or country, for \$4.500 equity in 120 acres improved Jackson county, Michigan farm. C. H. White, Jackson, Michigan. 298

Good Business Opportunity, For Sale—Complete line of up-to-date fixtures for men's clothing, shoes and furnishing goods store. Store building for rent. One of the best locations in the city. The present occupant has conducted a very successful business for several years and is leaving because of business interests elsewhere. This is an excellent opportunity. For Interher particulars write Everybody's Store. M. Newmark, Prop. Sault Ste. Marie, Michigan, 347-349 Portage Ave. West. 285

Farm For Sale Or Trade—Have 80 acres good land near Milan. Will sell

age Ave. West.

Farm For Sale Or Trade—Have 80 acres good land near of or trade for trade for trade for stock of general merchandise to value \$4,000 or \$5,000. Address Wm. N. Benge, Milan, Michigan.

For Sale—Well established stock of general merchandise in a town of 700 inhabitants doing a fine business. Will invoice around \$6,000. Good reason for selling. Would consider good farm or Flint property in exchange. For particulars address No. 284, care Michigan Tradesman.

Tradesman.

84

For Rent—Store 100 feet by 23 feet heated. Building for department three floors; 46 x 100 feet. Long given. Centrally located. W. M. Hoffmaster, Battle Creek, Michigan.

To Sell Or Trade—For stock of merchandise, 170-acre farm near Detroit, Michigan. Is one of the best farms in the State. Has 30-acre orchard, 40 acres solid timber, balance under cultivation with crops; also cattle, horses, machinery, etc. Enquire S. Frazer, 96 Hancock Ave. E., Detroit, Michigan.

Position Wanted

Ave. E., Detroit, Michigan.

Position Wanted.

A position as buyer and manager of a general store or department. One who will look after your business the same as you would yourself. Good advertiser, salesman and stock keeper. Can get the business and hold it. Must be with good financial firm and a permanent position. Good appearance, quick and active. Always on the move. No bad habits. Can furnish the best recommends. Address No. 271, care Michigan Tradesman.

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 Forres Ave., St. Joseph, Michigan.

Wallace 1419 Forres Ave., St. Joseph, Michigan.

Michigan.

Michigan.

Incorporate your business, avoid partnerships; protect private property from business ventures; information free. Phillip T. Lawrence, former assistant Secretary of State, Huron, So. Dakota.

For Rent—Brick store building in live town of 1,000 population in South West Michigan fruit belt. Address H. Peirce & Son. Watervliet, Michigan.

For Sale—Hotel business, thirty rooms; doing good business. Must be sold at once. Reasonable price. Enquire Park Hotel, Bay City, Michigan.

For Sale—Good clean stock undertaking, invoicing with accessories, about \$5,000. North Georgia town 7,000 population. Prosperous, well established business. Good reasons for selling. Cheap, Address, Leonard-McGhee Furniture Company, Dalton, Georgia.

For Sale Or Trade—One lot, value \$300, near automobile factory, Indiana.

What have you? Address Box 250, Newton, Kansas.

For Sale—Brick yard, 90 acres land, abundance of clay. Railgroad track in

What have you? Address Dox 200, Accepton, Kansas.

For Sale—Brick yard, 90 acres land, abundance of clay. Railroad track in yard. Reason for selling, interest in other business. Traverse City Brick Co., Traverse City, Michigan.

Party having furniture experience con-

er business. Traverse 270

Traverse City, Michigan. 270

Party having furniture experience conducting general merchandise store in good location, would like to hear from manufacturers who would place their line on consignment. Address P. O. Box 1101, Penllyn, Pennsylvania. 247

To Rent—July 1, store room 25 x 100, for movie or merchandise. Best location in town. Address A. W. King, Wyoming, Illinois. 249

Hilmois. 249

For Sale—25,000 acres round timber.
Will cut 3.000 feet lumber per acre. Good land. Manatee Co.. Florida. \$12 per acre in fee; terms. Address P. O. Box 1105, Tampa, Florida.

\$1,000 will buy one-half interest in a dry goods and notion store. Suburban town near Grand Rapids. Fine chance to enlarge business. Only one-half interest for sale. Address R. C., care Tradesman.

For California Timber write F. A. Baird, Redding, California. 219

Wanted—Stock general merchandise. State size of stock. D. H. Hampton, Minneapolis, Minnesota. 222

Minneapolis, Minnesota.

For Sale—My stock of groceries, dry goods and meats. First-class fixtures, good building, cheap rent, good location and doing a good business. Located in town of 500. Address No. 246 care Tradesman.

For Sale—On account of ill health, the B. S. K. petticoat, building, machinery and business, or business and machinery separately. Sales \$50,000 a year. Established 13½ years. Has paid a dividend of 25% per annum during that time. Will sell at low figure. Skadan. Kerns & Co., Weedsport, N. Y.

For Sale—Bakery and deligateson.

For Sale—Bakery and delicatessen. Overhead expense \$5.50. Income \$30 cash business. Am in wholesale flour business and unable to give this proper attention. Splendid location for man and wife. A. R. Miner, 618 South 20th St., Omalna, Nebraska.

For Sale—Stock of general merchandise A1 condition, invoice \$6,000 to \$7,000, good trade. Situated in the Thumb District. Address No. 223, care Tradesman.

For Sale—Fine general mercantile business in prosperous western country town; stock and buildings \$12,000. Bargain. Will consider part trade on acceptable property in Twin Cities. Write H. C. Schultz, Krupp, Washington. 227
Business block with good lease centrally located in prosperous city in Michigan. If interested in a gilt-edge investment, write T. D. Daken, Seattle, Washington. 228

ington.

A small, clean stock of general merchandise and buildings in a lively little oil town, surrounded by farming and stock country; want to retire; terms to the right parties. Address Chas. T. Padden, Glenrock, Wyoming.

For Rent—Dry goods store 25 x 85, two stories with shelvings 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.

For Sale—Good clean stock of drugs

Michigan.

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

Safes Opened—W. L. Slocum, 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

Oklahoma Oil Field Lots 10.

Ave., Detroit, Michigan.

Oklahoma Oil Field Lots \$10 each.

May make your fortune. Map and description free. Address Frank P. Cleveland, 1100 Adams Express Bldg., Chicago.

195

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.

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.

young man. Address No. 49, care Tradesman.

Stocks Wanted—If you are desirous of selling your stock, fell me about it. I may be able to dispose of it quickly. My service free to both buyer and seller. E. Kruisenga, 44-54 Elisworth Ave., Grand Rapids, Michigan.

Auctioneer: Merchandise and real estate auctioneering is my specialty. Magnus Wangen, 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 Bidg. Grand Rapids, Mich. 859

I pay cash for stocks or part stocks

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Buver. Milwaukee, Wisconsin. 925

HELP WANTED.

Wanted—First-class spinner, principally in zinc and copper; steady position. Gerock Brothers Mfg. Co., 1252 South Vandeventer Ave., St. Louis, Mo.

POSITION WANTED.

Wanted—Position as clerk or manager of general store by married man. Eight years' experience. Country town pre-ferred. Satisfactory references. No. 293, care Tradesman.

Wanted—Position by experienced gro-cery man. Best of references. M 10, Tradesman. 155

Grand Rapids Safe Co. TRADESMAN BUILDING

Dealers in Fire and **Burglar Proof Safes**

XYE carry a complete assortment of fire and burglar proof safes in nearly all sizes, and feel confident of our ability to meet the requirements of any business or individual.

Intending purchasers are invited to call and inspect the line. If inconvenient to call, full particulars and prices will be sent by mail on receipt of detailed information as to the exact size and description desired.

ENEMIES OF THE GROCER.

How many grocers realize that they are competitors with elements entirely outside their business? No business is more susceptible to the evils of bad credit than the grocers and no business stands a larger chance to be sidetracked for its rightful share of the family purse in competition with the innumerable enterprises that attract the family.

A few years ago-and it is not entirely over yet-the automobile was charged with sapping the family exchequer, and statisticians have figured out in some parts of the country with singular exactness that auto owners are proverbially debtors to the grocer, especially in the touring season, when a few gallons of gas or oil are almost as imperative in their calls on the ready-money supply as the family larder. And, since the gasoline man generally demands cash, the grocer has to be the goat and grant credit. At east he too often does.

But now the movies have come into the field with an appeal of such universal force for the whole family and appealing to such small financial multiples as to magnify the danger of the auto greatly. It gets closer and closer to the family, and while the form of extravagance may be small it amounts in the aggregate to a great deal. Thousands of grocers will tell you that the opening of a convenient picture house near at hand results in a large increase in their unpaid bills, and some of them have traced it as far as individual families. It is not unusual to find a large family spending \$3 or \$4 a week on movie tickets in some localities, and the grocer is generally one of the chief complain-

With the grocer shunted aside for the auto bills of dollars a week and also for the movies which takes the family nickels, he is finding the problem of family credit accounts looming very large in his industrial horizon.

Manufacturing Matters.

Hesperia-Duncan & McCallum have sold their grist mill to Reed & Spears, of Whitehall, who will conduct it in connection with their other grist mill.

Manistee-The Manistee Art Furniture Co. is being incorporated as a re-organization of the Michigan Art Co., of Muskegon, with an authorized capital stock of \$25,000, one-half preferred, \$10,000 of each to be issued and paid in in cash. The plant will be removed from Muskegon at once.

Lansing-By unanimous vote of the stockholders, the National Coil Co. has sold all its real estate, shops, equipments, patterns and patents to the Reo Motor Car Co. The National Coil Co.'s plant was desired by the Reo company for the manufacture of lighters and starters for Reo cars and trucks. Eventually the whole equipment will be moved to the Reo plant and a special shop made for its accommodation. While located in another part of the city, the old National Coil Co.'s plant becomes really another department of the Reo company. The National Coil Co. is now employing over 100 men. The per-

sonnel of the shop will be disturbed in no way, but the demands to be made upon it by the Reo company from now on will necesitate a much larger force. The capacity for starters and lighters is not nearly equal to Reo demands. When the plant is moved to the Reo plant proper, the real estate and buildings on North Cedar street will be offered for sale. The National Coil Co. was founded about fifteen years ago. It first did business in a small way on East Michigan avenue. Increase in business finally compelled the old company to locate in an exclusive factory building and the property on North Cedar street formerly occupied by the Maud S. Windmill & Pump Co., now defunct, was purchased.

Language reform is one of the most interesting problems Chinese reformers have to face. Few Europeans realize that, in addition to an impracticable alphabet, China has also an impracticable literary tongue. In this respect it is much worse off than mediaeval Europe, where native vernacular had such a long uphill fight against Latin. At any rate, the old literary language of Rome could be spoken as well as written. But the Chinese literary language makes its sole appeal to the eye of the literati and cannot be used in speech at The vulgar tongue, on the other hand, consists of such innumerable dialects that scholars and high officials refuse it admittance into the society of their classics. In this dilemma China would seem in need of a Dante to pull the vulgar dialect up to literary level by main force of genius. Italy of the fourteenth century was also honeycombed by dialect. But Dante, by conscious selection, evolved composite language which became lasting Italian possession. If the Chinese Dante could be followed by a Petrarch, to ennoble vernacular love-making, and a Boccaccio to spice after-dinner humor with homespun idiom, two generations would see all China, from Mukden to Nankin, using a common tongue.

The National Canners' Association has lately undertaken to root up a lot of absurd ideas about their own product-of emptying the contents of the can out immediately or of toadying to the bugabear of "ptomaines." There would appear no good reason why they should not fight prejudice in other ways. If a canner thinks glucose is less desirable than sugar, let him use sugar, but why join in trying to make the law prohibit a wholesome and valuable cheap food from a decent standing in the market? Oleomargarine has long suffered from similar persecution, but the public is growing wiser every day to its value as a food. Why use the mask of the law to go. forth with the bludgeon of prejudice and do murder to good food, the chief offence of which is being cheap?

The organization of the Grand Rapids Store Fixture Co. has been completed by the election of the following officers: President, Frederick D. Vos; Vice President, Ernest D. Collar; Secretary and Treasurer, N. Free-

New Chapter in the History of China.

The Russo-Japanese alliance which has been in the air for some time, is now an accomplished fact. It opens a new chapter in the history of Asia, or, for the matter of that, of the world. Asia was thrilled when Japan was inflicting defeat after defeat on Russian arms. Asia saw the dawn of a new day for her. In Japan she saw a deliverer and a saviour. It did not take long, however, for her to find out that she had been building castles in the air. The Anglo-Japanese Alliance, with its engagement on the part of the Japanese to help the British to maintain their supremacy in India, brought about the first disillusionment. Then came the shock of Japan's doings in Korea, Formosa and China. Asiatics expected that Japan would see her way to place Chinese independence on a firm footing. In this, however, they have been sorely disappointed. They sympathize with Japan in her efforts to prevent European supremacy in China, but they cannot see that that necessarily involves the complete subordination of China to Japan.

Japan is in formal alliance with Great Britain, but of late there have been ample indications of a rift in the lute. Great Britain could not afford to let Japan have an absolutely free hand in China. But for the war we do not know what developments might have taken place in the relations of Japan and Great Britain. The war has effectively checked any resentment which Great Britain might have shown against Japanese "aggressions' in China. Subject to her Chinese policy, Japan has been a faithful ally of Great Britain in the war. But anybody could see that she was playing her own game. She felt that after the war a conflict with England was probable, if not inevitable. She also saw that Russia was in urgent need of help from her if she was to play her part in the war. This was her opportunity and she seized it. She sold her aid to Russia on the best terms-high prices for supplies and a permanent treaty of alliance.

This alliance makes the position of the British in China anomalous. Great Britain can, under no circumstances, defy the combined arms of Japan and Russia. Japan and Russia will be comparatively free to do what they like in China. It is a blow to the hopes of Asia, the significance of which cannot be measured in words. Nothing definite can possibly happen during the war. Great Britain cannot afford to offend either Japan or Russia. After the war she may actively step in and object to the exploitation of China by Japan and Russia. If so, that may save the situa-If not, she may keep quiet and let Japan and Russia have a free hand in China, which means that Asia will be even more completely and more ruthlessly under the heels of Russia,

Japan, and Great Britain. Russia and Great Britain may be excused as being foreigners, but Asiatics will never forgive Japan for having brought about the ruin of nations to whom she owed all her civilization.

Laipat Rai

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, July 12—Creamery butter, extras, 28@29c; first, 26@27c; common, 24@25c; dairy, common to choice, 22@25c; poor to common, all kinds, 20@22c.

Cheese-No. 1 new, 15@16c; choice

Eggs--Choice, new laid, 25@26c;

fancy, 27@28c.
Poultry (live) — Fowls, 18@19c.
Proilers, 27@32c; old cox, 13@14c;

Red Kidney, \$6.00; White Kidney, \$5.50@5.75; Marrow, \$6.50. Potatoes-\$3.00 per bbl.

Rea & Witzig.

War conditions may revive a once important industry of India. Three decades since exports of indigo from India exceeded \$17,000,000 annually, but before the war they had dropped to something like \$1,000,000. The reason for the lessening of the indigo industry was the fall of prices, caused by the introduction of artificial indigo. Dyers preferred the natural dye, but the artificial was so much cheaper they used it. One weak spot in natural indigo was its variability in composition. The artificial was better in this respect. It is reported that the Indian government has taken steps to remedy this defect and that the indigo industry will be on a firmer basis.

Thomas Mott Osborne's return to his position at Sing Sing is a triumph such as comes to few men. No fairminded person will do other than wish him well. In the bitter experiences through which he has passed there are, however, useful lessons for him. He will do well, now that his fight is won, to devote himself quietly and persistently to the great task in hand -the demonstration that the success thus far achieved is not merely a flashin-the-pan affair, due in large measure to his own personality.

Most of the waiters in a hotel are

BUSINESS CHANCES.

Trade me your business for good land. If you wish to unload your cares, write B. F. Hellem, Hesperia, Mich. 299

Clothing and Furnishings. If you have or can raise \$6,000 or \$7,000 will sell you the cleanest and best bargain in Michigan inventorying around \$12,000 and doing better than \$500 a week. Don't answer unless you have the money. Would consider a good farm and stock. Splendid opening for any one not familiar with the business. Address No. 300, care Tradesman.

WE HAVE opening for a young man with at least 1 year's hard-ware experience. He must be willing to work and have good references.

VANDERVOORT HARDWARE CO. LANSING, MICH.

SPECIAL USED AUTO BARGAINS

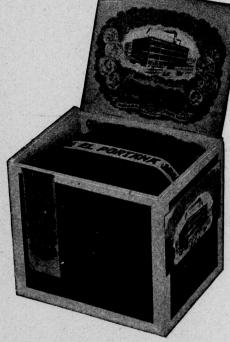
1915 Model 5 Pass. Gray & Davis, self starting and lighting...
40 Other Touring Cars and Roadsters \$195 and up Easy Terms-No Extra Charge

Dwight's Used Auto Exchange

Grand Rapids, Mich.

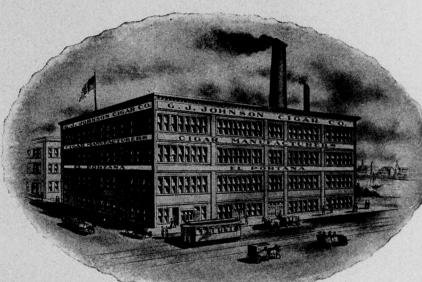
PORTANA 5c CICAR



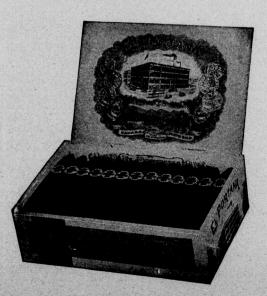




"In a Class by Itself"



Manufactured
Under
Sanitary
Conditions



Made in

Eight Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.





Are you a value giver?

Do you plan ways and means to give all possible value in every sale?

Do you keep posted as to what is taking place in the Pure Food World?

The average housewife <u>depends on her grocer to protect her</u> in the matter of values, adulterations etc. and the dealer owes it to himself and to his trade to be awake to the merits of the brands offered him by the different manufacturers.

There is nothing in all your stock that affords you better opportunity to supply *real value* than

KG BAKING POWDER

Guaranteed Free From Albumen

Complies with Pure Food Laws of every State.

We have never used the "Fraudulent Water Glass Test"

JAQUES MANUFACTURING CO., Chicago