

MICHIGAN TRADESMAN

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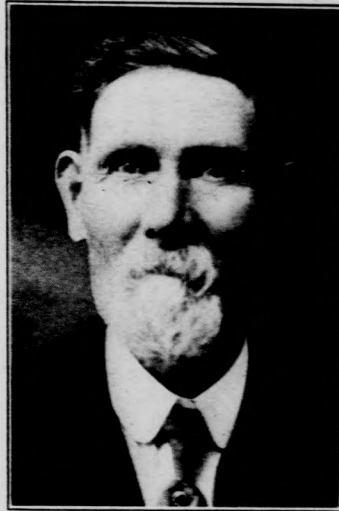
TRADESMAN COMPANY, PUBLISHERS.

\$1 PER YEAR

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, AUGUST 2, 1916

Number 1715



THE AFTER-ALL-READING

As the years speed away in life's strenuous play
With their vision in perspective more wide,
I'm beginning to find that they've really been kind.
And where fortune and misfortune divide.

As the years followed youth it seemed real as the truth—
The environment, stern in decree;
The divide was so clear, but ever seemed near
The beyond, with its castles to be.

And the years as they came waged their strenuous game,
But the cleavage seemed ever in view;
While their plans came to naught and with wreckage were
fraught,
Hope was staging its battles anew.

But as the day wanes with its losses and gains
And failures as ambition had planned,
Fair fortune I see has been coming to me
From the wreckage that lies on the strand.

And as shadows grow long they're inditing a song,
For I'm learning that life's but a test,
And to see the divide where it truly is tried
For the after-all-reading that's best.

Hart, Mich.

L. B. Mitchell.

"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

AND

Locations for Industrial Enterprises in Michigan

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

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

Address

GEORGE C. CONN,

Freight Traffic Manager,

Detroit, Michigan

ONE MAY DANCE OR PLUNGE INTO THE LAKE AT

RAMONA

IT IS THE VARIETY OFFERED BY THE MANAGEMENT THAT GIVES CHARM TO THE PLACE. IF YOU NEITHER DANCE OR SWIM, THEN TAKE ON SOMETHING ELSE. YOU'LL FIND IT AT

RAMONA

THE HIGH CLASS KEITH VAUDEVILLE IN THE PRETTIEST SUMMER THEATER EVER BUILT IS SCORING A HIT. ONLY THE BRIGHTEST AND CLEVEREST ACTS ARE STAGED AT

RAMONA



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—½ box FREE, Net 2.66

F. O. B. Buffalo; Freight prepaid to your R. R. Station in lots of not less than 5 boxes. All orders at above prices must be for immediate delivery.

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

BUFFALO, N. Y., January 3, 1916.

DEAL NO. 1601.

Yours very truly,

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, AUGUST 2, 1916

Number 1715

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THE LESSON OF DEMOCRACY.

One of the most striking discoveries of the war is the amount of strain that four hundred million people can stand without utter prostration. It would have been said two years ago that the resources of Europe were utterly insufficient to meet the waste that has already been wrought in life and property, yet there is every evidence at this moment that the war will continue many months and that even then any of the participants will have sufficient power left to meet in war any enemy likely to attack it. It is astonishing, too, that the financial organization of the world has been so little upset. Europe is substantially on a paper basis and its obligations are held on an interest rate double that of ordinary times, but except for those powers which are shut in by their enemies commerce goes on much after the usual fashion. There was chaos at the outset and it required some months for financial affairs to get back into their old channels, but heroic effort and a wise administration by the allied governments have adjusted them to the new conditions.

A striking effect all the way along has been the drift toward the Western Hemisphere of all those things which make for prosperity. The huge migration of business to the United States was the natural consequence of a strain on the allied powers altogether beyond their capacity to meet in the early stages of the war. It was in this country that the war supplies were found and we are still sending to Europe enormous quantities. Great as was England's capacity for producing all articles required in war it was utterly insufficient. Warned for years of its danger, that country had failed to provide soldiers, arms or munitions, and it required the united efforts of the Allies, plus the work of the American producers, to meet the extraordinary power of Germany and its allies. To a peaceful nation thus comes profit from a war among the mutually jealous nations of the old world. The question what would have become of Great Britain if it had not received these supplies from the United States is not an altogether pleasant one to persons sympathizing with the British.

In the long run, it is believed, a much more important achievement will be placed to the credit of the United States. The lesson of this country is the lesson of democracy. The present war in Europe is the work of the enemies of democracy, an assertion of imperialism, an avowal of the power of militarism. It is everything which the United States is not. Only by a thorough adoption of the democratic theory can Europe be relieved of the constant menace of war between its nations, and it is in the United States that the best exemplification of democracy is found. France came to this country to help us create a democracy and it has been coming to us ever since for a demonstration of the best principles and theories of democracy. In some respects the pupil has far surpassed the instructor. France is now a brilliant exemplar of the power and beneficence of government by the people. When this war is over there will be a solemn reckoning with the monarch of Europe and their diplomats, called for by the spirit of democracy and the pacific principles of the Socialists.

One cannot help feeling a bit of shame at the immense enrichment of the United States through the war in Europe, and yet no recognized principle of human living has been violated by our sale of munitions to the Allies. After the war is over there will be a reflux of a considerable portion of this wealth to Europe. We shall in a degree suffer with Europe in the enormous destruction of the means of civilization. The world is one, in spite of the quarrels that go on among its people. It is a question whether we shall suffer much from the reaction immediately after the war but the effects will go on for many years. The world has been impoverished.

An American banker who has but lately returned from Mexico reports that owners of gold coin in Mexico City have to pay the bankers for keeping it, instead of getting interest on it. In the United States, of course, the present condition of banking is such that banks have to offer interest on deposits. But in Mexico conditions are exactly opposite. The banks do not want more money, particularly gold. If a man wants to put his money away, he has to pay for its safe-keeping. In the first place, there is more or less risk on the part of a banker in a country where part of the population is at war. The banks in Mexico City are doing a very big business, and a very profitable business, but it is mostly in exchange.

Instead of trying to dodge temptation, some people worry because it dodges them.

THE CITY MANAGER PLAN.

During the last four years, forty American cities and towns have changed their municipal charters and adopted the commission-manager form of government. This form unifies all the powers of the city in a small elective Council or Board of Directors, usually of five members elected at large, and this Board hires a City Manager, a trained man, usually from out of town, to be their executive agent and chief administrator, working under their continuous oversight and direction, and subject to discharge at any time he fails to reflect credit upon them.

The plan has aroused wide attention and the results are already so striking that city managers are being seriously talked of in such cities as Pittsburgh, Cleveland, Boston and Chicago.

The profession of City Manager-ship is well under way. The managers have already had their second annual convention. Five of them who did well as managers of small cities have been called to larger cities and increased salaries. Two universities have arranged courses for training such executives. All but three or four of the cities have chosen their managers from out of town, usually getting engineers with municipal experience.

When came this bold idea?

In the fall of 1910, Lockport, N. Y., was looking for a chance to get aboard the commission government movement, which was then sweeping over the country, but the New York laws at that time did not permit it. The Board of Trade accordingly had to prepare special legislation and proceeded to improve on the regular commission plan by combining its single elective board feature with an appointive manager scheme which had been successfully tried out in Staunton, Va. The combination produced an exact copy of the plan or organization which prevails in every private business corporation with its Board of Directors and general manager. Lockport never succeeded in getting its bill passed at Albany, but the "Lockport plan" was talked about all over the country.

In the summer of 1912, Sumter, S. C., a city of 8,000 inhabitants, adopted a new charter embodying the Lockport idea and began operating under the new system early in the following year. This was the first city, therefore, to have the commission-manager system.

Dayton, Ohio, had been through a long siege of wasteful, inefficient administration headed by spoils politicians. When the charter commission had thoroughly investigated all the

prevailing and proposed types of city government they concluded that Sumter had the best on the market. Then the big flood came in 1907, and the incapacity of the old government was emphasized anew. When things became normal again, the people adopted the new charter by a big majority.

Springfield, Ohio, took similar action a few weeks later. Then the movement jumped to Texas and the plan was adopted by seven cities there in the course of the next two years. Three cities in California, five in Michigan, three in New York, one each in Florida, Colorado, Virginia, and Iowa have followed suit, the principal ones being Niagara Falls, St. Augustine, Cadillac, Morrissee, Jackson, Newburgh, N. Y., Phoenix, Ariz., and Wheeling.

THE SPOT LIGHT.

The spot light was invented to be used in marking the road in front of an automobile in place of the dimmers. The law provides that lights of this character shall not shine more than 15 feet ahead of the automobile. If the spot light is so adjusted as to conform to the law, there can be no possible objection to its use.

Unfortunately, nine out of ten automobile drivers do not properly adjust the spot light. They set it so that it throws its reflection straight ahead, thus producing a result which is frequently more annoying and confusing than the full solar lamps. Drivers who maintain spot lights in a horizontal position imagine they have done their full duty when they turn off their solars, in approaching another vehicle, when, as a matter of fact, they have simply substituted one nuisance with another equally as dangerous and exasperating.

This abuse of the spot light will probably result in legislation, as in the case of Chicago, refusing the use of the parks and boulevards to any machine equipped with a spot light—all on account of the thoughtless and criminal neglect of the users of the spot light in misusing what might be a very useful device and turning it into an object of execration and danger.

How we dislike the thoughtless person who always changes the subject of conversation when it's in our favor.

The use of the mosquito is to show us that troubles are not always in proportion to their size.

And lots of people who think they have nothing but trouble don't know what trouble really is.

THE DEADLY PARALLEL.

Bring It to Bear on the Catalogue Houses.

Written for the Tradesman.

Nothing you can put into your advertising space will make more interesting reading than absolute comparisons of your prices with those of the catalogue houses. This is store news of the newest sort and it has a strong appeal to the consumer public.

People are looking for the cheapest place to buy supplies of all sorts and those who patronize the mail order houses have the idea that they save money by doing so. If you can show them they are wrong, they will sit up and take notice. If you can show them that they will save money by buying from you, they will not stop with sitting up and taking notice, they will get up on their feet and come to your store.

If you cannot compare your prices with mail order prices with a favorable result, it is because your goods are of higher quality or else they are priced too high. Whatever the percentage of profit you need to secure, it is obvious that unless you can compete with other's prices, quality for quality, you will lose trade. There must be a basis somewhere on which you can effect a favorable comparison.

You will have to dig into the mail order catalogue for information regarding the prices and qualities quoted there, in order to find out what you can use in your parallel comparisons.

Sometimes the best results will be secured by describing your goods side by side with the mail order description and calling attention to the difference in quality and showing how it more than matches the difference in price.

Sometimes it is more effective to contrast individual items and sometimes it pays best to contrast combination orders. If you can secure a carbon of a bona fide order sent or about to be sent by some customer, and place that side by side with the same order as you would fill it, showing the advantage in your favor, you have produced a speaking argument in your favor. Prices talk louder than anything else you can say to the public.

Get the members of these soap clubs that dot your community to submit to you their order lists before sending them and see what you can do to meet their prices and terms. Half of getting mail order buyers to try your store first is treating them well and showing them that you do not blame them for buying where they can buy to the best advantage. You will find folks ready to talk to you about their mail order buying and to give you a chance to show them why it is not economical if you are friendly in your attitude regarding the matter.

The matter of seconds in quality deserves full explanation in your anti-mail order talks, and in order to demonstrate what you mean by seconds in the case of mail order competition, you should secure some of

them from those houses. If you cannot get them, if there are none, then so much the better for the customers. You will probably have no trouble however in finding weak spots in the mail order stock. It pays any merchant to spend a little money in buying samples of the goods these houses sell, in order to become informed on what class of competition he has to meet.

The mail order house cannot work any miracles. It must make money on its goods and if you investigate carefully, you will find that it does make money, plenty of it, and sometimes asks a bigger profit than the local merchant dares to ask.

As to qualities, even the well known brand is not always a guarantee of known quality in the case of the catalogue house. These concerns are looking for chances to make capital of known names and they are not as particular as they might be about the goods giving satisfaction. There are seconds of known brands. Some advertised lines are made in several different factories which do not all produce the same quality of goods, although supposed to do so.

Mail order houses will buy job lots of discontinued numbers of known brands and thus get the advantage of the reputation of the goods. Differences of this sort are not detected by the consumer and there are many classes of goods in which the user does not find out how much value he gets. For instance, how much value or wear do you get out of a pair of socks? How many meals do you get out of a package of breakfast food? How long does a gallon of paint wear?

As users we who are also retailers are woefully lacking in definite knowledge of whether we get our money's worth or not. We think mainly in terms of the purchase price, which is all right as long as we do business solely with honest men.

In contrasting your prices with mail order prices, one thing should be brought to the consumer's mind and that is the unfairness of comparing your prices on single articles with the catalogue prices on case lots. If the customer wants to buy by the case, make it plain that you too have a case price and that it is as low as mail order prices, while the mail order house will not break cases of some things at all. See that your public put the comparison of prices on a fair basis.

Grange purchasing agents are very apt to think of your price per package or per piece and the prices they can get in case or quantity lots as comparable when there is not the least consistency in such a comparison.

Such buyers will ask the merchant for his best price on a single article and then multiply it by twelve and compare it with the dozen price of a mail order house. If they were to give the merchant a chance to compete in price, quantity for quantity, spot cash, they would have their eyes opened. Since they do not take pains to do this, it is up to the merchant to see that he gets a chance to compete on an even basis. He must ask his customer whether he is willing to buy a dozen, whether he is comparing his

single price with another's dozen price. Don't wait for the customers to come half way to meet you. Go all the way to meet them.

Keep a memorandum of each instance that comes to your attention of a customer being satisfied with your method of meeting the catalogue price and quality. Keep a record of every case of a consumer being dissatisfied with mail order goods or methods. Gather together all the data you can about mail order deficiencies.

Make window displays showing mail order failures. If you have a customer who has made an unsatisfactory purchase from a catalogue house, get hold of the unsatisfactory goods and show them in the window along with the quality you could have supplied. If the price of the mail order quality is lower, show how your goods would even then have proved the cheaper. If your price is as low, point the obvious moral to that situation.

Show up the catalogue house wherever you find anything to show. Window displays get these contrasts before the public in the most graphic

manner possible, and in the way that produces a lasting impression.

Some new proposition will seem so attractive that the fact that the old one proved a delusion is forgotten. In other words an attractive new bait makes people forget that they found a hook in the old bait.

It is commonly said that while people think of the price while buying they think of the quality while using. This is perfectly logical, but the fact remains that a mail order buyer who has secured goods that were not satisfactory, will still continue to buy by mail instead of seeing what the home merchants can offer in a better value. You cannot count on any situation or condition so affecting the confirmed catalogue buyer that he or she will give up that method of buying. Nothing but continued effort, persistent showing of your advantages, will win the trade you covet, and it requires the same effort to hold the trade when you get it. Because you get a man to turn his mail order over to you once, does not mean he will do it again next time voluntarily. You have to keep on showing him.

Frank Farrington.

A Chance To Buy Motors

on the original subscription basis is not often offered where the men who propose to manage the company have had the experience which the proposed

HIGRADE MOTORS CO.

offer. We have sold Motor Stocks as high as 3 for 1 which has yielded our clients large profits in cash, stock dividends, and increase in values. Most well managed motor companies have paid fabulous dividends during their early careers, especially the class known as assemblers, due to the fact that capitalization was small and working capital was turned over several times annually.

Take a parts made car, with say \$700 worth of material and labor, if it sells at a profit of only \$100 to the assembler, which is considered a big profit, he turns over that \$700, say five times each year, working on a ten months schedule, his profit is \$500 on a \$700 working cash capital out of which he must pay administration expense, which if as much as 10 per cent, leaves a large profit.

Concerns building truck chassis, if well managed, can turn over working capital almost twice as often as the pleasure car assembler. The market for trucks is far from being saturated. It will take years to supply it, Expert judges believe the demand will reach unbelievable volume and the profits to well managed concerns far exceed the fabulous winnings of the pleasure car makers.

ALLEN G THURMAN & CO.

101 Michigan Trust Bldg.

Bell M. 4900
M. 4901

Citizens 2239
8621

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, July 31—Twenty-five years ago last Wednesday A. J. Eaton, the Soo's popular City Recorder, known at that time as Master Nonie Eaton, started his career as bell boy at the Michigan Exchange. He was such a nice little boy then that great predictions were made as to his future career. That he has made good can be vouched for by his unusual success as a politician and office holder, having held his present office as Recorder for the past eight years and from present indications Non has a life job ahead if he wishes. He states that his success is largely due to his attending to business and enjoying life outside of business hours.

A. H. Runnels, the Soo's pioneer liveryman and one of the best known men in Cloverland, has decided to retire from active business and has arranged to sell at public auction his entire equipment next week, having leased his present quarters to the Chippewa Automobile Co., recently organized here. The building will be converted into a modern garage and automobile repair plant, the main floor to be used as the garage and the second floor as the repair shop. What Mr. Runnels will take up in the future has not as yet been announced, but it is hoped by his friends that he will remain in the Soo, where he has endeared himself to all during his thirty-three years of active business here.

Armour & Company were the victims of an attempted forgery last week and have warned Upper Peninsula produce merchants of the work of the clever forger. The forger presents himself as one of the company's auditors and carries with him an assortment of Armour stationery. He visits the merchants, talks over the company's business, and in case a

merchant upon whom he has called is dealing with Armour & Company the man scrutinizes the books, thereby placing himself in the good faith and confidence of the merchant. It is his general custom, before leaving such an establishment, to present a check for \$20 or \$25, asking that the merchant favor him by cashing same. The checks are made out on the official yellow blank of Armour & Company and bear their advertisement on the face.

Crystal Falls was the place of entertainment during the big celebration of Cloverland Trail. Fifteen hundred visitors were entertained by Iron and Gogebic counties. The new road is 100 miles long and the cost will aggregate a million dollars. Autos can now pass from the Soo to Duluth without detouring. Cloverland will have some of the best roads in the State for next year's traffic. Many good stretches are now complete.

E. D. McLean, local manager for Armour & Company, returned last week from his annual vacation, which he spent in the Rocky Mountain district, being accompanied by his wife. Mr. McLean reports having had a most delightful time and feels much improved in health from the rest. The high cost of living did not have any material effect upon his good time.

From all reports Chippewa county is going to have the banner hay crop this year. Reports from all parts of the country give an enormous hay yield. The farmers have taken advantage of the ideal weather for the harvest, the only difficulty being the shortage of farm labor.

J. M. McMennin, formerly with the Cornwell Company, Saginaw, has been transferred to the Soo, where he will take over the Soo, Ontario, division, succeeding D. J. Houde, who will engage in the retail business again. Mr. McMennin comes highly recommended and his friends in Lower

Michigan wish him every success in his new field.

A. J. Fair, of Newberry, butcher for the A. Westin Co., was a Soo visitor last week, being the guest of Frank Allison. He was entertained with a delightful auto trip to the Snows and other points of interest.

The hotel at Moran is doing a rushing business from all reports and the travelers report plenty of eatables of the best assortment.

Work on the installation of the new telephone exchange at Brevort will commence about Sept. 1. The new company has been organized and will install a telephone system and local exchange in Brevort township. Much credit is due to Philip Mulvehill in undertaking the initiative step. The switch board will be installed in a convenient part of Philip Lipnitz's place, where a regular attendant will ensure good service.

"There was a rooster who was a rooster in Naubinway, last week, and it crowed and crowed like a rooster until it annoyed the travelers so that they moved their boarding place, for which the landlord chopped off his head and now he don't crow like he used."

L. J. LaBell, manager for the H. C. Johnson Co., Johnswood, was a Soo visitor last week. Mr. LaBell says lumbering operations are going on full blast. He is well pleased with his new vocation. He placed an order while here for an elegant launch and has put in an application to the Aero Club, as it will be necessary to depend entirely upon aeroplane service during the winter months. He has stocked the farm with cattle and hogs and will be able to produce enough meat to supply the entire population of Johnswood. He has also built a magnificent residence on the Island.

Bell Point is a new summer resort recently opened near the Canadian Soo and bids fair to become one of the most popular resorts on the Canadian side with its splendid scenery and excellent

fishing. It is about seven miles down the old channel from the Soo and at present there are a large number of campers on the ground, with daily launch service making regular trips from the Canadian side, which affords a half hour's pleasure ride. The trunk road runs within hailing distance of the point, affording motorists an opportunity to visit the resort. It is the intention to have the business men spend their summers at the resort.

E. T. Partridge and William Shunk, well-known garage men and agents for the Studebaker Co., left last week for Detroit in the interests of the company.

Mrs. E. J. Murray, proprietor of one of our leading grocery stores, left last week for Milwaukee and Chicago. On her return she will attend a reunion of her family at the home of her sister in Minnesota.

L. Seaman, one of the pioneer merchants of Drummond Island, lost his place of business by fire last week. Mr. Seaman did not carry any insurance, which means a severe blow to him. He has the sympathy of his many friends.

William G. Tagert.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Aug. 2—Creamery butter, extras, 29c; first, 27@28c; common, 25@26c; dairy, common to choice, 22@25c; poor to common, all kinds, 20@22c.

Cheese—No. 1 new, 15@16c; choice 15c.

Eggs—Choice, new laid, 27@28c; fancy, 30@32c.

Poultry (live)—Fowls, 19@20c; broilers, 21@25c; old cock, 13@14c; ducks, 17@18c.

Beans—Medium, \$5.75; pea, \$5.75; Red Kidney, \$6.00; White Kidney, \$5.90; Marrow, \$6.50.

Potatoes—\$2.40 per 56L.

Rea & Witzig.

He is a wise man who knows his opportunity when he sees it.

ROYAL BAKING POWDER

ABSOLUTELY—PURE

Everybody knows that all the grocers in the world, taken together, sell more ROYAL BAKING POWDER than any other kind. This proves that ANY grocer can do the same thing.

ROYAL BAKING POWDER properly displayed and recommended to your customers will pay you more and surer profit than any other brand you can handle.

Contains No Alum Nor Phosphate



ROYAL BAKING POWDER CO.

NEW YORK





Movements of Merchants.

Marion—James Conklin, druggist, was married July 17 to Miss Edith Smith.

East Leroy—The West Calhoun Co. has increased its capital stock from \$500 to \$800.

Shelby—Meyers & Son are opening a bargain basement in their general store.

Thompsonville—Roy C. Cline, recently of Frederic, has opened a jewelry store here.

Ypsilanti—The Ypsilanti Grocery Co. is remodeling its store building and installing a plate glass front.

Central Lake—Shoumaker & Diamond succeed Frost & Drake in the garage and automobile repair business.

Zeeland—S. Butler is closing out his grocery stock and will resume business in some other town early in the fall.

Lapeer—The F. A. Jones Co., dealer in bazaar goods, has reorganized and changed its name to the Michigan Stores Co.

Whitehall—G. W. Thomas has removed his stock of dry goods from Hart to this place, where he will resume the business.

Owosso—The Young-Randolph Seed Co. has purchased the plant of the Owosso Carriage & Sleigh Co. and will occupy it.

Middleton—B. J. Shong, resident manager of the Rockafellow Grain Co., died at his home July 23, following a short illness.

Battle Creek—Niles Bryant, Jr., trustee for George B. Strickland, clothing dealer, is closing out the stock at 11 East Main street.

Owosso—A. J. and R. J. Burrows have engaged in the meat business at 221 North Washington street under the style of the Palace meat market.

Iron River—The Diamond Land & Timber Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Kalamazoo—Miss Hilda Hughes has purchased the Paxton millinery stock and will continue the business at the same location on South Burdick street.

Kalamazoo—The Auto Liquidation Co. has been organized with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Traverse City—The Hoffman & Earl Shoe Co. has engaged in business with an authorized capital stock of \$3,000, of which amount \$2,000 has been subscribed and paid in in property.

Ypsilanti—C. Krohn & Co., of Cleveland, Ohio, who recently purchased the F. M. Beall stock of dry goods and women's ready-to-wear clothing, have closed it out at special sale.

Zeeland—Smith & Grinwiss have sold their stock of sheet music and musical instruments to the Friedrich Music House, Inc., of Grand Rapids, which will continue it as a branch store.

Metamora—C. E. Barber has sold his interest in the general merchandise stock of Barber & Walker to his partner, Charles Walker, who will continue the business under his own name.

Hersey—Mrs. H. T. Lewis has sold her furniture stock to A. A. Dahlgren, who about a year ago purchased her undertaking business. Mrs. Lewis and her late husband conducted a store in Hersey for forty years.

Reed City—Arthur Beedham has purchased the interest of his partner, H. K. Smith, in the harness and harness accessories stock of Smith & Beedham and will continue the business under his own name.

Stanton—W. R. Beardsley is erecting a brick and stone store building which he and his son, Leo, will occupy with a stock of undertaking goods about Sept. 1, under the style of W. R. Beardsley & Son.

Saginaw—The Nissen Kalzow Co. has engaged in business to handle automobile accessories with an authorized capital stock of \$2,000, of which amount \$1,210 has been subscribed and \$610 paid in in cash and \$600 in in property.

Orleans—Chris Liebum has sold the Orleans creamery to Towar's Wayne County Creamery, Inc., who will discontinue the manufacture of butter and cheese and conduct it solely as a milk and cream station.

Haserotes Pier—The Francis H. Haserot Co. has been organized with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash. The company will conduct a business of canning fruits and vegetables.

Battle Creek—A motor truck freight line, covering the territory between this city and Coldwater, has been organized here and is now operating daily. Backed by some twenty local business men, the line will carry all sorts of merchandise. The big truck leaves here at 4:45 in the morning, reaching Coldwater at 8:15. An hour later the return trip is started, ending here shortly after 12:00. One truck and a trailer is now used, while others will be added as the business increases.

Portland—The Builders' Lumber & Supply Co. has been organized with a capitalization of \$12,000 to take over the Charles A. Estep lumber business. John B. Mathews is Vice-President and manager of the company.

Chesaning—The Chesaning Garage Co. has been organized with a capitalization of \$30,000, all of which has been subscribed and \$3,000 paid in in cash. The company will wholesale and retail motors, vehicles of all kinds, farm implements of all kinds as well as furniture and musical instruments.

Carson City—F. S. Caswell and A. E. Gunther have formed a copartnership and purchased the W. O. Canouts undertaking stock and will continue the business. Mr. Canouts will devote his entire attention to the manufacturing of his 'folding chairs and combination embalming and operating table.

Adrian—W. G. Montgomery, of Detroit, has arranged with the Page Wire Fence Co. to manufacture his starter for ford automobiles. Mr. Montgomery has removed his headquarters from Detroit to this city and will handle his sales department from this place. The starter will be sold on a money-back guaranty.

Detroit—Sam Ettinger, one of the best known retail shoe buyers in the East and formerly manager of one of Frazen, Oppenheim's stores in New York, and later of other shoe stores in the East, has gone from the Goldberg store to the buyership and management of the shoe department at Heyn's Bazaar. Mr. Ettinger was with Goldberg Bros. for the past six years.

Jackson—The bogus check man has been in Jackson this week. Tuesday evening he called at the store of which Mrs. Ada P. Collins is the proprietor, ordered a quantity of groceries and presented in payment a check for \$12.50. Mrs. Collins honored the paper, paying in cash the difference between the amount the check called for and the amount of the purchase made.

Manufacturing Matters.

Lansing—The Auto Body Co. is building a three-story addition to its plant.

Detroit—The Barnett Steam Co. has increased its capital stock from \$20,000 to \$30,000.

Kalamazoo—The Van Bochove & Sons Manufacturing Co. has changed its name to the Van Bochove Lumber Co.

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Saginaw—The Jackson-Church-Wilcox Co. is building an addition to its plant which will enable it to double its output.

Tecumseh—The East Side Creamery Co., of Detroit, will erect a creamery which will be conducted under the management of Paul Regge.

Detroit—The Eastern Construction & Pattern Co. has changed its name to the Eastern Production Co. and increased its capital stock from \$20,000 to \$40,000.

Detroit—The O. K. Skirt Co., Inc., has been organized with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and paid in in cash.

Saginaw—Joseph Marks has resigned as manager of the Saginaw Cigar Co. and opened a cigar factory under his own name at 608 Potter street.

Owosso—The Standard Machinery Co. has been incorporated with a capitalization of \$20,000 for manufacturing cable conveyors and lath mills and bolters.

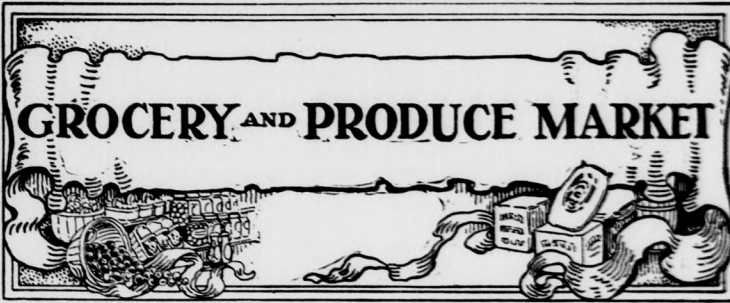
Battle Creek—The Shulters Granite Co. has been incorporated to manufacture stone products with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The Hunt Show Case & Manufacturing Co. has merged the business into a stock company under the style of the H. J. Hunt Show Case Co. with an authorized capital stock of \$15,000, of which amount \$7,500 has been subscribed and \$1,500 paid in in cash.

Detroit—A. Harvey Son's Manufacturing Co. has been organized to manufacture gas water goods, mill supplies, specialties, tools and machinery with an authorized capital stock of \$207,500 common and \$112,500 preferred, all of which amounts has been subscribed and \$4,642.61 paid in in cash and \$295,357.39 paid in in property.

Ann Arbor—Another chapter was added to the tangled affairs of the Michigan Portland Cement Co., of Four Mile Lake, when a bill of complaint was filed by Homer C., and wife, May Millen, asking for a decree for \$282,300, for what they allege is the unpaid value of the company's stock which N. S. Potter of Jackson is alleged to have subscribed for and never paid. Included in the bill and made equal defendants with N. S. Potter are N. S. Potter, Jr., Kennedy L. Potter, Clark S. Potter, Harriet L. P. Stewart and the Michigan Portland Cement Co. The bill asks that a receiver, temporary or permanent, be appointed. The hearing will be held July 31. The Supreme Court recently affirmed the judgment of the local court of \$66,666.66 in favor of Homer Millen and wife against N. S. Potter.

Sturgis—The Sturgis Steel Go-Cart Co. has been made the defendant in a suit to collect back royalties. William S. Ferris, trustee of the Sidway Mercantile Co., of Elkhart, Ind., and Alexander B. Leith, trustee of the Fulton Manufacturing Co., of Chicago, allege that the local concern now owes \$3,000 in unpaid royalty. The suit is based on a contract alleged to have been made in 1910 awarding the plaintiffs a royalty of 10 cents on every cart manufactured and sold. Infringement of patents is also alleged and a permanent injunction is asked restraining the Sturgis company from the manufacture or sale of the carts. In its filed answer the local concern repudiates the contract and denies that patents have been infringed. The question of a violation of the Sherman anti-trust law has also been raised.



Review of the Grand Rapids Produce Market.

Apples—Western stock, \$3 per box; harvest, \$1.50 per bu.

Asparagus—\$1 per dozen 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.

Blackberries—\$2.25 per 16 qt. crate. Butter—Receipts are about normal for the season, but a considerable percentage is showing the effects of the heat and the percentage of strictly fancy butter is much lighter than it was some time ago. The make is healthy on the present basis, as the consumptive trade is very good, and there is also considerable enquiry for storage purposes. Creamery grades are held at 27½c in tubs and 28½c in prints. Local dealers pay 23c for No. 1 in jars and 20c for packing stock.

Cabbage—Home grown, \$1.15 per bu.

Cantaloupes—Arizonas now have the call on the basis of \$3.50 for 45c and \$3.25 for 54s; Jumbo standards, \$4; flats, \$1.50; Indiana Gems, 75c per basket.

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

Celery—Home grown, 25c per bunch.

Cherries—\$1.50 per 16 qt. crate for sour; \$1.75@2 for sweet.

Cocoanuts—\$6 per sack containing 100.

Cucumbers—80c per dozen for fancy hot house; 95c for extra fancy.

Currants—\$1.25 per 16 qt. crate for red or white. Black are very scarce and readily fetch \$2.50 per crate.

Eggs—The market is firm, with unchanged prices for the better grades. There is an extremely good consumptive demand and the percentage of fine eggs is very light. Much of the receipts show heat and are being sold at various prices, according to quality. The market is firm, without indication of immediate change. Local dealers pay 23c for candled, loss off, cases included. Their selling prices this week are 26c for extras, 25c for firsts and 24c for seconds.

Egg Plant—\$1.50 per dozen.

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

Gooseberries—\$1 per 16 qt. crate.

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

Green Corn—25c 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, \$9 per box for choice and \$10 for fancy; Messinas, \$9 per box.

Lettuce—65c per bu. for leaf; \$1.25 per bu. for head.

Maple Sugar—17c per lb. for pure.

Maple Syrup—\$1.40 per gal. for pure.

Mushrooms—40@50c per lb.

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

Onions—Home grown stock is now in command of the market on the basis of \$2.25 per bu.

Oranges—Valencias, \$4@5.

Peppers—Southern grown command \$2.25 per 6 basket crate.

Pineapples—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, 4¼c per lb. for shelled.

Potatoes—New, \$1 per bu. Virginia cobbles, \$3 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 \$2.50 for red.

Rhubarb—85c per bu.

Spinach—\$1 per bu.

Tomatoes—Home grown hot house, 75c 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—\$3.50@3.75 per bbl. of 8 to 10.

Wax Beans—\$1.50 per bu.

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

The Grocery Market.

Sugar—The market is absolutely unchanged from last week. Raws fluctuate a little from time to time, but show no material alteration. All refiners are quoting exactly the same prices as they quoted a week ago. The demand is only fair, but is expected to increase later in August. In fact, upon the expectation of it being very much larger later, experts are predicting that prices will not be any lower, but may be higher. Some circles argue that the margin for granulated is too large and until this is readjusted the distributors and manufacturers will go slow. The re-

finers, however, are not expected to demoralize the situation by cutting prices, inasmuch as they have sufficient foreign and domestic business to keep them going for the next few weeks, in most cases through August. Hot weather might stimulate the consumption and attract more hand-to-mouth buying, for the supplies in the country are thought to be light. However, conservatism rules and until some new stimulus is administered to the market it is likely to continue dull and heavy, in the opinion of the trade.

Tea—The market continues a quiet affair, with buying of a routine order. The country has fair supplies and prefers to wait for developments, especially with the evidence that the extraordinary industrial prosperity is receding. On the other hand, the warehouse stocks are moderate for this time of the year, and there is little pressure to sell on the part of holders. The situation in the Far East is being followed carefully for a cue to the prospects, primary markets acting better of late, which encourages some circles in the trade. London mail advices say that tea has taken a distinct turn for the better. Only very moderate supplies of Indian have been offered at auction, the assortment including a good many high-grown Travacores, which sold freely at advanced rates; while Cachar and Sylhet of useful liquoring quality went in sellers' favor. As regards Ceylon, offerings have also been comparatively moderate, and rather firmer prices have been realized, especially in the case of best Pekoes and broken Pekoes; good common leaf was also wanted, and registered a slight advance. Notwithstanding the fact that quality was again very indifferent, the average obtained for all the Ceylon tea sold on Garden account during the week rose to 10.51d. as against 10.47d per pound realized a week ago.

Coffee—The market for Rio and Santos coffees, which practically includes all good grades, is perhaps ¼@½c higher than a week ago. Brazils are much firmer and seem to have overcome the weakness which depressed our markets a short time ago. Quotations on Rio and Santos coffees from Brazil are much stronger than they were a short time ago. Business, however, is still very dull. Some new crop coffees have come forward and show very fine quality. Milds are unchanged from a week ago, the situation being heavy and dull. Java and Mocha grades are unchanged and quiet.

Canned Fruit—The demand from all sources aggregates a fair volume and the market remains on a very firm basis. There have been no further withdrawals by canners, although it is intimated that there may be some revisions in the near future.

Canned Vegetables—Futures of the regular tomato pack are unchanged. The outlook for tomatoes is very good. Crop is moving forward satisfactorily and if not interfered with, will undoubtedly be large, as will the pack. If the pack is as large as is possible, providing that there is no interference due to the weather, the chance is that even the present price of future tomatoes will look high. Corn and peas are unchanged for the week. Corn remains very firm,

but there is comparatively little offering at the moment, as canners are inclined to be conservative. Peas are rather less active, but are very firmly held, and canners say the new pack will be much smaller than that of last year.

Canned Fish—The salmon situation appears strong from the sellers' viewpoint. A shortage in the pack is generally being counted upon, even though it should eventually transpire that the run of Columbia River salmon should come up to an average. All other varieties are expected to fall short, and with a largely increased demand in prospect, especially for export, according to the belief of most canners, a generally higher average of prices is expected to rule during the coming season. Sardines are firmer. Canners complain that the mills are slow in the delivery of tin plate and the railroads irregular in their service, so that can ships have had to shut down to await deliveries, and the situation is expected to grow worse instead of better. The cost of cartons has increased so that carton goods are costing the canners 10c per case more. The export demand is good, and it is estimated that the total exports will amount to several hundred thousand cases. With the same run of fish as last year the total pack available for domestic consumption is expected to be cut down 20 per cent, as a result respectively of the fish inspection by the National Canners' Association, can shortage and increase in export sales.

Dried Fruits—The developments of the week in regard to prunes have been more in favor of buyers. In the first place it has become more evident that the earlier estimates of a small crop would have to be revised and that while the crop might not reach 175,000,000 pounds, as predicted by some recent optimists, it would come considerably above the 120,000,000-pound estimates. Advices from some of the principal prune-raising districts of California show an abundant crop, although in other sections there is some disappointment; nevertheless the crop as a whole is doing much better than expected. Growers on their part have seen fit to change their ideas somewhat and are not now talking as confidently of 4c prunes as they were a short time ago. On the contrary, they say there ought to be no difficulty in getting 5½c. In the meantime packers are offering on a 5c base for early October shipment and there are persistent rumors that even lower prices can be made. This is taken to mean that packers have little faith in the success of the plans of the growers and are willing to discount them by short sales. There is little or no business being done in apricots or peaches at the moment. The former are held in check by the high prices asked, and as a result there is some weakening of the situation from the sellers' standpoint. Packers are awaiting the announcement of opening prices, which is expected this week.

Salt Fish—The mackerel catch has not been satisfactory up to the present time. Comparatively few Irish mackerel have come to this market as yet. Prices are unchanged from the last quotation.

Detroit—The Armature Womans' Works has been dissolved.

THE STOCK'S THE THING.

Having Right Goods and Knowing Their Talking Points.

Written for the Tradesman.

The stock's the thing.

This is a fundamental of merchandising which it seems could hardly be lost sight of; yet so much emphasis has been laid upon the details of store management during the past few years that the storekeeper is likely to get the idea that methods, rather than merchandise, are of most importance.

Let it be understood at the beginning that the store must be run right. Good sales plans, proper advertising and all the rest are needed; but these are the trimmings, as it were, of the merchandise itself. That's what it is all about. That is what the store is there for. That is why people come to you. Your service is based on the fact that you have something to sell.

Thus it is evident that the foundation of a good store is a good stock. No matter how good your location, nor how efficient your salespeople, you can't make good with the trade unless you have the right kind of stock. Getting it is not the simplest thing in the world, either.

Putting into a store a well-selected stock of merchandise exactly suited to the needs and requirements of the local trade is a man's job. Buying is emphatically just as important as selling and in many cases even more so. Well-bought is not only half sold; but in most instances it is completely sold, because the merchandise coincides exactly with the evident needs of the local public.

It goes without saying, then, that purchasing must always be with reference to the customer. The merchant who looks at every item offered to him, either by the salesman's samples, or through the catalogue of the manufacturer or jobber, or on the latter's floor, through the eyes of the typical customer, is going to avoid making mistakes. The important thing is not, "How much profit is there in this for me?" but, "Do my people want this? Does it fit in with their requirements?"

The merchant who puts in the right kind of stock is going to find the way to business short, direct and profitable. The effort required to move the goods will be less, which means that the results of each effort will be greater. And because goods will move easily and without undue effort, the turn-over will be more rapid, the net profits greater and the amount of capital tied up in stickers will be cut to the irreducible minimum.

No one is infallible, of course, and because the merchant must organize his stock not only with reference to the things which are being consumed now, but with an eye on needs which up to this time have not been taken care of, there is an opportunity to make mistakes and to guess wrong. But if the merchant puts in new lines on the basis of their intrinsic quality, rather than because they are novel, he will run less chance of making a bad selection than otherwise. Washing machine was "new-fangled" a

few years ago; but it made good because it contributed to the convenience of the housewife. The storekeeper who looks past the proposition of novelty and into the real merits of the goods, as installed and in use in the homes of his customers, will know when to say "Yes" and when to turn down the proposition.

But putting the stock into the store is only the first step. The stock's the thing, but the customer doesn't know about it until the dealer tells him. Before he can tell him, he must know himself. This means, of course, that he ought to study his stock from the angle of what it will do rather than because of what it cost. Most staple items are familiar enough, but there are plenty of things in every store for which there is a definite market. They don't reach the market because the dealer has not familiarized his trade with the possible uses to which they may be put. And this, in turn, is due to his own lack of familiarity with them, or the lack of knowledge of his clerks.

Get acquainted with the goods. Make intimate friends of the merchandise on your shelves and in your warehouse. The more you know about what you have to sell the better salesman you are going to be; for, after all is said and done, the most efficient salesman gets 100 per cent. results not by any special "system," but because he knows what he has to offer and can talk about it intelligently. Knowledge of the goods is the basis of selling success.

The store which gets a reputation for having clerks who know the goods is going to attract customers, because the thing which the average consumer resents most is lack of information about something he is interested in buying. Reasonable questions demand reasonable answers, and if the merchant and his salesmen aren't able to tell about the stock, they are putting obstacles in the way of its distribution.

Speaking of irritating customers brings up another point in connection with the stock which the small merchant is likely to overlook, and that is having the goods systematically arranged, so that everything may be found without loss of time. The best way to drive away business is to show that you don't know where every item of stock is, just as promptness in putting into the hands of the customer the goods asked for helps to create a splendid impression and to win friends who are going to do some boosting on the outside.

You may be crowded for space, and you may be forced to put some things under the counters which ought to be displayed on the shelves. You may have a surplus stock in an adjoining warehouse or up- or downstairs, and why not always know just where a particular item of goods is. But if you are the kind of merchant you must be to be successful, you will have a stock-keeping system which will at least simplify the task of locating the goods. Merchandise of the same general character should be put in the same location. Departmentize, no matter how small your store nor

how limited your stock. That in itself will make it easy to locate goods, and likewise it will improve the looks of the stock.

One way to ensure having everything in its place is to spend leisure time in straightening up the stock. After you have been pulling and hauling merchandise about, in an effort to find what the customer wants, don't leave things at sixes and sevens when the sale is made. Clean up after every transaction, and then your stock will always be orderly, and you will be ready for the next customer. There are always plenty of other things to do, yes; but there is none more important than this. The stock's the thing.

Orderly arrangement of the stock is part of the general plan of display, of course. That is to say, display is accomplished by means of showing the goods in an attractive manner inside the store, just at it is by putting them in the windows. And while the windows may pull customers in from the street, and thus make sales for goods which are on display, it is equally true that the customer already in the store can be led to buy more through an attractive presentation of the goods, without any special sales work being done.

A good example of this is the way many merchants have picked up some extra profits by sales of magazines from revolving stands placed in the front of their stores. Customers who come in, look these magazines over, select those that they like and hand the money over without a word of selling talk being uttered. This again emphasizes the fundamental proposition that if you have the merchandise and display it properly, sales work almost takes care of itself.

In view of the fact that the stock of a live store is in constant circulation—just like the blood in the human body—it is evident that it must be changing all the time. The stock which remains the same year in and year out is dead, just as the body is dead in which the blood fails to circulate. That means that you must always be on the look-out for an opportunity to liven your store by the introduction of new goods. It freshens things up, gives the stock a better appearance, puts new ideas into the minds of the salesmen, and acts as a tonic generally.

But, as suggested at the beginning of this article, deciding what is going into stock is the big question. The easiest way to solve it is to let your customers do it for you. You are sure to have calls for goods of all kinds all the time. If your plan is simply to shake your head when asked if you carry an item which is not in stock, you are wasting one of the big-

gest merchandising opportunities that come to you.

Make a point of recording these requests. They are straws which show which way the trade wind is blowing. They are likely to tell you when the disregarded novelty is being converted into the quick-selling staple. They indicate the time when the goods which formerly were salable only in the big cities may now be moved in the small-town and village stores. They hint at seasonable sales opportunities, which must be acted on quickly to be of value. In short, they bring to the storekeeper the trade news of his community, and if he is keen enough to take advantage of them, they tell him what and when to buy.

The merchant who puts down in black and white the names of goods asked for, and then looks over these "Wanted" slips once a month or thereabouts, is going to find some interesting suggestions about his stock. He may get hints on purchasing that he would never have run across otherwise. And he can do all of this without any effort on his part.

"We haven't got it," is the slogan of the store which is going down-hill fast. That is, if this is uttered so often as to be significant of the attitude of the proprietor. The public isn't interested in what you want to sell, but in what it wants to buy. Not having in stock the things which are in demand is like going fishing without any bait. It's up to you to provide the bait, and that means finding out what the public wants and supplying it.

Know your public; know your merchandise; know your trade field.

Do this, and selling will be the simplest thing in the world, because it will be based on the proposition of stocking with salable goods. And that, of course, means profitable goods.

Don't you agree that, after all, the stock's the thing? G. D. Crain, Jr.

Says Retail Public Market Is Failure.

Kalamazoo, Aug. 1.—City Sealer Randall Eberstein again informed the Common Council Monday night that the retail division of the public market in North Rose street was a complete failure, despite reports to the contrary. He declared that persons who attended the market intending to purchase retail produce, were forced to go home empty handed.

In an effort to revive the retail trade the Council is now considering the idea of allowing hucksters to invade the market and sell their produce either in North Rose street or in Kalamazoo avenue. The City Sealer is in favor of such a plan.

The matter was referred to the Ordinance Committee because it is believed that some amendments to the market ordinance will be necessary to allow the hucksters on the market.

KIMBALL'S TEMPORARY LOCATION

During the remodeling of the Ashton building our patrons will find the Kimball Piano store and offices in our temporary location, where a large part of our stock was moved the night of the fire—

72 MONROE AVE., Corner Ionia
MORTON HOUSE BLOCK

Change in Size and Packing of Tanglefoot Fly Paper.

To obtain a distinctive size and package by which our manufacture may be readily recognized, we have made the following changes in Tanglefoot Fly Paper:

(1st) We have changed the size of our sheet to 8 x 14 $\frac{1}{8}$ inches.

(2nd) We have adopted the Tanglefoot Handy Package, which is a sealed envelope of transparent moisture-proof paper, containing five double sheets, to retail at 10 cents.

(3rd) In each Tanglefoot Handy Package we will place a suitable advertising card, designed to stiffen the package and offer space for advertising to the consumer.

The consumer will now get five double sheets for 10 cents whereas he has usually had but four.

The retailer will make larger individual sales and save the labor and expense of wrapping 5 cent purchases.

Tanglefoot Handy Package will protect the contents from climatic influences and rough handling.

This new size will be quite generally introduced in the East this year and in the Far Western part of the country next year.

The O. & W. Thum Company,
Grand Rapids, Michigan.

Sugar As a Stimulant to Fatigue.

According to the official bulletin of the Pennsylvania Pure Food Department, it has recently been discovered that sugar helps to ward off fatigue. Consumed in fairly large quantities it acts rapidly, its full effects being felt about two hours after taking it.

Scientific experiments carried out with the aid of the ergograph, an instrument for registering accurately variations of muscular power, show that sugar gives an increase of physical power ranging from 60 to 75 per cent. One of the first observers to draw attention to this virtue of sugar was a Newcastle, England, physician.

At last Dr. Cook and his gum drops are vindicated. So is England's immense purchases of sugar for her armies during the past few months. If it proves to be true, it is likely to result in a new attitude of food scientists to the sugar question, and who shall say what may be the effect on the consumption of sugar?

The High Cost of Bad Credit.

Apparently the little city of Tampa, Fla., has achieved new fame; fame of no very enviable type. If it be true, as stated at a meeting of its retail grocers a few days ago, that its 40,000 people owe the retailers of that city bills of \$300,000, all more than six months old, it will go far to justify some of the recent contention in associated trade circles that cost accounting and sharper credit observances are among the most important considerations in the efficient distribution of the public food supply.

The reports say that fifty grocers who attended the first meeting had outstanding claims of \$175,000. How long can merchants of that predicament expect liberal treatment at the hands of the jobber or manufacturer? How much of the reduced costs that come from "the nimble sixpence" of discounting one's bills can be accord-

ed the people of that community? And what shall come of the profits of the grocer, based on the price he charged for the goods now represented in those unpaid bills? The customer who does pay always has to bear the burden of the one who does not: it all goes into the bill if the grocer knows anything at all about self-preservation.

California Figs Popular.

According to Fred Hanson, a prominent fig grower of Clovis, Cal., the fig from that State is making rapid strides forward in favor of American consumers and, under the impetus of new ideas in packing and marketing the fruit, there is little trouble in holding markets once they are developed.

"Last year," said Mr. Hanson, "I packed wooden boxes with figs and laver raisins mixed, about seven pounds net, to sell for \$1.25 to the holiday trade. One store took 1,000 boxes, and ships them everywhere. I was in that store some time ago when a Japanese bought four boxes to send across the water to his home folks."

Pickle Outlook Promises a Normal Crop

At the annual meeting of the National Pickle Packers' Association in Chicago a few days ago, a majority of members reported an increase in cucumber acreage as compared with last season, although others reported decreases, at least one being as much as 25 per cent, and another 20 per cent. One packer complained of being unable to get his

usual acreage owing to the competition for acreage for beans and sugar beets. The increase in cucumber acreage appears to be mainly in Northern Indiana and Southern Michigan and decrease was shown in Northern Wisconsin and Northern Michigan.

A moderate number of new salting stations have been established throughout this territory, and a limited number operated last year have been abandoned. All in all it is figured that the 1916 pickle acreage will equal last season's, while to date the growing season is better. It does not appear that any of the picklers expect this year's crop will be big.

Imitation Breakfast Food Maker Quits Field.

L. Coltrin, of Long Beach, Cal., manufacturer of "Uncle Sam Pride of California" breakfast food, which is alleged to be an infringement on "Uncle Sam Breakfast Food" made by the U. S. Health Food Co., an Eastern concern, announces that he has taken his product off the market. In a letter to a Los Angeles jobber he states that if retailers will empty out the meal and send him the tops from the cartons he will refund the purchase price.

Coltrin was the originator of "Uncle Sam" breakfast food, but sold out his control of the business to the U. S. Health Food Co. When he began the manufacture of a similar product under a similar name in Long Beach, the Eastern company demanded that he discontinue, which he has done, and also offered to protect from loss any retailer who has his product on hand.



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

Barney says—

While I was on my vacation I heard a number of dealers say that they liked to deal with our Company, because they always received Good Goods, Good Service, and Fair Treatment.

I am going to tell this to the President of our Company, because I know it will make him feel good to have our customers appreciate the efforts the Company are making to do business in the right way.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

MICHIGAN TRADESMAN

(Unlike any other paper.)

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OF BUSINESS MEN.

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E. A. STOWE, Editor.

August 2, 1916.

THE SLIMY HAND OF GRAFT.

The Tradesman notes with sorrow and alarm the obvious inordinate expenditure of money by the two banking candidates for Governor—Mr. Sleeper and Mr. Leland. Both gentlemen are pouring money into the campaign with a lavish hand and in a manner that will necessarily bring great discredit on both the party and themselves later on in the campaign. Mr. Leland, for instance, is reported to be paying a young man of this city \$350 per month salary for "managing" his campaign in Kent county. The young man is a Diekema man at heart and makes no bones of stating to his friends that Diekema is entitled to the undivided support of Kent county. He undertakes to reconcile his action and the acceptance of more money than he has ever before received—or probably ever will receive again—by the statement that "Someone is slated to get this money—why not I?" Besides the demoralizing effect the inordinate expenditure of money has on the voter and on civic morals, the unnecessary and questionable use of money in this manner has a corrupting influence on the man who acts as disbursing agent. What incentive is there for a young man to pursue an honorable occupation when he can pull more ready cash out of a gubernatorial candidate in three months than he can honestly earn at his regular trade in the course of a year? The slimy hand of political graft and Easy Money demoralizes every one it touches and ultimately reacts on the source from which it emanates. The career of the political disbursing agent is fraught with disappointment and failure, of which there have been many object lessons in this city.

One of the peculiarities of politics is the manner in which business men too often reverse the methods of a lifetime when they become candidates for public office. They achieve social position and financial competence by honorable methods and then suddenly become prodigal in dealing with men of no financial responsibility and whose only claim to recognition is that they possess "political pull." Of course, such claims are largely imaginary, because men who pose as political bosses are seldom able to deliver the goods.

The Tradesman has always maintained that there is no honor in being

elected Governor if the nomination or election have to be purchased outright by the expenditure of enormous sums of money. It will continue to hold this opinion so long as it possesses a spark of independence and a broadened view of life. It is to be regretted that gentlemen who have attained the financial success Messrs. Sleeper and Leland have in the commercial world should not hold the same opinion and so shape their campaigns as to make personality and fitness for office the test, instead of depending on the corrupt use of money with ward heebers, county bosses and district managers.

JAMES WHITCOMB RILEY.

The late James Whitcomb Riley was not what the highly literary folks call a great poet, but he was a very popular one. He was born with a song in his soul in Indiana a little more than three score years ago. Before he had reached his majority his work was published and straightway found favor with the readers of the newspapers which printed it. The dialect of the Middle West was often used and naturally enough he came to be called "The Hoosier Poet," a name which clung to him and was reckoned a distinction. Before long there was a demand for the verses filled with humor and plain good sense and in time they gained recognition all over the country. They were at once homely and wholesome and millions read them with pleasure and, indeed, with profit. His contributions to current literature will be really missed.

Just what constitutes a great poet the high-browed literary experts can determine to their own satisfaction. Of course they never have and never will include Riley in the list, but there are many common, everyday people who will think otherwise and can not be convinced to the contrary. "When the Frost Is on the Pumpkin" is not an epic, to be sure, nor is "An Old Sweetheart of Mine," but, all the same, there is a sentiment running through the Riley verse which has an inimitable appeal. A manufacturer's success is the popularity and sale of his goods. If the Hoosier poet's wares are judged by the same standards, he holds high place. Plain people were touched and could understand what he wrote and they were none the worse for the reading. The poems went often straight to the hearts of those who perused them, and were remembered. They rang honest and true and told an intelligible story. Colleges and universities recognized his merit and gave him honorary degrees, and surely this set the seal of their approval upon his work. His was a genius in thought and expression. He took a good view of things and sought to make folks happier. Never mind whether the experts give him high rank, so long as he won it in the opinion of millions of plain, substantial Americans who know what they like and do honor to the man who provides it.

Only a foolish man will kick himself when he is down.

The best way to get out of a tight place is to sober up.

FORGOT THE SOUL OF MAN.

The third year of the Kaiser's war has changed many ideas regarding war in general. Its glitter and pomp have been stripped from it before the eyes of all mankind. The worst that poets and prophets of righteousness have said of it has been outstripped in actual horror. Shelley's impassioned outcries against war are too feeble to express the universal execration which has been poured out upon this gigantic conflict in Europe. Apologists for war still linger, but the former praisers of war now hide their heads. They never meant this kind of terror. Imagine even Gen. Bernhardt venturing now to write, "War is as divine and necessary as eating and drinking." Imagine the Kaiser repeating his declaration, "God commanded me to go to war to perfect His kingdom on this earth." And men of a higher type, like the late Admiral Mahan, who used to speak of war as something repulsive, to be sure, but yet a needful instrument in the Providential government of the world, would not to-day have the hardihood to maintain that doctrine openly. Good may be wrung out of evil, we admit; the wrath of man may be made to praise the Eternal; but the evil itself cannot be challenged. War is the scourge of the human race. If there was any doubt of this before, the two years past have forever destroyed it.

There have been changes, too, wrought on the technical military side by the two years of actual war. To these we can but barely allude. The amazing development of trench warfare was not foreseen. It obviously alters the whole problem of national defence. Nor did even the Germans understand in advance the role which artillery and high explosives would play. These things are now commonplaces. But one matter having to do with the physical aspects of war will bear repetition. It stands out more clearly to-day than ever before. We mean the fact that the most elaborate, the most far-sighted, the most patiently and scientifically studied system of "preparedness" that the world ever saw turned out a dismal failure. When the Kaiser precipitated the war it was a broken reed. Nowhere has war ever been made the preoccupation of so many of the best minds of a country as in Germany. The German General Staff knew everything that could be known about war, and utilized thousands of the finest brains and years of tireless energy for the purpose of making sure that nothing should escape it. And yet, with all the wonderful display in arms which the Germans have made, what is the story of the past two years but one long record of German plans miscarried and German hopes shrivelled in the blast of war? It is plain now that those hard-headed students of war were capable of enormous miscalculations, and in many ways acted like dreamers. In particular did they make one fatal omission in their reckonings. They catalogued all the information to be had from all lands. They had pigeon-holes for knowledge of all kinds. But they forgot the soul of man.

This suggests the one thing that has been permanent in all the flux of the two years behind us. The moral judg-

ments of the world have stood firm. Nothing which has since happened has altered them. The conscience of mankind responds to-day as instantly and sensitively as it did in those first days of August, 1914, to the challenge made to it by the Kaiser when he started the war, and especially by the deliberate outrage inflicted upon Belgium. Under the reproach of that shameless deed, Germany continues to suffer, and will to the end of time. From now on no civilized nation will accept the word of uncivilized and brutalized Germany. She is an outcast among nations, because she has deliberately placed herself in a position of utter contempt. Even if she is victorious she will blench and turn away her face at the whisper of the word "Belgium." And as for that other crime of hers which incarnadined the multitudinous seas—the sinking of the Lusitania—there has been not the slightest abatement, in the lapse of time, either of the horror with which civilized men look upon the deed, or of the sternness of the condemnation which they visit upon the heads of those responsible for it. In this casting of the moral suffrage against Germany there lies the one element of the world-war in which there has been no shadow of turning.

It is, in fact, the knitting together of the moral alliance of every civilized country in the world against German militarism which is the great feature of the close of the second year of the war. The resources and the men were always there, to make head against the German armies, but they could have been gotten together and utilized only by nations having a great issue and a great moral unity. And these Germany, as if led by an evil genius, has herself furnished to her enemies. Against another, they might have been divided. With another, they might have made a separate peace. But when they were clearly shown what they had to fight, they were thrown back upon those springs of moral action and those heroisms of the soul which your material-minded militarist can neither understand nor conquer. This is what really makes the Allies invincible. They have now wrested the initiative from the German strategists. Their military prospects have decidedly improved as they close in upon the German forces from all sides. But as to this we make no predictions. All that we would point out is that an invisible ally has all along fought against Germany, and still presses her back. This is the adverse moral judgment of every impartial man in the world.

A Kansas man has a wheat field that is of good size. It covers 11,000 acres and yielded twenty bushels to the acre this year. The owner is known as the wheat king, because he has so much wheat, but his neighbors shake their heads and say he is sure to lose money if he keeps on raising wheat on an extensive scale. They point out that one good crop in four has been the average for the last twenty-five years and that no man can put his entire acreage into wheat and make it pay. The "wheat king" does not agree with them at present, although later he may change his opinion.

LEARNING THEIR LESSON.

Private advices and correspondence from official circles both indicate that the forthcoming convention of Food Officials at Detroit will mark new standards of co-operation and mutual understanding. It would be expecting too much to anticipate that radical and practical minds should entirely agree and "bury the hatchet," but there is unmistakable evidence that the outlook is far better than ever before for a united position among all phases of food interest in favor of a reasonable, if not an extreme, enforcement of the statute.

For one who has watched the doings of the associated officials far back into the days of the Wiley-Wilson-McCabe controversies—controversies which were impelled more by partisanship than by the actual differences of policy from which they sprang—this is distinctly a sign of progress. In years past the manufacturer and distributor were scarcely welcomed in the Official's convention at all—in fact, were flatly barred from many sessions—then they were assigned a portion of one day to air their views on any subject they chose, but now they are invited to sit through all the sessions, listen to all the main papers and enter into the debate along with officials.

It is reported by one of the officials of the association that this is not merely a concession but a tangible design to have all sides of a problem discussed on the floor of the convention; not only that officials may get one another's ideas of enforcing laws, but that manufacturers may understand the viewpoint of the scientist and that the official may hear from experienced business men the practical objections to theoretical propaganda. It is frankly stated as the hope that it may result in more intelligence in food law administration—a suggestion with an entirely new ring.

In a similar way there are unmistakable signs of an awakening among some of the mercantile reformers to the fact that practice and experience are a lot more workable than theory and economic conclusions of the academic sort.

One hears comparatively seldom nowadays of the varied schemes for solving the high cost of living, which have as their chief motive the elimination of the middleman. An occasional promoter breaks loose on the subject, but there are a good many "burned children" about the world who "dread the fire" for good and sufficient reason. The death rate among co-operative concerns in this country has been pretty high during the past three or four years, and even the municipal market craze is pretty well run out. People are apparently "getting wise" to the facts of the case, and the ordinary grocery—wholesaler and retailer—is about as strong as he ever was as an essential of distribution.

NO MEN ALLOWED.

The phrase an Adamless Eden is an old one and frequently used. Indeed, some years ago there was a show by that name on the road and it had a certain sort of patronage which was counted profitable in the box office. There are a few hotels where neither men nor dogs are allowed above the first floor. It remained for Kansas City to do something new in that direction

and its municipal authorities have determined to have a manless park. One of the breathing places of that city is to be fitted up and set aside absolutely, wholly and entirely for women. No man is to be allowed within its sacred precincts, and if that rule is to be enforced and carried out literally, it would seem as if the park police, mounted or on foot, should be entirely feminine. It is certainly something new, unique and novel, and if the plan is carried out as projected, the practical results will be watched with interest.

Presumably the attempt will be made to have the park as beautiful as possible, as becomes those for whose patronage it is provided. Just to what extent it will be used is problematical. Married women can not go there with their families, because in all probability there will be some boys in the lot and they, under the rule, must be excluded. The idea that elderly spinsters can be accommodated there is all right in theory, but there are precious few women who care to regard themselves or be regarded as properly thus designated. The younger ladies probably will not flock there in great numbers because many of them will be invited elsewhere by young men, and frequenting this particular park may be serving notice that their society was not solicited elsewhere. It will not be difficult, perhaps, to get efficient caretakers among the women, for they are proven again and again to be exceptionally expert in horticulture. It might be reasonably expected under such circumstances that the flower beds in the manless park would be the most attractive in the whole city. The suffragists would not go there because it is the men's votes which are needed. In fact, it will be interesting to learn just who does go there, and, going, whether or not they enjoy it.

MERCHANTS AND CUSTOMERS.

The attitude of the average customer toward trade is taking on a more independent turn, and, with the merchants studying business more closely than ever before, business is becoming an art. Since the recent revival in business, the stores have been improved, the towns are spending more money for improvements, taxes are higher generally for municipal affairs and there is an air of prosperity which has a real basis in the general condition of the farming sections. Our merchants, however, are limited on one side by the shorter credits that have been imposed by their jobbing houses and wholesalers, and on the other by the hand-to-mouth buying of customers. The increased price of all goods has, too, had its effect on the housewife who seeks to economize by purchasing as little as possible—and who too often sends to the mail-order house if she can get a slightly lower price. One freight train unloaded forty shipments from a mail order house in a little town last week, and the merchants ruefully watched the process, knowing that it meant just that amount less trade for them.

So, with the summer quiet upon trade and the uncertainty as to the actual results to be expected from the immediate future, there is a

moderate buying and a waiting sentiment to see just what the early autumn is to bring forth. Many expect an end of the war, and this influences them to buy cautiously, as they argue that there will then be lower prices for staples, which are now so high as to discourage the carrying of heavy stocks.

Several years ago Government food-experts devised a method for the expeditious disposal of sharks. Had the general public not been so extremely dainty in its tastes we might now be avenging humanity, bite for bite. Shark or dogfish steak properly dressed, lightly salted, and allowed to mellow on ice over night, is indistinguishable from halibut. Tests have been made over and over again upon palates of celebrated gourmards. Why, then, has not this new food resource affected the high cost of living, since the ocean swarms with sharks and dogfish, which get themselves tangled up in fishermen's nets and prove a general nuisance to the maritime population? The reason is to be sought in the answer rendered by the public to Juliet's famous question. Shark and dogfish steaks, by some other name, would sell as quickly as halibut. Under their true names no housewife will look at them. Shark, dogfish for dinner! Then why not use some "selling" name? Unluckily, this would not be possible without a special enabling act by Congress, changing the Pure Food law with regard to misbranding. Until such an amendment is passed, or until the public comes around to Juliet's point of view, we shall still, at regular intervals, read about man-eating sharks and seldom about shark-eating men.

It would seem very difficult to declare in dollars and cents the loss caused by any particular disease. The statisticians at Washington, however, estimate that the economic loss which this Nation suffers annually from typhoid fever and malaria amounts to \$928,234,880. Just how that is arrived at with such definiteness is not explained. These figures leave out, of course, all account of sorrow, grief, hardship and unhappiness incident to the disease and its results. Of course a healthy American citizen is a National asset, and it is on this basis that the calculations are made. When it is recalled that both typhoid and malaria are for the most part preventable diseases, putting the facts into figures are calculated to make them impressive and to teach the lesson that precaution is well worth while.

According to a Philadelphia woman, a horseshoe nail worn in a woman's hair will keep her from harm. The superstitious lady fell from a third-story window and, save for a few minor bruises, was unhurt. She said if she had not had a lucky horseshoe nail concealed in her hair she would have broken her neck. If she derives comfort and satisfaction out of the belief in the luck brought by a horseshoe nail, that is her privilege, but the nail in her hair might have been driven into her head by the fall and that would not have been lucky.

HOW TO PACIFY MEXICO.

Mexico to-day epitomizes Europe during the Middle Ages and needs the same service that the Hanseatic League gave to Europe during those dark ages—protection of life and property and the opportunity to work at a living wage.

The Hanseatic League, or the League of the great cities of Europe, was a great militant commercial organization. By means of its immense resources, it maintained great armies and navies, swept pirates from the seas and banditry from the land, established factories, held great fairs in various parts of Europe and, besides carrying on great commercial enterprises of its own, fostered and protected trade generally throughout the known world. It was the handmaid of the Renaissance, and continued to exist until its great work was done, and then, in accordance with a well-established natural law, passed away.

A great corporation, organized under the laws of the United States and Mexico, with a capital of the five hundred millions, furnished by the United States Government and empowered to buy and sell agricultural and mineral lands in Mexico and along the border between the two countries, and there to carry on all kinds of industry, establish schools and churches and maintain order and peace throughout its domain, giving to all Mexicans desirous of working an opportunity to labor at a living wage and to acquire small farms and homes, would produce in Mexico a renaissance similar to that produced by the Hanseatic League in Europe, and when its work is done, it, too, would pass away, with the passing of banditry; and in its place would be found the blessings which ever accompany a general and unrestricted commercial intercourse.

Such a corporation, like the Hanseatic League, would be constructive instead of destructive; instead of wasting a billion or two in munitions of war and sacrificing thousands of lives, billions would soon be added to the wealth of Mexico and the United States, through greater production and largely increased exports and imports; the small farmer would appear, new industries would spring up throughout Mexico, and the desert would rejoice and blossom as the rose.

Such an enterprise on the part of citizens of the United States would not only be practical Christianity, but it would also pay in part a debt we owe Mexico, for it seems to be a well-established fact that our capitalists have not only exploited Mexico, but that we are largely responsible also for the unsettled conditions along the border, where in times past, it is said, even our regulars were guilty of many trespasses. Such an enterprise would also be practical economics, for the world to-day is a unit, wherein the greatest prosperity is effected by the greatest prosperity of each of its parts. It would be also practical politics, for, in the language of our National Constitution, it would form a more perfect understanding between the two nations, establish justice, ensure domestic tranquillity, provide for the common defence, promote the general welfare, and secure to Mexico the blessings of liberty instead of the evils of license.



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

August Bargain-Week in the Hardware Store.

Written for the Tradesman.

During June and July the hardware dealer pushes hard to dispose of his seasonable lines at regular prices. Shrewd buying at the start, coupled with aggressive selling methods, will leave him at the end of the season with a comparatively small amount of summer goods to carry over. Nevertheless, buy as carefully as he will and sell as aggressively as he can, there will inevitably be left overs. These are pretty sure to include broken lines, odd lots, that it will hardly pay to carry over for another season.

The solution of the hardware dealer's problem is the Midsummer Bargain-Week.

The Midsummer Bargain-Week has three advantages.

It saves the loss that would inevitably result from carrying summer goods over to another year.

It makes room for the new fall stock—and floor space and shelf space are often serious problems.

It gives the merchant more ready cash to handle his important fall buying.

There is a fundamental difference between legitimate bargains and illegitimate price cutting. The circumstances define whether the special price advertised is legitimate or not. To cut prices on summer goods at the commencement of the selling season is illegitimate; the goods then are worth the full price. The customer gets a full season's use of a refrigerator, ice cream freezer, hammock or other seasonable articles; and the merchant has every prospect of selling at the full price. By mid-August, the value of such articles to the customer is materially reduced, since he can't anticipate the full season's use of them. So, too, the merchant is face to face with the fact that their value to him is depreciated. To carry them over to another season involves additional cost; so that, although he may ultimately realize the full price, his profits will be much less.

He therefore estimates as nearly as he can the present value of the articles, taking into account the lateness of the season, the probable cost of carrying them over—and he offers them at a special figure sufficient to induce the customer to buy now instead of waiting until next year. It is merely a variation of the old, fa-

miliar law of supply and demand.

It takes into account the mental attitude of a lot of people. They have put off buying necessary summer articles until late in the season. They will in the normal course of things continue to do without, in the expectation of buying next year. But, if sufficient price inducements are offered, they will buy now. It is up to the merchant to offer these inducements.

There are, too, people always on the lookout for bargains, to whom the very word "bargain" is magically alluring. Experienced merchants declare that while bargain sales are on, they sell to many people who never deal with them in the regular way. No bargain sale will convert the out-and-out bargain friend into a regular customer at regular prices; but it is often possible while the sale is on to sell such people staple lines at the regular figures, in addition to the "specials" which are being advertised. This is a phase of the Midsummer Bargain Week that should not be overlooked by the merchant.

Many hardware dealers are apt to wait until practically the close of summer to stage their bargain sales. This is a tactical error. Comparatively few people will want to carry a summer article over until the next season for the sake of a slight price reduction, or even of a very decided price reduction. They like the prospect of getting a little use of the article in the immediate future. The man foresighted enough to look ahead and provide for next year's needs without any pressure of immediate need, has sense enough to realize that the time to buy and get the best value is right at the start of the season. The merchant's advertising appeal should be directed to the customer who has struggled half way through the summer without a needed article, who has been fighting his inclinations for the sake of his pocket-book, but who can be persuaded into buying by the prospect of immediate comfort plus a slight shading in price. A slight price reduction coupled with a month or so of actual use will prove more of a drawing card than a very decided price reduction when it is too late in the season to get any use out of the article.

Hence, the Midsummer Bargain Week should start by mid-August at the latest.

Some merchants confine the sale to a single week, and put all the energies of their sales-staff into the selling. Others spread it over the remainder of the season. Either policy has its advantages. The limitation of the sale to one week, if it is wide-

ly advertised, has the effect of stimulating the prospective customer to immediate buying. On the other hand, where the time limit is indeterminate the merchant feels that he has more opportunity of working off his stock. Individual and local circumstances help in many cases to determine the duration of the sale. A sale limited to a definite period of, say ten days or two weeks and very aggressively conducted would probably give the best results. Occasionally a sale is advertised for one week, and continued for a second week, with perhaps some added "specials."

The extent of the price reduction to be offered is also a matter for individual decision. Merchants differ on this point. The price reduction should, however, be sufficient to prove an attraction, particularly where the sale is limited to a specific period.

Some merchants advertise a dis-

Holland Ladder & Mfg. Co.

Holland, Mich.

High Grade Ladders of all kinds.
 Write for Catalogue and Prices.

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

McCray Refrigerators for Grocers

Write at once for catalog No. 70 that describes fully the McCray line of Refrigerators for Grocers and Delicatessens and 61 that describes McCray Meat Market and General Storage Refrigerators.

McCray REFRIGERATOR CO.
 644 Lake St. KENDALLVILLE, IND.

Sand Lime Brick

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

Brick is Everlasting

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

REYNOLDS FIRE SAFE SHINGLES



Reduces Fire Insurance Rates

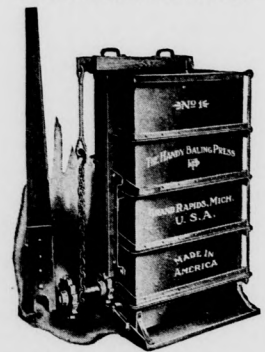
Will Not Ignite from Flying Sparks or Brands

Sold by
 All Lumber Dealers

H. M. Reynolds Asphalt Shingle Co.
 "Originators of the Asphalt Shingle"
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The Handy Press

Turns Waste Into Profit



All Steel Fire Proof Paper Baler at

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Proved by years of service

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Wholesale Hardware

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Grand Rapids, Mich.

count sale. One August discount sale advertisement I have seen offers 20 per cent. off on hammocks, ice cream freezers, lawn mowers and all enamelled ware; and a 10 per cent. discount on table and kitchen cutlery and silverware. There are other lines, of course, to be reduced, in addition to these; and the allowing of a reduction on some of these is a debatable matter.

As a rule, however, a specific reduction is far more appealing than a percentage reduction. "Completely equipped Ice-Floe Refrigerator, two shelves, thoroughly sanitary and convenient, regular \$15, special price \$12.95" will catch a lot more people than "20 per cent. discount on all refrigerators." Yet the actual reduction in the first instance is less. The difference is, that in the first instance the appeal is specific, the actual price is named, the contrast in prices is emphasized—and there is some added information given which helps the customer to visualize the article. No man cares in this hot August weather to sit down and calculate what 20 per cent. off means, particularly when not even the regular prices are quoted.

Quoting specific prices, and telling something specific—and attractive—about the goods, are two essentials to the success of the bargain sale.

The cut offered should be sufficient to prove an inducement; it need not be deep enough to involve the actual sacrifice of all profit. Some lines bear a much larger margin of profit than others, and will allow a greater reduction.

Of course, in connection with the bargain sale the merchant should aim to increase the sales of his regular lines at regular prices. The specials attract the customer to the store; the salespeople should be coached to assist and encourage and suggest the purchase of additional articles. Such suggestion can accomplish a lot toward making the mid-summer bargain sale a success, not merely strategically, but financially. The opportunity is a good one, also, for getting into touch with paint, stove and plumbing prospects, and in this way also paving the way for a successful fall campaign. Victor Lauriston.

The Way of the World.

Richard Johnson was a clerk
In Wilson's Grocery Store.
He always got to work on time,
And now and then before.

He took an interest in the place
And kept it clean and bright;
And never snarled or tore his hair
When asked to work at night.

The other clerks all laughed at him
And said he was a fool;
And loafing on the job was made
Their seldom-broken rule.

Of course, they all were mighty swift
In reaching for their pay,
But Monday morn 'twas ever found
Their speed had fled away.

Well, Mr. Wilson found his work
Was growing hard on him;
And so to bolster up the firm
He took young Johnson in.

The other people in the store
Were mad as they could be.
Why Johnson's work should win the
place,
They none of them could see.

The moral of this little verse
Is one we all should heed.
To do the very best we can
Should always be our creed.
John Albert Califf, Jr.

Change in Mail Boxes Hits Dealers.

Syracuse, N. Y., Aug. 1—You are aware, no doubt, that on July 1, this year, the Postoffice Department at Washington put into effect a ruling regarding a new type of rural mail box, which ruling automatically stopped the sale of a number of types that prior to July 1 had been approved for use on rural and star routes.

The new-style box, which is made in two sizes, is certainly good and the Department was fair to receivers of mails, in that it permits the use of old-style boxes that had been installed prior to July 1, while those boxes remain serviceable. The ruling, however, does affect unfavorably hundreds of dealers who have stocks of the discarded boxes and who cannot dispose of them even at cost price for the reason that their customers simply won't buy them, knowing that the mail carriers will not place mail in such boxes that were erected after July 1.

The National Hardware Jobber's Association and this office and, I assume, other organizations, have written the Department asking that the enforcement of the ruling be deferred for a reasonable time until dealers could unload. The Department's reply to this office was that it could not suspend its ruling, but that it would consider the question of providing a means for the disposition of old-style boxes upon receipt from any dealer of a statement showing the exact number of boxes on hand, name of manufacturer, trade name of the box and the selling price, and that its preference was for the treatment of each case on its merits.

It is fair to assume that 90 per cent. of the hardware merchants in the country have at least a few old-style mail boxes on hand and it seems to me, if the Department is to extend the time for the sale of these boxes or grant any other concessions to the merchants who write to the Department, that in common fairness to all the trade in the country such concession or extension of time should be general.

I am to-day asking our members to send to the Department the statement mentioned in the foregoing paragraph so that the Postoffice officials may have a clear understanding of the dilemma in which the merchants are placed, and it occurs to me that if your journal would give publicity to the condition which I describe and which you may verify without trouble, that the mass of correspondence and requests for suggestions from the Department be so great that the postal authorities would soon realize that it was unwittingly inflicting a hardship on an important commercial body, with the possible result of issuing a general order that would enable all the merchants to clean up their old stock without loss.

I am quite sure the trade would be glad to co-operate to the extent of selling these older boxes without profit and they should do so to expedite the general use of the new box, which is a really superior article and intended to be retailed at \$1 each.

The hardware trade would, I know, appreciate your-co-operation in this work and we hope to have it in your usual energetic style.

John B. Foley,
Sec'y N. Y. State Retail Hardware Association.

How a Dishonest Clerk Was Caught.

About the easiest way for a crooked clerk to rob his employer is to sell a man, say \$5 worth of goods, doctor his sales slip to read 75 cents and pocket the difference.

Some years ago I had occasion to suspect a leak somewhere. I took an inventory and at the same time installed a system of accurate stock keeping. A month later I took another inventory. My suspicions were

confirmed. Stock was leaving my shelves for which I received no cash equivalent. But which of my clerks was robbing me and just how was he doing it?

I equipped my clerks with sales books in which were double face carbons. I took care not to explain the significance of the latter feature. Every night I went through the sales slips, examined the backs to see if the entries corresponded with the fronts. It required about three days to nail the culprit.

One sale which read 85 cents on the front was plainly \$8.50 on the back. I was out \$7.65 on that little deal. When confronted with the evidence the culprit confessed. He had been in my employ for two years and during that period had stolen about \$600 by that simple method. The young man's father promptly made good the amount and I agreed not to prosecute. Of course, I immediately discharged the offender.

Now if there had been collusion between the clerk and the purchaser, I would not have caught the thief so easily. But even in a case of that sort, my system of checking my inventory against a stock record would have told me that I was being robbed by someone. And to know this, instead, of merely suspecting it, is half the battle.

Accurate records are absolutely indispensable to success in these days of close competition. And I can point out stores on the main streets of our great cities that fail to keep them.
J. S. Brown.

Retailers Must Wake Up.

The wife of a Michigan small town hardware dealer answered her door bell and found a peddler on the front porch.

He was selling the greatest potato-parer ever invented, and he gave a demonstration that convinced her at once, and she handed over the quarter.

When the husband came home, she showed him her bargain, and told him what she paid for it. Imagine her consternation when he said:

"I have a gross of these down in the store, and I sell them for 10 cents cash—when I find a purchaser."

The woman always has the last word, and hers was to the point: "Then, for goodness' sake, why don't you let people know what you have for sale?"

That is just what the smaller retailers will have to do. They must let people know what they have for sale, or see the big mail order houses get all the cash business, while they extend credit.

Wanted to Know.

Helen was a very inquisitive child, who greatly annoyed her father each evening with endless questions, while he tried to read the newspaper. One evening, among other things, she demanded:

"Papa, what do you do at the office all day?"

Exasperated at her persistence, he answered, briefly: "Oh, nothing!"

Helen was silent a moment, then asked:

"But how do you know when you're done?"

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Grand Rapids, Michigan



Necessity of Banking Co-operation in Small Towns.

So that my remarks may not be suspected as emanating from the domain of pure theory I will state by way of preface that before going to St. Louis the first of the year I was cashier for fourteen years of a bank in Northern Missouri in a town of 8,000 population that boasts of five banks. Whatever criticism may be leveled at the banks of that town the complaint is never made that the number is too few. About seventeen years ago the evil resulting from unregulated competition became so apparent that a clearing house association patterned after those in the large cities, was formed and this bond of union, tenuously experimental although it was at the first, has proven its worth so frequently and so forcibly during the passing of the years that the banks have come to look upon it as being almost as indispensable as their adding-machines and other business accessories. It has deservedly won the respect and the regard of its members because of the efficacious manner in which it has solved the problems that are bound to arise in every community from time to time. It has evolved from a convenience to a necessity, from a preventive against abuses to a safeguard of what is sound, from a modestly conceived group of suggestions to a frankly assertive set of regulations. Having worked under its beneficent influence during all my business experience I feel that I am in a position to attest to the value of this kind of practical co-operation in small towns and to emphasize that the clearing house as such is not a luxury to be enjoyed by the large cities alone.

There is no reason why a clearing house should not be successfully operated in any town where there are three or more banks. And, call it by what name you will, county organizations working along the same lines can be made equally effective and answer the same purpose for the banks in a county that is settled to such an extent that the banks are close enough together to be in competitive territory, which is the case almost everywhere the country over, notably so here in the State of Iowa. If there are only two banks in a town the officers should make it a point to be friends not only in a personal way but as bankers also, and to co-operate so as to keep the local situation thoroughly in hand. I have never been able to figure it out why it is that bankers from small towns will cheerfully attend conventions and make other trips with their competitors and be the best friends in the world away

from their place of residence; yet those same men on their return home will be perfectly willing to cut each other's throats for the sake of a new account.

In arguing for these co-operative organizations for the small town and the county I will undertake to point out some of the practical benefits that can be derived and, as a matter of fact, have already been availed of where the banks of certain communities have set out to do things. In looking over the Banker's Register I note that there are 143 towns in Iowa where the banks number three or more; in seven of these places there are clearing house associations. I have been unable to get any statistics as to the number of your county organizations. The fact that a few of our cities have developed clearing houses shows that the idea has at least taken a slight hold in this State. I hope that you have live, forceful associations with definite aims in view; for there are various kinds of clearing houses and some are too often found to be merely dinner-giving institutions of purely social proclivities and, naturally, with little practical results that would really justify them in the use of the name. For those already in existence, and for the places that ought to have clearing houses, but have them not. I suggest the following lines of action, mostly of a corrective nature, that can be made of especial interest to the small town bank:

Practically all of the sources of revenue for banks may be grouped under the heads of interest, exchange, charges for collections, and rentals for safe deposit boxes. A bank is entitled to a legitimate profit for all of the above services and the institution that is misled by unwise competition and fails to utilize such sources of profit to the best advantage can justly be accused of poor management. Perhaps the move soon to be inaugurated by the Federal reserve banks will solve the much discussed question of exchange; in any event, the theory that the drawer of the check is the man who ought to pay the cost of collection seems to stand good show of being sustained. If this is the case, customers of banks are likely to require drafts more than ever before. The writing of drafts is no slight task and a fee of at least 10 cents on the hundred dollars should be asked for this service. This will have the natural effect of reducing the number of drafts, which will mean a saving of time and stationery, and in my native town the revenue was sufficient justification, if for no other reason, for the existence of the clear-

Where Caution Should Rule

If your estate is small, consisting, possible of a few hundred dollars or a life insurance policy, it is all the more reason why it should be carefully handled for those you wish to protect. The appointment of this Company as executor, administrator or trustee will afford this protection.

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

Combined Capital and Surplus.....	\$ 1,778,700.00
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GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

ing house. The rule for making this charge was iron-clad, however, and the only exceptions were the post-office, the railroads, and the express companies, who would have sent actual money out of town unless they received free exchange.

As long as the sight-draft is going to be used as a last resort for collection it will give trouble wherever it is sent. At best, it is hard to make any money out of its collection, unless there is a bill of lading attached for which the bank assumes responsibility. It is nothing more than business foresight for the banks to get together and fix a scale of charges for handling such items. The same rule should cover deeds and other valuable papers left in escrow, which always require trouble and risk in the carrying out of the accompanying instructions. It is entirely too easy for banks to perform such service for nothing for the simple reason that the bank feels that the customer may seek a more easily imposed upon bank the next time he had a deal of that kind, if he is asked to pay for the service rendered. It is an equally misjudged liberality that inspires banks to install expensive safe-deposit equipment and then make no charge for rentals because they are afraid to agree with their competitors on a rate, or more likely are unwilling to trust them to enforce a rate that may be agreed upon.

Sometimes the spirit of rivalry, with the desire to show big totals, is so intense that the rate of interest on deposits runs so high that the profit on such deposits becomes a minus quantity. In addition to paying a high rate, there will be found banks who will issue certificates for almost any period the depositor desires, ranging from on demand to compounding for years ahead. I know where such a condition obtained in a town but was remedied when the banks mustered up the nerve to fix the rate at not to exceed 3 per cent., and the time for six and twelve month periods only. No interest was paid on current accounts and as it was felt that all interest bearing deposits could be handled in the certificate form it was decided that no savings departments should be installed. The burning question of where the public officials should keep their deposits was handled in a manner that gave satisfaction to all without the jockeying and ensuing bitterness that so often displays itself when distribution of public funds is made.

Your Legislature displays a most commendable generosity in providing for nine legal holidays. These days mean a great deal for every member of the working force of a bank in the way of relaxation and making a break in the routine that can become mighty dull in the course of weeks of unrelieved grind. City banks unhesitatingly take advantage of these holidays and their action is taken for granted; but the country brother, by a strong effort, takes a day off on Christmas and the Fourth of July, chiefly because everybody else does, and work goes merrily on when the other holidays loom up in red ink on the calendar. The question of fixed open-

ing and closing hours on business days is simply a matter of education for the customer. There is no valid reason why any bank, regardless of the size of the town, should keep open at any time than between 9:00 a. m. and 3:30 p. m., yet the average country banker has his doors open so much of the day that it is a question how many of them ever manage to get a balance.

Instead of having a haphazard and time-wasted manner of collecting checks on each other when there are several banks in a town, how much more satisfactory it is to have a fixed hour and place for the daily clearings. Could it be arranged more simply than to have each of the banks in turn act as the clearing bank for a month at a time. The debits and credits can easily be settled through the manager who for that month can be the clerk from the clearing bank. Payment can be optional in gold, currency or exchange, but it generally works out that a draft on a city correspondent is the most convenient form of settlement. Provision can be made, as in the cities, for the return of unpaid items and the directors room of the bank will fully answer the purpose of quarters. Fifteen or twenty minutes will suffice for the exchange of hundreds of checks involving a total of thousands of dollars.

Whatever may be your opinion of recent rumbings from the office of the Comptroller of the Currency, it will be hard to find a banker who will rise up and defend the overdraft, or the past-due note. For the erring brother who accidentally checks out more than he has and is duly penitent when his offense is pointed out, I hold nothing but kindly feeling, as that is merely an excusable exhibition of human frailty. But this patience certainly evaporates in dealing with the specimen of pure cussedness who deliberately and wilfully persists in making the book-keeper reach for the red ink pen where he has to post his account.

The man who calmly refuses to look after his note when it falls due and then becomes indignant when he receives a past due notice may be placed in the same category. If such customers are humored, it breeds laxity in banking methods and there is only one way to cure such a situation—it is for the banks to get together and put a stop to practices of this kind. This has been done with marked success in several places, especially in regard to overdrafts, since the Comptroller gently pointed out the iniquity of such a practice.

One of the abuses the Mesa County (Colorado) Bankers Association set out to rectify was the indiscriminate supplying of printed checks for customers. When a bank gives out one of its stock check books it is doing all that can reasonably be asked. If a customer wants a specially lithographed design with profuse descriptive matter on it, he can procure this advertisement, for that is all it is, at his own expense. The same county also got together on a uniform scale of collection charges for the whole county. Other matters of local interest and importance are also cared for in their county clearing house

regulations, which are comprehensive, thoroughly progressive, and will result in the saving of much money to the constituent banks. In addition, this Association performs a dual service for it also answers the purpose of a local clearing house for the city of Grand Junction, the county seat.

Always making an allowance for local conditions, every account on the books of a bank should be able to show a profit, direct or indirect, under analysis. As this fact becomes more apparent, for this is the day of the analyst, the wisdom will be seen of banks establishing minimum balances, of fixing a rate of interest on loans that will afford a fair compensation, and of insisting on the customers observing the usual banking rules. Whenever it becomes plainly evident that an account is never going to be anything but unprofitable it should be closed and the other banks advised as to the reason for such action.

The bank that intends to keep in its portfolio notes eligible for rediscount at a Federal reserve bank, realizes that it must have credit files by

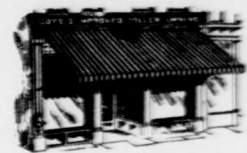


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which it can keep accurate track of the financial condition of its borrowers. Naturally, it would like to have a signed statement, renewed at stated intervals, of every borrower. If all the banks in a community require that these statements be supplied, they will be given freely and cheerfully by those who are entitled to loan accommodations. But many banks have been afraid to insist on statements because of the fear that an unduly sensitive customer may be assured by a competitor that such a requirement is entirely unnecessary. This credit information is required for the proper handling of acceptances. Unquestionably this form of credit instrument, which represents the combined credit of the bank and the customer, has proven itself of great value in other lands and it is rapidly gaining a foothold here. A wise caution in extending this privilege is indispensable and the banks are performing nothing less than a public service when through clearing house co-operation and interchange of knowledge of credits they guard against the possibility of any scandal of this kind attaching to their locality.

This same co-operation can wisely be exerted in taking care of the accounts of concerns in small towns that frequently at certain seasons have a greater demand for funds than their own banks can supply without making an excessive loan. Provided they are in funds, and with the right kind of clearing house spirit in evidence, here is an opportunity for other local banks to participate in a joint credit at profit to themselves, the borrower and the community at large.

Where competition is very keen there is always the possibility of unscrupulous borrowers so distributing their banking business as to entitle them to a total credit they in no way deserve. Every now and then we read of a crash that could have been avoided by a more candid attitude on the part of the banks. Here is where lies the chief value of the clearing house auditor who has proven his worth so conspicuously in the past few years in the large cities. He would be equally effective in the smaller communities and the best results could be obtained where all the banks in a country would be willing to join in a movement for an audit of this kind.

As all sections have their peculiar needs, the banks owe it to themselves to aid in every movement that will raise the standard of business and make for the general well-being of the communities.

The agitation for all-the-year-round highways, for the employment of farm advisers, for intensive farming and for advancement in all branches of civic and agricultural activity has shown itself as effectively in Iowa as perhaps any state in the Union. It is true that the banks are only indirectly benefited by such movements but no good banker hesitates in lending his support on that account. The aid given by individual banks may be valuable, but the results are always

more fruitful when the banks are united and can put forth the strength of their organized effort in striving to better conditions in their communities and in helping their patrons to get ahead.

I do not claim that all of these suggestions can be worked out at once. It is quite possible that I have overlooked problems of local concern with which I am not familiar, that are equally important; but any obstacle to good banking that can be removed by a display of true co-operative spirit is worth working on, and here is where lies the efficiency of an active association that may start with a few points of betterment in view and afterwards expand as it finds itself and realizes how well it can do its work.

Great Benefit From Clearing House Meetings.

Going back to my own experience with a country clearing house I believe that the greatest benefit was derived from the monthly meetings of our Association, which were attended by practically all of the officers of the banks. It was a time of frank discussion and frequently supposed infractions of the clearing house rules were brought up. It was surprising to see how often customers of some of the banks in their desire to get preferential treatment would make statements about what other banks were doing that in all cases were either absolutely false or were rank distortions. Never once in the history of our clearing house was there shown to be a deliberate breaking of our regulations. We made due note of the customer who makes trouble wherever he goes and we kept each other posted when crookedness was to be feared. During such stormy times as in 1907 we found that it is just as well to let competition hibernate for a while and by putting up a united front we weathered the storm in splendid shape. Most of all, these monthly meetings were occasions for getting better acquainted and the friendly feeling there engendered effectually prevented the personal antipathies that so frequently inject venom into competition.

In the early days of our country's development the banking business partook of the nature of the pioneer; it was crude, unafraid, resourceful, daring and decidedly individualistic. As we have become more settled it is time for our methods to conform to the spirit of the day. For the idea of co-operation among banks is in the air and just as it has manifested itself in the workings of the Federal reserve system so also we expect it to assert itself in the adjustments of all our banks toward each other wherever they may be located and whatever may be their affiliations. The history of financial legislation goes to show that unless the banks set about of their own volition to advocate corrective measures we may expect legislation far more drastic than would otherwise be the case.

As a business proposition it will pay us as bankers to get together and agree on matters that are of common concern to us. As a prominent educator stated the other day before the

bankers of Arkansas: "The motto of the eighteenth century was Liberty; of the nineteenth, Equality; and of the twentieth is Service."

R. F. McNally.

Activities in Some Michigan Cities. Written for the Tradesman.

Ann Arbor has formed a Rotary Club, with charter membership of fifteen.

The Cadillac Chamber of Commerce has ten great ends in view—development of community spirit; adoption of city plan; health and sanitation; industrial development; retail affairs; establishing a building and loan association; better street paving; good roads; building up the back country; immigration.

Beginning Aug. 1 it will cost 35 cents to get a hair cut in Lansing. The war of course is back of it.

Sturgis will have a great dam celebration Sept. 26-29 to mark the opening of the hydro-electric plant.

Flint will vote Aug. 10 on a bond issue of \$400,000 to extend the city water-works.

The Improvement Association at Thompsonville has completed its organization by election of the following directors: George Stockhill, Otto Heyman, M. T. Karcher, C. L. Bennett and A. R. Chattaway.

The city clerks of Michigan will hold their annual convention Aug. 17 and 18 in Bay City.

The Cloverland Association of Municipalities will hold its first annual convention Aug. 2 and 3 in Iron Mountain.

Olivet business places will close Thursday afternoons during the summer to allow merchants and clerks to attend the ball games.

Charlevoix will spend \$25,000 in street improvement this year.

Almond Griffen.

The chap who always tells the truth is apt to tell nine unpleasant ones out of a possible ten.

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Main Office Fountain St.
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Capital - - - - \$500,000
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Resources Over
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Largest State and Savings Bank
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To Judge Preferred Stocks

of Public Utility Companies correctly, five safeguards should be carefully considered. These safeguards are

The Earnings
The Property
The Territory Served
The Management
The Equity

Write for Circular No. R-82, which explains how these safeguards apply to the preferred stock of the Consumers Power Co. (Michigan.)

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14 Wall St., New York

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THE PREFERRED LIFE INSURANCE CO.

Of America offers

OLD LINE INSURANCE AT LOWEST NET COST

What are you worth to your family? Let us protect you for that sum.

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Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000



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

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

TENDER TRIBUTE

To the Memory of Charles Wheeler, of Detroit.

Marquette, Aug. 1—That was sad news that was flashed over the wires all through the State a week ago last Friday morning!

Since then over three thousand of his associates in the U. C. T. in Michigan are being brought to a realization of what a strangle hold Charlie had on our hearts and what a place he had in our affections. Charlie Wheeler dead! Yes, indeed, true, Oh, how true! As I pen these few lines, I realize that mine is to-day a sad, a serious responsibility—the responsibility of speaking the mind of three thousand sorrowing hearts and giving expression to the poignant grief that is ours; giving explanation for our tear-stained eyes. It is hard to become reconciled to it, but Charlie Wheeler is dead!

Our beloved friend crossed the Straits of Mackinac and arrived at St. Ignace Thursday afternoon, July 20, seemingly in his usual health. He did some of his faithful work as Secretary of U. P. Council that evening and retired, as usual, without even an inkling that he was ill, and probably did not feel ill. He left his morning call, but here our sad story begins—he never responded to that call. During the night he passed into the Great Beyond, into the unknown realms of mystery, which in health he so often talked to us about—into that bourne whence no traveler ever returns.

His last trip on earth is made—his grip for the last time is packed—his last order is taken—his last ticket is punched—his labors are ended—yes, Charlie Wheeler is dead.

I must avoid, as much as possible, any personal subject matter, as I wish this letter to be as stated—an expression of three thousand U. C. T. friends speaking as one man, but I can not refrain from saying that during our twenty years' of personal acquaintance I have admired him for his magnitude of caliber, for his gigantic strength of character and personality, for his educational attainments, for his literary tastes and in the particular selection of choice of literary bent or preference you can bank upon it that the gems of literature which he stored up in his heart and mind and was prepared to recite offhand were the selection of such gems as would suggest the love and trust of man toward man.

So much for admiration. Now during the last six or seven years we have been drawn closer to each other. I saw so many lovable attributes in the man, so many delightful traits in his character, so many strong things in his personality, so much that compelled respect, that I got past the stage of admiration and found myself in an attitude of affection for him—ours was a true friendship. We have had, during these happy years of mutual affection, some turbulent times, too—misunderstandings, differences, disagreements, but we never quarreled. The friendship was too deep-seated and our differences only served to cement our friendship into a more concrete, a more substantial form.

Again as one of three thousand U. C. T. boys, I speak this time with three thousand voices. I have lost a dear, a very dear friend. We of the Grand Council will miss his fine appearance, his eloquent appeals, his wise council, his radiance of manner, his intelligent wit and his everpresent sense of humor. In our local Council at Marquette our loss will be felt perhaps more keenly, as he was the one man on whom we all could lean for strength and support. U. P. Council, with its large membership, its influential position among councils of the State, is the piece of handiwork to which we can point with pride as the work of Charlie Wheeler and we will try to conduct our Council during the

years to come as a monument to his memory.

The history of the U. C. T. in the Upper Peninsula is the history of Charlie Wheeler's life.

As the intrepid Father Marquette in the earlier years penetrated the primeval forests of the Upper Peninsula, holding aloft the Cross in the one hand, and the prayer book in the other and, with the love of God in his heart, brought the Gospel of the Son of God to the Indians, so Charlie Wheeler in 1897 crossed the Straits of Mackinac for the first time, bringing with him the grip and catalogue of hardware in the one hand and the banner of the U. C. T. in the other, and with the strength of only a Wheeler against obstacles and dif-



The Late Charles A. Wheeler.

ficulties, firmly and strongly planted the seeds of the U. C. T. all over this Peninsula, so that to-day we have a strong and influential organization which, as stated, will be cherished as a monument to his memory.

His home life was ideal. Such a delightful, jolly good fellow he was with his wife—a real chum, and with his boys just a great big kid—such a man! Such a rare character! Charlie Wheeler dead! And so loved as you were among us must we say, Good-bye, Charlie? No, Au Revoir—until we meet again a little later and continue through eternity the friendship we have enjoyed in this temporary vale of tears.

To his widow and to his three boys we extend the friendship and sympathy of our hearts.

We have spoken of the loss of a kind friend, but their loss is greater because it is the loss of a loving husband and father. Let us be comforted with the words of the dying martyred President McKinley, "It is God's way, not ours. Thy will be done."

For the information of our interested friends the last sad rites were held at his residence, 3042 West Grand boulevard, Detroit, Monday, July 24. The impressive burial service of the Episcopal church was used.

In the pall bearers U. P. Council, Cadillac Council, Detroit Council and the Grand Council of Michigan were all represented, and Cadillac Council did U. P. Council a favor which we will ever appreciate in putting on the most beautifully impressive burial ceremony of the U. C. T. at the grave.

All that is earthly of him rests peacefully in the beautiful Evergreen cemetery at Detroit.

Requiescat in pace.

Thomas F. Follis.

When an intelligent crook makes a mistake he fixes things so that another gets the blame.

A self-made man is as proud of the outcome as he is of his income tax.

Exchanges Worthless Checks For Merchandise and Money

Several Grand Ledge merchants would like to meet up with one George Hazen, who mingled with that community on July 4. His mingling was all to the good for George, who managed during the day to exchange a number of slips of paper, purporting to be checks on the American Savings Bank of Lansing, for a little real merchandise and much money.

It was the same old game of purchasing a small article and offering a small check in exchange, the check always being larger than the purchase. At least one of the checks was signed "G. E. Marton" and made payable to George Hazen. The Lansing bank says Marton has no account there and is unknown to the bank officials.

Don't cash a check for a stranger unless he is vouched for. If you want to accommodate him, have him put up for the telephone tolls and call up the bank on which the check is drawn, and at the same time get a corroborative description of your man. After you have done this, decline to exchange your cash for a doubtful slip of paper.

It is a matter of common knowledge that the Stillman Department Store, so-called, doing business at the corner of Monroe and Ottawa avenues, has not proved to be a success and that the ten year lease which it holds on the Aldrich building at the rate of \$19,000 per year is the only thing which deterred Mr. Stillman from abandoning the field. It is stated that this obstacle has been removed by the sale of the lease to the

John A. Hengerer Co., which will assume the lease on Sept. 1, handling women's ready-to-wear goods and shoes. The Hengerer Co. will have a capital stock of \$100,000, all paid in in cash. The failure of the Stillman store to make good is not a matter of surprise to men of wide mercantile experience; in fact, the strange feature of the situation is that so shrewd a merchant as Mr. Stillman is reputed to be could expect to register a success under such contrary conditions. The location is adapted to fine goods and the carriage trade. The line of goods carried is adapted to the shawl trade, so-called, which might be secured on West Bridge street—possibly on the upper section of Monroe avenue—but most certainly could not be attracted to the center of the shopping district.

Some people can travel almost as far on their nerve as others can on an excursion ticket.

The bells in the choir may bring more young men to church than the bell in the steeple.

Investment Buying

Does not put the stock market up because it is done on reactions.

There are good chances to make money. Let us assist you.

Allen G. Thurman & Co.

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affords all who intrust their valuables to the fire and burglar proof confines of its safe deposit vaults. This absolute insurance costs only \$3.00 a year upward.

Ottawa at Fountain

Both Phones 4395

KEY TO THE NEW WORLD.

Cuba, the Bulwark of the West Indies.

Written for the Tradesman.

For an hour we stood on the deck of the Cadiz, in Ponce Harbor, Porto Rico, intently watching the great anchored ship receiving her load of freight. It stands some distance out in the bay. While the shore is lined with spacious docks and piers, it seems that the dockage charges for foreign ships are prohibitory and many a vessel anchors out in the bay while its cargo is brought in lighters, hoisted up in great rope nets, and lowered into its hold by electric power. Of course, this lack of enterprise impresses the American, accustomed as he is to time and labor saving methods and devices, but here nothing is so cheap as human labor or so abundant as time. Scores of Spanish and negro laborers fill the great nets with sacks of coffee and sugar, barrels of cement and receptacles of various kinds of merchandise, and other scores receive them deep down in the ship's hold and store them away. The custom of loading and discharging cargoes still obtains in most parts of Cuba, due largely to the power and influence of lighterage interests. About 6 o'clock the last load disappeared down a black hole; the jolly workers tumbled into launches and moved away to shore, laughing and shouting; the ship weighed anchor and moved majestically out to sea.

For another hour we stand upon the dock watching the receding harbor and city, radiant in the golden glory of the setting tropic sun. The picturesque old Spanish city of Ponce, extending around the crescent beach and back over the coastal plain, in a setting of green and radiant mountain ranges ascending and blending into the rich blue of the distant sky line, gradually fades away from one's enraptured vision like a magnificent moving picture—a scene of incomparable charm which can never be obliterated from one's memory.

We finally turned away from this rapturous view to explore our temporary floating home. We boarded the great dark gloomy looking old Spanish ship with a feeling of apprehension which was soon happily dispelled as we wandered over its spacious decks, through its comfortable, old fashioned rooms and commodious cabins and mingled with its kindly, courteous officers and crew. The Cadiz is a big freight and passenger ship of some 15,000 tons capacity. It carried on this voyage a small number of first-class passengers, including our own esteemed company, and a large assortment of second-class and steerage passengers, the latter consisting principally of natives of varied colors, mingled promiscuously together under a great canvas covering on one end of the ship, lounging and sleeping on boxes, chairs and the open deck, and boarding themselves. Most of these steerage folk, with their crude and simple belongings, were going to the cane fields of Cuba, lured by the promise of larger wages for harvesting an abundant crop. With all their hardships, they were a

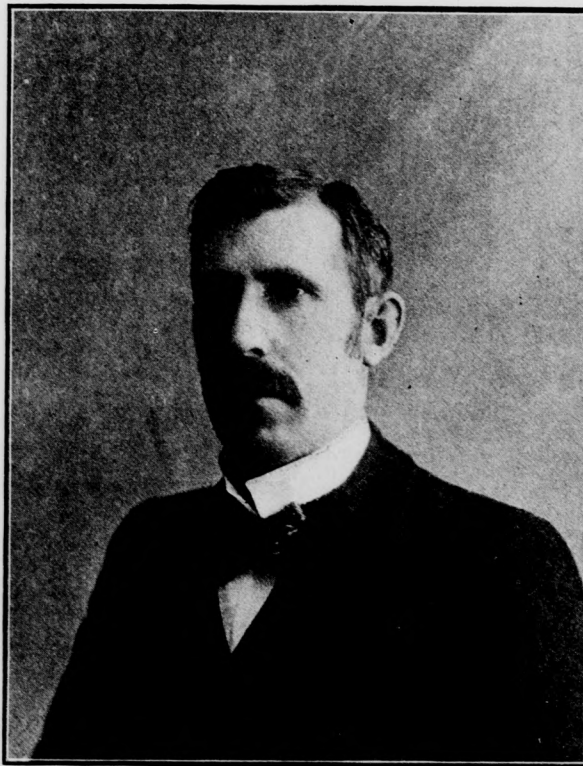
happy, joyous crowd—an interesting pandemonium to look upon.

It was through our first dinner on board the Cadiz that our Spanish hosts found the proverbial way to our yearning hearts. Contrary to our anticipations, we were regaled with the choicest and most varied food and elaborate service in our journey of 7,000 miles. For two jolly hours we were deftly served with course upon course of a sumptuous menu, interspersed with old Spanish wines, to which we vainly tried to do ample justice to the extent of our regretfully inadequate capacity. The ship carries live cattle and fowls on deck to be slaughtered as required.

The island of Porto Rico was soon lost in the darkness. The following day we sailed peacefully over the rippling blue and sparkling Caribbean

us that the importance of these naval stations is not fully appreciated by our people. These Caribbean waters will be the scene of future activities in defense and maintenance of the Monroe Doctrine and the protection of our territorial possessions. The essence of this doctrine is that the United States will not permit the territory around it to be taken by foreign powers who might use it against American interests and perhaps make of it a base of harmful aggression against us. Through these peaceful looking waters are the approaches to the Panama Gateway so important to the future commerce of the world. It will be necessary to police and guard these approaches to maintain order and law in the islands and adjacent territory, so that none of them may be seized by any power of the

It has the appearance of having seen better days. Spain, as mistress of the seas, seems to have acquired the Morro building habit. The Spanish word meaning "headland" is applied to any old Spanish fortress having such a position. Like the Morro of San Juan, this one is built on solid rock in part hewn out of the rock and in part built of massive masonry beaten, worn and gray by centuries of storm and tide. From a distance it has the appearance of a natural formation modeled and modified by human touch. It is a grim, mysterious, obsolete relic of days that are dead. As the ship approaches one looks in vain for an entrance to a harbor and the ancient city of Santiago which he knows should be thereabouts, but no semblance of an entrance is visible until we reach the great protruding point of the massive rock, when a passage about as wide as Grand River suddenly comes into view. The vessel noses into this historic gateway between the bluffs. Of course, everyone is looking for the narrow passage way that Hobson entered a blackened bulk on a dark night of history and sought to block and bottle up Cervera's fleet in the famous harbor not yet visible. The spot where the historic and daring attempt was made is pointed out. The old ship was sunk and anchored across the narrow neck so as to completely accomplish its purpose, but the explosion that followed in sinking it swung it around to one side, leaving part of the passage way clear and permitting a ship to pass. Hobson swam to shore in the rain of shot and shell that enveloped him; was captured and placed in one of the dungeons of old Morro a few yards away, where even an ubiquitous Yankee was supposed to be secure. Hobson's object, through no fault of his, was not fully accomplished, but it was a daring and heroic act, a fearful chance which exemplified the courage, ingenuity and majesty of the American sailor, entitled him to all the plaudits and kisses that were showered upon him and is deserving of the eternal honor and gratitude of his countrymen.



George Clapperton.

waters in sight of the gray and barren looking coast of San Domingo, that blot upon the map of the glorious West Indies, notwithstanding its natural advantages and beauties. The following morning we sighted the Eastern coast of Cuba, passed the famous Guantanamo harbor, into which the great Atlantic squadron of the U. S. Navy was stationed, a most impressive and thrilling sight to us Americans.

"'Twas worth ten years of peaceful life,

One glance at their array."

Guantanamo harbor, it will be remembered was the principal of two great harbors reserved by Uncle Sam after the Spanish war, and the relinquishment of the fair possession of Cuba, "Pearl of the Antilles." It is now a great U. S. Naval Station which commands the ocean highway from North to South America and the entrances to the Caribbean Sea and Gulf of Mexico. As we view and meditate upon this sight, it seems to

old world who might use them to our disadvantage. Future naval operations will therefore include defense of the Panama canal and all its approaches including the Northern coast of South America, the defense of our own coast and the islands of the West Indies. The great American countries south of the equator are becoming capable of protecting the Monroe Doctrine in South America, thus circumscribing the area of our domination, which will be largely confined to these waters. From this viewpoint, one gets an adequate conception of the power and mission of our high seas fleet stationed here. (As we write these lines some weeks after our trip, this great battle fleet of ours is steaming at high speed through the Mexican Gulf to meet and doubtless vanquish the high seas fleet of Mexico. We trust it may at least receive the compliment of a belated salute.)

From Guantanamo, another old Morro castle looms in the distance.

Following a serpentine channel for a considerable distance, we emerged into the inner harbor at the Northern end of which is located the quaint old city of Santiago. This land blocked harbor is six miles long and has a maximum width of about three miles. As we approach, the place of anchorage of the ships of Cervera's ill fated fleet is pointed out and we recall the sad but glorious days of destiny when his fated battle ships steamed out of this harbor of refuge past Hobson's stopper to their final plunge to the bottom of the sea under the resistless projectiles of Sampson's guns. The fateful voyage that thrilled the civilized world was as brave as it was foolhardy. Why do men in the rage of conflict, facing the hopeless inevitable, deem it a soldier's duty—a demand of honor—to plunge into inglorious slaughter and recklessly go to destruction, instead of following the saner and wiser course of yielding to the inevitable and preserving human life?

Santiago is not, as the stranger sup-



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Feilchenfeld Bros., Chicago, are carrying on a large and profitable grocery business.

And since N. C. R. Receipt-giving Service has been adopted their profits have steadily increased and unnecessary losses stopped.

The proprietor's viewpoint

Mr. Bismarck Feilchenfeld one of the partners said:

"This business success is made possible largely through the accurate assistance of that National Cash Register. Without it I would require at least two accountants figuring all day long. The result of their calculations could not be had until next day.

"That means that I would have to stay and work at night auditing my books long after the store is closed."

Exact information at a glance

"Instead, to-night at closing time I'll know just exactly what we did to-day—how much

was charged out, how many orders went out C. O. D., how much for cash was sold during the day—all in totals, as fast as I can read them from the register.

"Printing each transaction on duplicate slips, as it does, eliminates disputes. The customer knows that a National Cash Register makes no mistakes in figuring.

"My reliable secretary"

"Its saving in time, labor, and worry over details leaves me free to plan and carry out ideas for the improvement of business, while the accuracy of transactions, curtailing of expense, and elimination of waste in money and time are taken care of by my reliable secretary, this National Cash Register.



But you don't have to have a big store to make the complete 1916 Model National Cash Register fit your business and multiply your profits. Fill out the coupon and we will send you information that fits your store and your business.

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poses, located on the sea. It is in a sense an inland city connected with the sea by a natural passage. It is about the size of San Juan and, like it, is approached from the South. It was founded by Diego Velasquez in 1514 and is probably the oldest city of importance in the Western Hemisphere. To the magnificent beauty of its situation in the tropic hills is added the charm and interest of its romantic and tragic history. Here in this sheltered water was fitted out many of the expeditions which explored the continents of North and South America and slowly traced the outlines of the map of the Western Hemisphere and extended the constant sunlit boundary of the empire which vanished from that hemisphere with Cervera's fleet four centuries later. Santiago is another typical old Spanish trade and commercial city. It has some fine modern hotels and public utilities, but the general appearance of the city, its buildings, its population, its customs and life are distinctively old time Spanish. Houses and other buildings of ancient Spanish type abound throughout the city. From any point of prominence—one's hotel window, for instance—one looks out over red tile roofs to the surrounding hills and the placid waters of the bay and down steep fantastic, narrow and well paved streets, thronged with quaint and curious Spanish speaking natives and every mode of conveyance from automobiles to barefooted men, women and children burden bearers. There are many points of historic interest in and about the city, the cathedral, the old cemetery with its patriotic graves, Morro castle, San Juan Hill, Peace Tree, El Caney, etc.

Of course, the American is most impressed with the fact that practically all of the serious engagements of the war between the United States and Spain on land and sea occurred in the vicinity of Santiago. That war began and ended there. So about as soon as we were fairly settled in a quaint old Spanish hotel, we got in line with the American procession wending its way to San Juan Hill, a name to which greater importance is attached in our country than in this. In fact, it has been so cheaply personified in the minds of Americans as to acquire an exaggerated importance as a battle field and there is nothing extraordinary about it in any other way. It was a rather sultry afternoon in March as we approached San Juan Hill on foot. We paused to rest under a magnificent great silk cottonwood tree called the Peace Tree. Beneath its welcome shade, General Shafter, commander of the United States force and the general in command of the Spanish army held the protracted conference that terminated in the preliminary treaty of peace. It is now enclosed and numerous bronze tablets around it recite the events of the battle and contain the lists of names of the men in different regiments who fell upon this field.

Winding our way to the top of San Juan Hill, we ascended the stone stairway to the top of the block house on this summit, whence a clear view of surrounding country, the city of Santiago and the inner harbor is ob-

tained. Our guide who in a United States Calvary regiment participated in the famous charge of San Juan Hill, pointed out and explained the positions of the forces engaged and the incidents of the battle. The United States Army under Shafter landed on the Western coast of Cuba, made its way through the hills and took its position north of the hill tops occupied by the Spanish forces defending the city of Santiago. The valley at the foot of San Juan Hill was filled with water through which our forces had to pass under the fire of the Spanish in order to reach the foot of the hill. Around about may be seen the remains of various lines of trenches consisting of excavations in solid rock about two feet wide and five feet deep in which the Spanish soldiers found protection as they poured their sanguinary volleys into the charging ranks of the American invaders. The points of interest and importance in the conflict are visible from the top of the block house and El Caney, some miles distant, is easily seen. Our guide gave us a graphic description of the battle pointing out the location of the various forces that participated. We noted the emphasis placed upon the description of General Shafter's headquarters, General Joe Wheeler's movements and other historic characters and incidents and the omission of reference to the movements of the exploited "hero of San Juan Hill," whom we had come to regard as the colossal figure of the great battle field. We were finally constrained to enquire as to the part of the Colonel and his famous rough riders, who, it seemed to us, were being inadvertently ignored by our guide. With a rather cynical smile he replied, "Now you have asked me, I will say that the Colonel and his rough riders did not take part in the charge of this Hill. They were in action over yonder, on Kettle Hill, or Little San Juan as it is sometime called, a mile or two away. The rough riders were ordered to charge through a ravine between Kettle Hill and a ridge to the west of it and attack the Spanish force holding a vantage point beyond. They rushed into this ravine four abreast, conspicuously exposed to the deadly fire from the Spanish infantry beyond. The ranks were quickly decimated and they were compelled to retreat to the farther side of Kettle Hill with heavy losses. Then General Joe Wheeler came up and said to the Colonel, 'We will try a little different tack this time in conjunction with another regiment. You form your men in single Indian file on either side of the ravine, so they will present less exposure.' In this way they assisted in taking the Spanish position in pursuance of the plan of attack of Little Joe. The Colonel gave the order and the rough riders did the trick in the manner mentioned. In other words, the plain inference was that the first charge was a blunder, resulting in considerable loss. The last one was successful. To Little Joe it was a mere incident of the far flung battle line, not of sufficient importance to require special mention in the reports of the glorious victory."

The most fascinating drive out of

Santiago is over the "Million Dollar Road" built by General Wood, extending to the top of Boniato or Sweet Potato Hill, as it is called. The road is called "Wood's Folly" by unappreciative natives, but it is a bully good road, a practical object lesson to the country and a substantial source of revenue from tourists, few of whom fail to take it. It makes the seemingly impossible ascent to a point several thousand feet above the sea level where one gets a magnificent view of the country around Santiago, the city and harbor and the dominating sea beyond. Santiago is an important commercial and trading city, the terminus of the Cuban Railroad, which traverses the island from Havana for a distance of about 800 miles. The market, stores and shops which line the busy narrow streets are a constant source of interest and fun to visitors and afford charming glimpses of the life and activities of its strange population. Numerous wholesale institutions, some of them founded generations ago, supply the trade of Eastern Cuba. Its excellent harbor makes it a shipping port of the products of the island and attracts the vessels of all countries engaged in over-seas commerce. It is the point of divergence of the great highways

of the surrounding sea. Its chief products are sugar, tobacco and rum. Vast quantities of these products supply home consumption and are exported over the world. Each island of the West Indies seems to have its distinctive beverage. Here is a variety of mixture concocted from the native rum. The famous Dacquiri, a process discovered by a United States naval officer of sociable proclivities, made of rum and the juices of lime and other fruits, is a deliciously popular beverage and a source of constant inspiration to the American visitor. We were reliably informed by some of our companions who were disposed to experiment along this line—and do as the Romans do—that there were other compositions equally rejuvenating, a statement confirmed by observation of the visible results.

The most popular place of amusement is Vista Alegre, located a few miles out of Santiago, reached by good roads and a street car line. It consists of a park and gardens, in the midst of which is a very attractive theater. Lunes 13 de Marzo de 1916, (which in United States is March 13, 1916) we enjoyed a rendition of Il Travadore by a creditable Spanish grand opera company, the leading part being taken by a talented American



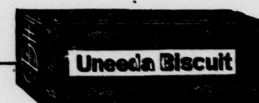
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woman, whose beauty compared favorably even with her Spanish associates. The music of Cuba, especially that rendered by colored people, gives more noise for the money than that of any other place in the world.

While there are several interesting inland towns in the long island of Cuba, the shape of which has been likened to that of a hammer-headed shark, the chief places of interest are Santiago in the Eastern and Havana in the Western end. Cuba from point to point is about 900 miles long and from twenty-five to 100 miles in width. It is a rather flat or rolling country except at the ends. The Eastern end is somewhat mountainous, one peak rising about 8,000 feet above sea level, giving that part of the island a picturesque appearance in marked contrast with the central part. There are lower mountains in the West. It is a land of bright sunshine and genial climate.

The long, tedious ride from Santiago to Havana, with the indifferent accommodations of the Cuba Railroad, seemed unattractive to us, so we changed our route and proceeded to Havana via Jamaica and Panama on the comfortable boats of the great White Fleet of the United Fruit Company, which has a fairly satisfactory cinch on the carrying trade of the Southern seas. This route is about 2,000 miles longer and takes a couple of weeks more time, but as we have noted, time and distance are quite immaterial in these delightful Southern lands and seas. We have abundance of land travel and scenes in our ordinary world and preferred the strange fascination of these sea routes, where past environment and cares seem like something vaguely remote, fading quickly away from memory that one has not the desire and does not try to recall. For the time being we are in a different world, free from care, a veritable paradise enjoyed to the utmost. We left home March 1 and reached Havana April 1, during which interval we were not troubled by a line or word from home. Brief wireless bulletins gave us the only tidings of the outside world, but "we should worry."

Passing for the time being the interval of our voyage from Santiago to Havana, we note here for the sake of connection our experience and impressions of Cuba. In Cuba, as in Porto Rico there is an exceedingly high illegitimacy rate, estimated now at 25 per cent. or more of the native population in Cuba and formerly 60 per cent. in Porto Rico. This social state strikes the superficial observer from a land of higher standards and loftier ideals as very shocking, but it doesn't seem to shock anyone very violently in these Spanish West Indies. It doesn't seem to be considered as necessarily immoral or illicit. It indicates rather the absence of legal or ceremonial marriage. Men and women live faithfully or otherwise in conjugal association and rear families. The man has his selected "woman" the woman her selected "man." They have a degree or standard of home life. The relations of parent and child are maintained and filial obligations are recognized. Custom

in this regard takes the place of the marriage sacrament and contract. True, some of them doubtless prefer freedom from the ties and obligations of monogamous conjugal life and the easy way of severing relations that may become irksome or incompatible. Some, perhaps, like Bernard Shaw, think no one should marry for worse and favor the opportunity for domestic experiment and trial.

This state is said to be due largely to causes which reach back through centuries of Spanish rule to a time when wives at best and sometimes husbands as well were property—and, later, to the domination of individual life by church and state. Even during the later Spanish civilization marriage was a sacrament rather than a contract and was under the absolute authority and control of the church to the exclusion of the state. The sacramental fees imposed for the marriage rites were so high as to be prohibitory to the average native. By these little preliminaries the Almighty was prevented from joining the one man and the one woman together in the holy bonds of matrimony. In other words, they were literally too poor to get married. But the inexorable laws of nature and the instincts of sex were stronger than the dispensations of the church, so the native ignoring the marriage sacrament formed some bonds himself. He established a custom which in a crude way sought to accomplish the purpose of maintaining family relations and perpetuating the race. While the result was deplorable from the viewpoint of the ordinary standards of our civilization, the concomitant evil of marriage—divorce—was avoided. Those whom man himself had joined together were as easily put asunder when the union proved undesirable or inconvenient. So custom took the place of marriage. While the perfect, idealistic martial state of our social order was not fully attained, these Spanish natives, having no choice, worked out a social order of their own as best they could under existing conditions.

When the United States Government assumed control and jurisdiction over these Spanish peoples, provision was made for the legalization of marriage by contract through state officials at nominal cost and, as a result, social conditions in these respects are gradually changing. By way of illustration of the effect of this change in Cuba and Porto Rico, incidents were related to us of a young man and his chosen mate, together with his father and mother and grandfather and grandmother being married at the same time by joint official ceremony. Thus there has been a rapid and definite advance in the way of a better system of conjugal relationship and an increasingly higher percentage of marriages, which will, doubtless, keep pace with the improvement in social and economic conditions of men and women in these Spanish West Indies. Moreover, there seems to be more co-operation between state and church by way of improvement of these conditions. In this connection, it may be noted that since the end of the Spanish domina-

tion, protestants have been permitted to build churches in Cuba, and the former intolerance of the church supported by the state has materially abated. The fact that there are 100,000 less women than men in Cuba may have some significance in this regard.

Our attention was recently called to Flandrou's Viva Mexico, recently published in Mexico, in which the author tells of a philanthropic ranchman who hired a priest by the month and offered free marriage to the neighborhood. The padre was overworked and the author moved to pity by the sight of three generations of peons being married by a single ceremony. It is related that in Mexico marriage fees out of reach of the poverty stricken population restrained marriage, without decreasing the popularity of the family state.

Our readers are, perhaps, more familiar with Havana and Cuba than the other countries in and about the Caribbean Sea. Cuba, the largest of the West Indies islands, is the most important strategically. It was Spain's last possession in these waters. The tragic signal for the final struggle for the freedom of Cuba was given on the historic night of February 15, 1898, by the blowing up of the Maine, long remembered, and the reign of the Spanish closed with the blowing up of Cervera's fleet by Admiral Sampson at the other end of the island a few months later.

As we approach the island on the bright summer morning of April 1, a beautiful city arises from the sea

looking its very best, the first and greatest among West Indian capitals, and forms a memorable picture, tinted by the morning light. It is but little above the level of the surrounding water and slopes gradually up from the harbor. Three centuries ago Valasquez called Havana the key to the New World, a very appropriate designation then and now. It commands the straits of Florida and the great Gulf of Mexico. It is one of the busiest ports of the tropical world. Its magnificent harbor floats the ships of all countries. More merchandise enters and leaves this harbor than any in the United States except New York.

Here again a dingy old *Morro* adorned by the flag of Cuba built in 1597 greets us on our side of the harbor entrance as we approach. Beyond on the heights opposite the city are the extensive old fortifications of Cabana. On the other side of the harbor entrance stands the old bastion of LaPunta and the *Malecon* which means embankment or wall, consisting of a park in the center of which stands an orchestra pavilion of classical design with twenty Ionic columns supporting an entablature and dome, and inscribed with the names of great musical composers, and a magnificent promenade, with asphalt driveway along a crescent beach. The harbor entrance is only about 1,000 feet in width. Beyond the ancient forts, through the entrance flash the blue green waters of the great inner harbor breaking against a coral coast. The harbor expands



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from the narrow entrance into a magnificent and commodious bay two and one-half miles wide. Beyond the harbor entrance stands the ancient Spanish fortress, LaFuerza, a striking relic of the remote past, the oldest fortification in America, built before Morro castle in 1538, the time of de Soto and the old sea rovers and free booters. On its tower stands a bronze Indian maiden holding a cross and facing the sea, known to history and fame as LaHabana.

The hyphenated Spanish-American city has a population about 350,000. It rises majestically from the waters of a peninsula formed by the bay on one side and open sea on the other and presents an exceedingly attractive appearance from the viewpoint of our ship's deck. In the old Spanish days before its Americanization, Havana was described by the historian Froude as follows:

"Havana is a city of palaces, a city of streets and plazas, of colonnades and towers and churches and monasteries.

"The Spaniards built, as they build in Castile, built with the same material, the white limestone which they found in the New World as in the Old. The palaces of the nobles in Havana, the residence of the Governor, the convents, the cathedral are reproduction of Burgos or Valladolid, as if by some Aladdin's lamp, a Castilian city had been taken up and set down unaltered on the shore of the Caribbean sea."

The preliminaries to landing kept the ship anchored in the bay for some time, affording ample opportunity to get an excellent view of the city, the castles and fortresses on either side of the entrance, and the busy life and activities of the famous harbor. The official routine and deliberate procrastination of numerous courteous officers who come on board to solemnly examine the passengers and minutely inspect the ships papers is somewhat trying to the passengers impatient to land and explore the beckoning city, glimpses of whose long narrow streets, towers and great solid buildings and green avenues have been obtained while waiting.

In the course of time, however, we land at the wharf, pass safely through the ordeal of the custom house, drive through the narrow winding, cavernous streets of the old town to the celebrated Hotel Ingla-terra, a quaint old modernized Spanish place located on the beautiful Central Park in the very midst of the social life and activities of Havana.

A charming feature of this fine old place is the ornamentation of its walls with varied colored Moorish tile from Spain, in Andalusian style like the Alhambra and other old Moorish structures. From our balcony we had a magnificent panoramic view of Central Park and the Prado and the distant Morro Castle jutting into the sea.

The numerous parks of Havana, cleaned and renovated since the American conquest, with their magnificent tropical trees and flowers, their statues and fountains, cool and inviting, constitute one of the most delightful features of the city. They

are particularly attractive at night when electrically lighted and thronged with a strange, jolly people who seem to live mostly out of doors. Havana, styled the Paris of the West Indies, is distinctly foreign in its physical appearance and its population. Its streets are for the most part clean and well paved, the old streets narrow, the new wide and commodious. Many of its buildings are imposing and attractive, the style of architecture is solid and heavy giving the impression of massive and enduring construction. The streets were originally laid out and buildings constructed with reference to the climate. The old Spanish idea was to build solid, massive buildings on narrow streets in a hot climate and wide streets in a cool climate. Thick walls and heavy roofs on narrow streets protect from the excessive heat of the sun and are conducive to coolness and comfort. Unglazed windows and grilled doors, large rooms and high ceilings permit free circulation of air.

The open air life is obviously conducive to the health and physique of the people. Havana has the appearance of a busy city and a busy life. While there is much of the ancient in its appearance, custom and life, it is rapidly becoming modernized in its customs, improvements and utilities. One notes the comparative absence of black men, the population being mostly white and light colored. There are, of course, many negroes but more swarthy Cubans and Spaniards. Most of the population speak Spanish but many speak English as well. While the "Americano" is not the object of lavish affection, he receives most demonstrative attention and pays the price.

The city has an extensive and fairly efficient street car system and myriads of carriages, cabs, automobiles and fords make up the adequate transportation facilities. Fares are regulated by city ordinances and are exceedingly reasonable. Hotels are in that respect self-regulating, particularly with American travelers, but the accommodations are good. An army of intelligent trained guides with excellent conveyances contribute to the interest and pleasure of the sightseers and a few leisurely and comfortable rides about the city and its environment under the direction and instruction of these guides give one a good idea of and acquaint one with its chief objects of interest, its history and its activities. One first explores Central Park, the entire area of which, except where trees and shrubbery and flowers grow, is paved with cement. It is surrounded by hotels, clubs, theaters, including the magnificent National opera house, cafes and stores. One notices, particularly, the colossal statue by the famous Cuban sculptor, Saavedra, of Josi Mart, the Cuban patriot who inspired the last Cuban struggle for freedom and who died in one of the first battles in 1895. The average Cuban seems more appreciative of the devotion and efforts of the native patriot than of the action of the United States in securing real liberty, independence, and a higher civilization.

Through this action of the United States he has attained greater progress and prosperity in a single decade than he could possibly have realized alone in a long century, for, notwithstanding all the effort and sacrifice of the Cuban people, the cause of Cuban independence languished and would not have been achieved for centuries without American intervention and the war for humanity.

The transformation due to American occupancy and protectorate is perfectly marvellous, yet the majority of Cubans apparently chafe under our friendly protectorate. Their spirit of independence exceeds their judgment, wisdom, appreciation and gratitude. They are more attracted by shadows than substance. Economic, social and commercial freedom seems of less consequence to them than in efficient and unrestrained self government. Experience and wisdom will, doubtless, ultimately achieve self-government and bring a better realization of all that America has done

and is doing for an alien and needy people.

Along the westerly side of Central Park and extending in either direction from it is the Prado, the finest and most picturesque thoroughfare in Havana, the pride and delight of its people. Some of the principal parks of the city are on this thoroughfare—to the south Columbus Park with its royal palms and fountains, to the north the old fortress of La Punta, now a pleasure resort for music lovers. Extending westward therefrom is the Malecon, the sea wall built by General Leonard Wood, protecting a magnificent driveway following the curved shore line which, with its fine mansions on one side and the green and blue waters of the gulf on the other, is one of the finest drives in tropical America.

The Prado originally lay outside of the old city walls and took its name from the famous Prado of Madrid. The greater part of the

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present city lies beyond the Prado on the west and south. The old books of travel lore describe the original building of this now fashionable promenade by convict chain gangs, sentence to which was equivalent to a sentence of death. It was largely remodelled by the Americans, by whom its fine concrete walks were laid. The Prado, with its central avenues of laurels and between the laurels its beds of plants and shrubs and flowers, a double promenade with a drive on either side, the carriage course being up one side and down the other, its magnificent stone houses with their balconies, colonades with Doric or Ionic columns, massive doors through which when open glimpses of marble stairways appear, built perhaps around an open space or patio filled with shrubs and palms and fountains, its glistening asphalt pavements filled with carriages and motor cars and merry throngs, presents a scene of happy gaiety, reminding one of the Champs Elyses of Paris in miniature and is one of the finest sights in Havana. We saw it and Central Park at the time of carnival festivities thronged with equipages adorned with flags and flowers, paper streamers and whirling "serpentinatas" and "confetti," filled with gaily dressed and masked merrymakers, the buildings and walks crowded with spectators, a scene of unrestrained gaiety typical of Havana.

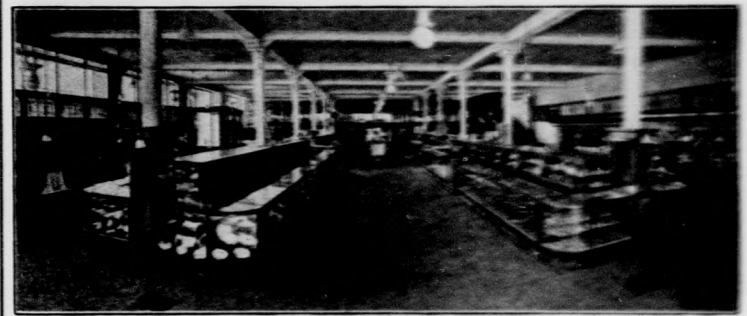
One of the most interesting points of the old city is the Plaza de Armas, Havana's oldest square, in the center of which is a statue of Ferdinand VII, King of Spain, looking very sad and lonely, around which many famous buildings are clustered. It takes one back to the beginning of Havana, having been reserved when the city was founded. Near this square on the side of the bay stands a Ceiba tree, pointed out as the direct descendant from the one under which the founders of the city held the first mass. It looks proud of its distinguished ancestry. On the north is the old fortress of LaFuerza, named the "corner stone of Havana." This square is the administrative center of Havana and Cuba. The place contains the President's residence, the halls of the city government and various civil offices. Near by are the Senate building, the departments of the government, the hall of representatives and post office.

The visitor is duly reminded by his guide that Cuba was discovered by one Christopher Columbus in 1492, if we remember the date correctly. We had an impression that we had heard the name before. At any rate, it is said that he died with the delusion that this fair island constituted a part of Asia, instead of being the key to the new world and bulwark of the West Indies. In giving due credit to Christopher (which, by the way, was not his name), one must make due allowance for some of the stories associated with his memory. It is difficult to distinguish between fact and myth in that connection. With appropriate feeling of respect and awe, however, we gazed

upon an elaborate little temple or chapel which marks the historic spot where the first mass was celebrated in Havana under the old Ceiba tree, the lineal decendent of which stands within the iron enclosure of the chapel known as El Templete. Some three centuries after Cristobal Colon, known to fame as Columbus, died, an assortment of dry bones encased in an ebony sarcophagus were brought to Havana from a cathedral on the island of Santo Domingo, having been transported across the Atlantic from Seville in Spain in 1536, the original burial place being calladolid. They were placed in state under the said venerable Ceiba tree and, being duly and solemnly inspected by the Captain-General, were pronounced to be the genuine remains of the great discoverer. The relics were then deposited in the cathedral near by, where they remained until the evacuation of Havana by the Spanish in 1898, when they were taken back to Spain and now again rest—let us hope permanently—in a cathedral in Seville. In the meantime, another collection of bones was discovered in the cathedral of Santo Domingo which were duly identified as the original and only genuine, unadulterated remains of Columbus. This story of the sacred remains strikes us as more interesting than conclusive.

In the Court of El Templete on a marble monument is a bust of Columbus, said to be an excellent portrait which was studied by the American painter, John Vanderlyn, in his search for a model of the Columbus in his familiar painting the "Landing of Columbus," which hangs in the rotunda of the Capital at Washington. Nearby is a great, dingy, disintegrated old cathedral built by the Jesuits in 1704. It is commonly described to visitors as the Columbus cathedral because his alleged bones rested there for so many centuries, as above related, but its real name, translated into our language is "Cathedral of the Virgin Mary of the Immaculate Conception." It is an interesting old structure of the Hispano-American style of architecture, with two towers and a dome and an elaborate facade, built of native coral rock, one of the historic sights of Havana. By the way, the full name of Havana in honor of Columbus is San Cristobal de la Habana.

The old quadrilateral fortress and tower of LaFuerza, around which cling many historic and romantic memories of ancient Spanish days, is another interesting relic. Here, the pathetic story goes, Dona Isabel, the faithful and devoted wife of de Soto, then Governor of Cuba, spent four long weary years in "watchful waiting" for her brave and gallant spouse, after he had sailed on the memorable expedition of Florida and the discovery of the Mississippi, a tour familiar to every American school boy, never to return, and who, it is said, made a sad ending to the story by dying of grief when the tidings came of his untimely death. This old fortress has great double walls with a bastion at



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each of the corners. The deep moat which surrounded it may still be seen.

From this historic place of the beginning of the old Spanish Havana starts the two principal old narrow trading streets, familiar to all visitors and shoppers, known by the Spanish-Irish names Obispo and O'Reilly, with their solid succession of open shops and cafes bearing classic names, the most tempting and fascinating of the great trading city streets, so narrow that the traffic moves up one street and down the other, the sidewalks so narrow that people walk in single file.

The old compact solid portion of Spanish Havana contains many magnificent but less historic and romantic buildings, stately banks, trust companies and other institutions. There is a notable Chamber of Commerce, from the roof of which rises a splendid dome supporting a golden figure, clearly visible from long distances over land and sea.

Among the great products of Cuba, tobacco contests with sugar the right to the title of King. It is difficult for a stranger to form an adequate conception of the extent and magnitude of the tobacco industry of Cuba. We visited, as all tourists do, one of the numerous great cigar manufactories of Havana which employs 1,500 people. The preparation of the filthy-delicious weed by deft and skillful hands is an interesting sight. A notable feature of this great busy room where cigars are made is the "reader," located on a pedestal in the center, who reads aloud to the great audience at work, the current news of the day and other literature. This practice of entertaining the minds of the workers is said to be conducive to increased output.

Another institution, a plain brick building, was pointed out, but which we did not stop to investigate even upon the daring challenge of our reckless doctor, was the San Lazars hospital for lepers. We passed haughtily by to more alluring sights.

Another peculiar institution called to our attention was the Catholic Charity and Maternity Asylum. A strange custom was explained to us in connection with the "green window," so-called, consisting of a hole through the stone wall, on the inner side of which is a series of small revolving compartments. To this place stealthily comes the unfortunate mother, silent, unseen and alone, and deposits her baby through the "green hole" in a compartment which she swings around so as to be accessible to the sisters within the walls. She may leave it unidentified, in which case she never sees or hears of it again, and it is brought up in the Catholic faith, its parentage unknown; or the mother may leave with it a name or some token of identification, so that within a certain period she may reclaim or at least follow its life and future. If, however, the child be unidentified within that fixed period the mother remains in ignorance as to what becomes of it.

One of the famous institutions of the live city of Havana is its City

of the Dead, called Christobal Colon cemetery (after Columbus again.) Of course there are others, but this one is the big show in that line. A monumental arch at the entrance, above which is a great sculptured group of heroic figures representing Columbus bringing the light (or darkness) of religion to the new world and many of its great monuments are distinguished works of art. The Students' monument, so-called, commemorating the sad story of the execution of many innocent students, a sacrifice to Spanish vindictiveness and cruelty, is a rare work. A colossal Monument of the Firemen, so-called, made of Carrara marble, a shaft rising 75 feet against the blue, surmounted by a cross supporting an angel raising the lifeless form of a fireman, in commemoration of the courage and daring of thirty members of the volunteer fire department who perished in a fire of 1890, caused by an explosion of gunpowder, is most magnificent. At the corners of the great pedestal are sculptured figures symbolizing Devotion, Affliction, Martyrdom and Heroism, carved in high relief. Portraits of the thirty heroes are carved in high relief.

A funeral procession in Havana is an interesting spectacle, as attractive to the small boy and the tourist as a country circus parade. It is devoid of the solemnity that attaches to such an affair in our country. Funerals are graded in size and show according to the social class to which the deceased belonged in this world, rather than to the hopes and expectations in respect to the next. If the departed is borne in a cheap rented coffin on the heads of the bearers and dumped into a common trench, he belonged to the submerged class. The grades of the higher classes are indicated by the number of horses and decorations of the hearse and the number of carriages in procession. An upper class funeral is a particularly gorgeous show, the hearse highly colored and gilded, drawn by several spans of horses, caparisoned in colors of orange or purple and black. The driver, dressed in purple or scarlet with a three corner hat, claw-hammer coat, knee breeches, and silver shoe buckles, and several liveried footmen, lead a long parade of equipages. When one witnesses that kind of a show, he knows that the departed was "some pumkins" in the old town, and as there are several of these shows each day, the visitor to the cemetery is likely to witness the real thing. The one we saw seemed to be a rather middle class one. The deceased probably owned a tobacco store and ran a ford.

Cafes are typical social institutions of Havana in which the average Cuban spends much valuable time. They are numerous and a feature of great interest to the visitor. They are open to the street and contain tile floors, marble top furniture and display tempting arrays of foods, native fruits and beverages. Coffee is served in all these places—obviously other beverages as well—but we were sure about the coffee, so-called. That is, they call it coffee, although we were never quite certain what the



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concoction was. The finest coffee bean in the world is raised in the West Indies and the most abominable concoctions made and served from it. It is said that they burn the bean so as to destroy the toxic qualities. It is jet black, tastes like a combination of charcoal, salted milk and burnt sugar. One looks in vain for a really good article in the coffee line in Havana, but one can find substitutes in an emergency.

Three great open markets in Havana patronized by thousands each day are exciting scenes and interesting exhibits of the varied products and wares and population of Havana.

The lottery is a national institution, rooted in the centuries of Spanish existence and has become an essential part of the very life of the people. It is based on the unquenchable hope that springs eternal in the human breast. It seems to be regarded as an inalienable right and privilege of the Cuban. Everybody patronizes it. Cubans of all classes and conditions seem peculiarly subject to the inexplicable fascination of chance. The lottery has been transformed into a government enterprise for the raising of public revenue. Announcements of lottery drawings are made on Sundays to the eager and exacted populace.

The great national game or pastime is the cock-fight. The visitor has not seen the Cuban native in his glory until he has witnessed one of these nauseating contests. The old craze of the bull-fight has been abolished and the cock-fight regulated by

law. Any attempt to abolish the latter would create immediate revolution. Every little village has its open cock-pit under a protecting roof. Cock-fighting, however, is restricted to holidays and Sundays. If a cock-fight is staged on any other day, all work ceases and every man is at the game. In Havana the pastime begins early Sunday morning and continues without cessation throughout the day. Around the pit there are ample facilities for refreshments, so there need be no interruption. It is said that in Switzerland the citizens go from the sacraments to the ballot box. In Cuba, on Sunday—we are not so sure about the sacrament—but they all go to the cock-fight from somewhere.

We procured advance reserved seats and witnessed the spectacle. It was a continuous performance conducted by trained men and trained birds amid uncontrollable excitement of the crowd. Our ladies, after recovering from the effects of the first shock, got something of the spirit of the game and placed their bets on a handsome little red rooster and approached a condition of nervous prostration at the sight of his little scraggly yellow antagonist standing on the dead body of his vanquished foe crowing lustily.

The trained native understands and follows keenly all the tricks and blows and movements of the fighters and goes into a paroxysm of fury when a lucky blow from a silver spur rips the neck or gouges out an eye. Seriously, it is a disgusting performance which may, perhaps, be wisely

tolerated to satisfy the irresistible craving of perverted racial tastes. A native lust of blood and money finds gratification in these cruel combats of infuriated game-cocks.

Havana is sanitary and healthful and now ranks as one of the cleanest cities in America. The kindred quality of godliness was inculcated into the Cuban people by the United States after the surrender of Spanish sovereignty in 1899. The strenuous process of renovation that followed American occupation produced this amazing transformation in a city that was indescribably insanitary, unclean and dangerous to live in. This change was brought about through Col. George E. Waring, who, under the direction of a commission, with a great organized force, took charge of the work. They thoroughly renovated the filthy old city, put in operation efficient systems of sanitation, establishing the "Waring System" of street cleaning, eradicated the fearful scourge of yellow fever and converted Havana into one of the healthiest of cities. Our Government paved the streets, remodeled parks and boulevards, rebuilt the docks, constructed the Malecon, converted old military establishments into public schools, introduced an American school system modeled after that of Ohio, spending ten millions of dollars on schools alone.

The eradication of the yellow fever from Cuba was, perhaps, the most momentous scientific achievement of the United States Government. This deadly disease, unlike other maladies,

did not yield to the general sanitary measures established. Under the direction of an eminent medical board, elaborate experiments were therefore made to determine the source and to demonstrate whether or not its transmission was due to the mosquito. An obscure local doctor had long before, from observation and experience determined that the fever was transmitted through mosquitoes, but was powerless under the circumstances to remove this cause. The complacent government and people, accustomed to existing conditions, doubtless regarded him as a visionary crank and thought that mosquitoes were no more harmful than flies or rats. It remained for the United States Commission to positively demonstrate the cause and remove it. Many volunteers submitted themselves for experiments in this line, and suffered the frightful ravages of the disease, and one Doctor Laveran "died a martyr to science." The insect was finally exterminated and, as a result the city of Havana, where for a century and a half yellow fever had never failed to appear annually, has become entirely exempt from its ravages.

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to Mantanzas, a city on the north coast of Cuba, some sixty miles from Havana with which it is connected by an excellent meandering stone road which passes through one of the great sugar districts of the island and several small towns between Havana and Mantanzas. In this way we obtained a view of some of the large sugar plantations during the harvest season, the process of cutting the cane and carting it to the mills and manufacturing and shipment of the product. The cane is cut by hand and conveyed into carts drawn by bull teams or on narrow gauge plantation railroad cars to the sugar mill. We stopped to visit one of the large modern mills, following the automatic process from transporting the cane on cars to the filling of bags for shipment. The soil of Cuba is exceedingly rich and productive and adapted to sugar cane growing, so that a practically perpetual crop is grown without replanting and without fertilizing. The yield of cane is from twenty to sixty tons per acre. The sugar industry is unusually prosperous at the present time. This year the weather was favorable, the crop large and rich and prices abnormally high. The sugar crop of Cuba exceeds \$130,000,000 in value.

One of the most conspicuous and attractive objects of the Cuban landscape is the native royal palm, which grows in great profusion. It is seen singly, in stately rows and promiscuous groups on hill and plain in moving landscape pictures as one drives through the country. It is said that every part of the tree is adapted to some useful purpose. Medicine is concocted from the roots. The farmers' shacks are constructed from the fronds and bark. Its tops provide fuel, material for thatched roofs and various woven articles, and its trunk is carved into canes for tourists. Many of the huts of the natives are built after the crude fashion of those of the time of Columbus and that, it will be remembered, is "in the beginning" in Cuba. The extreme contrast between the most crude and primitive methods of agriculture and the most modern scientific methods is most impressive. In one field is seen the peasant farmer with his bulls yoked to a crooked branch of a tree plowing just as the Egyptians did in the days of Moses and in the next field is seen a great gang plow propelled by a steam or gasoline tractor.

Mantanzas is a picturesque old city of thirty-five thousand inhabitants, located at the inner end of a magnificent bay five miles long, protected at the entrance by a coral reef. It is encircled by hills and valleys, the whole constituting one of the most picturesque tropical scenes in Cuba. Mantanzas is more ancient and less attractive in appearance than some other Cuban cities, but more typical of the old Spanish days. It rises gradually from the water's edge to a height of 100 feet. We drove through the quaint old streets, thronged with motley Spanish population, through Pueblo Nuevo and along the shore of the bay, the sandy beach of which,

protected by iron gratings from the devouring shark, is used for bathing; thence up a winding road to a great plateau containing the famous hemp fields and caves of Bellemar. We descended and explored in part this wonderful freak of nature. The caves or caverns are several miles in extent, containing remarkable stalactite and stalagmite formations, the whole being illuminated by electric lights, having the general appearance of a great subterranean palace. It contains scores of separate chambers, chief of which is the "Gothic Temple," some 250 feet long and eighty feet wide, supported by great natural columns. These wondrous caverns, the formation of which occupied many centuries, remained undiscovered until 1861 when a Chinaman, digging limestone from the surface to supply a nearby kiln, struck a crowbar into the rock, whereupon it slipped from his grasp and disappeared from sight. He supposed it had gone down to his native country, but investigation revealed the existence of these marvelous caves, now one of the great sights of Cuba.

After a delightful lunch in an ancient Spanish hotel in Mantanzas, we drove up to the summit of the Cumbre Hill, a great bluff overlooking the city of Mantanzas, the bay and expanse of sea with its crescent shore line on one side and on the other the famous Yumuri Valley and its encircling hills which Humboldt described as one of the grandest sights in the world.

On the bluff stands the famous little Hermitage of Montserrat, containing a shrine made from cork brought from Spain, representing the shrine in the old Monastery of Montserrat. To this shrine many thousands of the afflicted of the earth have made their weary pilgrimage to obtain relief from distress and disease through the intercession of the virgin saint, "Our Lady of Montserrat. The church contains an exhibit of thousands of quaint and curious offerings given in fulfillment of vows.

From this point we resumed our journey, arriving at Havana in the evening, having enjoyed a strenuous but delightful day.

George Clapperton.

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"I am so sorry, Mr. Portly," apologized the hostess to her unexpected but influential guest at dinner, "but I have no cheese in the house."

"Pray, do not mention it, Mrs. Phipps," smiled the genial old boy. "I am sure—"

His compliment was interrupted by the appearance of the small son of his hostess at his side, bearing a piece of cheese upon a plate.

"Well, now, that is very kind of you, little man," he said, as the child stood there, delightedly watching him swallow the tit-bit. "You knew more than mother that time. Where did you find the cheese?"

The youngster intently watched the last morsel disappear before he answered.

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1. Return on Order Only—Drivers are not allowed to pick up goods to be returned except on order from the office. Customers outside the delivery zone must first send in a list of goods which they wish to return and await disposition.

2. Returns by Express—All returns from outside the free delivery zone should be by freight. Should a customer return by express, the difference between freight and express will be charged to him.

3. Verbal Guarantees—We will recognize no guarantees of sales unless they appear on the face of the order.

4. Holding Returned Goods—Returned spoiled goods, upon which no credit is allowed, will be held thirty days and if not called for in that time, will be destroyed. Goods held awaiting disposition by broker or manufacturer will be destroyed after thirty days.

5. Labels—Labels will not be accepted instead of the goods themselves, except upon authority from the office.

6. Shortages—Shortages must be reported to the office for adjustment. Salesmen are not allowed to make a deduction for same in a settlement.

7. Quantity Purchases—Customers returning a portion of a quantity price purchase will be credited so that the portion returned will be owned at the price proper for that amount.

8. Spoiled Goods not Returnable—The following spoiled goods are not guaranteed and no credit will be allowed on their return:

All Shop Worn Goods—This applies to the conditions of the outside of the package and does not refer to the contents; unlabeled or empty cans.

Currants—Will reclean at customer's expense.

Cheese—Will sell to cheese men and give credit for amount obtained.

Prunes—Will reprocess and return at customer's expense.

9. Spoiled Goods Returnable Under Certain Conditions—The following are returnable for credit:

Spoiled Salt Fish—If returned within ten days after date of delivery.

Spoiled Dried Fruit—If returned within ten days after delivery.

Spoiled Cheese Uncut—If returned within ten days after date of delivery.

Spoiled Canned Fruit, Vegetables and Fish—If returned before July 1 following date of delivery. Customers are requested to return spoiled goods as soon as discovered.

Spoiled Libby's Chipped Beef and Sliced Bacon—If returned within ninety days after date of delivery.

Spoiled Beech-Nut goods will be credited with 50 per cent. of the value.

Spoiled ham, bacon and suetene will be subject to the disposition of the packer.

10. Spoiled Goods; Inspection by Broker Necessary—The following goods are not returnable to jobber, but must be inspected at the merchant's store by broker or manufacturer's agent, who will give disposition:

Schepp's Coconut, Dunham Coconut, Force, H. O. Oats, National Oats, Albers Bro. Goods, Ghirardelli Chocolate and Coconuts, Quaker Puffed Rice and Wheat, Carnation Wheat, Post Goods, Golden Egg Products, Pfaffman Paste Goods, National Starches, Quaker Oats.

Why We Abolished Credit in Our Grocery.

First, we abolished credit as an incident to a readjustment of the service we were offering our customers. At the same time we did away with free deliveries, extensive telephone service, high priced fixtures and high salaried clerks. The reduction in our overhead was tremendous and we based our new prices on the service we were offering.

By abolishing credit our capital tied up in accounts payable, which we always thought of as unproductive, soon became available for the opening of several small cash stores in carefully selected localities. We found ourselves doing a much larger volume in proportion to our capital than had ever been possible before. In other words our money became the nimble sixpence, whose acrobatic performance was a constant source of joy and pleasure to us.

In abolishing credit the thought and energy which had been expended in the careful handling of credits and collections were transferred to the buying and sales department, both of which immediately showed the result of the added effort.

Much of the grief connected with our business faded away when the necessity for speeding up slow pays, or listening to tales of woe as to why the payment could not be made, or taking a calling down from the man whose account we had refused, existed no longer.

Frankly we believe that the pendulum of extensive credit has swung its full arc and is due to start on its return journey and that the days to come will see more cash and less credit until we arrive nearer a cash basis.

H. P. McBride.

Would Help to Find Him.

A woman entered the police station in a Massachusetts town and in a confused, agitated manner implored the officer in charge to have a nearby river dragged.

"My husband has been threatening for some time to drown himself," she explained, "and he's been missing now for three days."

"Anything peculiar about him by which he can be recognized?" the officer questioned, preparing to fill out a description blank.

The woman mediated thoughtfully for a few moments, then her face brightened.

"Why, yes, he's deaf."

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 WHATSOEVER TO THE PATIENT. Our treatment has been so successful that we have built up the LARGEST PRACTICE IN THE WORLD in this line. Our treatment is NO EXPERIMENT but is the MOST SUCCESSFUL METHOD EVER DISCOVERED FOR THE TREATMENT OF DISEASES OF THE RECTUM. We have cured many cases where the knife failed and many desperate cases that had been given up to die. WE GUARANTEE A CURE IN EVERY CASE WE ACCEPT OR MAKE NO CHARGE FOR OUR SERVICES. We have cured thousands and thousands from all parts of the United States and Canada. We are receiving letters every day from the grateful people whom we have cured telling us how thankful they are for the wonderful relief. We have printed a book explaining our treatment and containing several hundred of these letters to show what those who have been cured by us think of our treatment. We would like to have you write us for this book as we know it will interest you and may be the means of RELIEVING YOUR AFFLICTION also. You may find the names of many of your friends in this book.

We are not extensive advertisers as we depend almost wholly upon the gratitude of the thousands whom we have cured for our advertising. You may never see our ad again so you better write for our book today before you lose our address.

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GRAND RAPIDS, MICH.



Story of a Dry Goods Dealer's Romance.

Chapter I.

Written for the Tradesman.

Somewhat I cannot resist expressing the wish that I might see the expression on your face as you open the Tradesman at this page, and your eyes rest upon the caption, "A Dry Goods Dealer's Romance." I wonder if there is anything about that proposition that strikes you as being unconsciously humorous. Do you know of any good and sufficient reason why a dry goods dealer shouldn't have a romance as well as anybody else? Is there anything in the dry goods business, insofar as you know, that would preclude the possibility of romance? Is the business of selling at retail those lines commonly found in a dry goods store of such a nature as to chill and blight the soul of romance, the spirit of adventure?

Now a man's vocation in life—his business or profession, as the case may be—is merely an accident; and it is the height of folly to assume that a man's life is necessarily prosaic, uneventful, and dry-as-dust simply because he happens to be a retail merchant selling shoes, shirts, scissors, or dry goods, wherever the romance element touches common life, common life is transformed—illuminated, as it were, with strange new radiance. Thenceforth it appeals to us in a new way. Upon it we see the play and interplay of forces that are perennial in their interest; and over and above it all there is the glamor, the charm, of the unusual, the eventful, the colorful—the strange, inexplicable fascination that seems to inhere in those to whom the gods are propitious without stint.

Elsworth Seaton Moore, Centerville's leading dry goods merchant, had reached the age of 32 before anything unusual ever occurred to him, and then the call came suddenly, as it generally does, to go forth on the adventure-trail. Up to the very day and hour of the call, Mr. Elsworth Moore's life was as prosaic and uneventful as could be. He was busy and, for the most part, happy, as busy people usually are; but there were times when Elsworth Seaton Moore really yearned for something of an adventurous nature to break up the monotony of a drab and commonplace schedule. During his leisure hours Elsworth Moore loved to read. Books of history, travel and fiction were his choice—and of the latter he preferred the best. Year by year he added to his own private collection, many attractively bound volumes along these favorite lines; and in the long fall and winter evenings, and again

during his summer vacation, he would read and dream and give himself over to the most romantic and picturesque excursions of an imaginative character.

And yet whatever gods that be of love or chance or adventure seemed to pass by on the other side, leaving Elsworth Seaton Moore, dry goods merchant of Centerville, severely alone. Some people apparently are cut out for leading roles in the drama of life, while others must be content with the lesser parts, or must take their place among the "crowds" that serve to fill in the picture. Strange, isn't it, how some personalities seem to be of magnetic quality, attracting by strong and subtle affinities, so that they naturally become centers of light, action and interest? Are they of different clay essentially? Are they more favored of fortune than others? How comes it that the limelight seems to follow them on the world's stage? Elsworth Seaton Moore had often pondered these and similar problems; and, to be perfectly frank, there were times when he was fairly peeved with the god—or is she a goddess?—of chance and adventure. Why couldn't something or other happen to him as they happened to leading characters in contemporary works of fiction?

Somewhere in his mind there was a lingering impression that he too was cut out for adventure; that, at some time or other, he, Elsworth Seaton Moore, was going to have something of a romantic nature happen to him just as it happens to people in the story books; that he was going to be caught in the thick and swirl of fast-moving events, and carried afar into the realm of deeply vital, picturesque and colorful life. Now as a solidly practical and very busy business man, Elsworth Moore did not indulge himself in the doubtful luxury of lazing and dreaming and air-castle-building. It was only on rare occasions that he allowed his thoughts to wander off on these fanciful and highly speculative lines. For the most part his mind was fully occupied with the many problems of his large and prosperous business.

If you are at all acquainted with Centerville, you know something of the Moore Dry Goods Store, located at the south-west corner of Fifth avenue and Commonwealth street. Elsewhere in this narrative the reader will get an ample word picture of this store as it appears from the outside; also a detailed description of interior arrangement, furnishings, decorative accessories, and what not. As the premier dry goods establishment in a rushing, thriving, driving city of

the Middle West, the Moore Dry Goods Store of Centerville is well worthy of investigation and emulation. As the sole owner and proprietor of a retail dry goods business that has impressed itself in a commanding way upon the people of our city and surrounding country, Elsworth Seaton Moore is a man well worth knowing merely from a business standpoint. And, knowing him as intimately as he does, the writer ventures to entertain the hope that this story will not merely serve to entertain and amuse the reader, but will also give him, in a succinct and readable fashion, an account of the merchandising methods of an exceptionally aggressive, resourceful and successful dry goods dealer.

On Tuesdays at half past twelve, rain or shine, winter and summer, year in and year out, Elsworth Seaton Moore and his friend Curtis Lenier, the magazine writer lunched together at the Phoenix Club. This splendid fellowship and friendship between Moore and Lenier, who are near about the same age, dates back some ten or a dozen years to the time when young Moore had just assumed proprietorship of the dry goods business established by his father before him, and when Curtis Lenier was a reporter on the Centerville Herald.

Moore and Lenier are unlike physically, different temperamentally, and even politically; but from the very beginning they have been the staunchest of friends. Moore is six feet tall, broad shouldered, sandy complexioned and blue eyed; while Lenier is only

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For Men - Boys - Ladies - Children
A card and I will call with Samples.
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Ask about our way
BARLOW BROS. Grand Rapids, Mich.

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

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QUICK SHIPMENTS

Mattresses Coil Springs
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Link Fabric Springs
Sanitary Cover Pads
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Bulk Featherers Feather Pillows

Made by
Grand Rapids Bedding Co.
Grand Rapids, Mich.

WATCH THE YARDAGE OF YOUR 10 CENT CROCHET COTTON

R. M. C. Art 65

approximate yardage is as follows:—

Sizes	3— 64 yds.	5— 99 yds.	10— 99 yds.
"	15—115 "	20—150 "	30—173 "
"	40—185 "	50—207 "	60—232 "
"	70—240 "	80—250 "	

Price per box, white and ecru, 72 cents, colors 80 cents.

We believe customers will agree with us, that R. M. C. is the best value, in the 10 cent line, on the market today, providing quality, yardage and price, are taken into consideration. We recommend it. Try our Notions and Fancy Goods Department for Art Needle Work Materials of every description.

OUR PRICES ARE REASONABLE

Grand Rapids Dry Goods Co.

20-22 Commerce Ave. - Grand Rapids, Michigan

five feet seven inches in height, rather spare built, with dark skin and jet black hair and eyes. As is often the case in a well balanced friendship, Lenier's and Moore's mental qualities are mutually supplemental, each finding in the other certain ingredients that he misses in himself. Lenier was able to render an invaluable service to his young business friend; while Moore came into Lenier's life at a very critical time in the latter's career, and helped the brilliant, but then unstable, young reporter to get a grip on himself and break away from booze and bad company. While Curtis Lenier was busy preparing copy and working out the details of a most comprehensive, aggressive and unique advertising campaign, which, more than anything else, helped to put the Moore Dry Goods Store of Centerville definitely on the map, he himself was receiving from his business friend, in ways occult and unconscious, just the kind of moral support and encouragement he needed.

Now the little romance, whose unfolding is to claim our attention during the succeeding chapters of this story, may be said to have had its inception at one of these Tuesday luncheons at the Phoenix Club. Moore and Lenier had been discussing the plot of a Jack London story, just then completed in the Cosmopolitan, when Elsworth Seaton Moore observed:

"You writer folks give me a pain when you insist on the so-called 'plausibility' of your plots. Things like that don't actually happen in real life. The lives we live—I mean our own lives, and the lives of the people we know—are uniformly dull, prosaic and uneventful. Look at me, now; as you know I never had an adventure in all my life, and yet all my life I've longed for adventure."

Charles L. Garrison.

The Proposal.

He was a morbid youth and a nervous lover. Often he had wished to tell the maiden how he longed to make her all his own. Again and again had his nerve failed him. But to-night there was a "do-or-die" look in his eye.

They started for their usual walk, and rested awhile upon his favorite seat—a gravestone in the village churchyard. A happy inspiration seized him.

"Maria," he said in trembling accents—"Maria! When you die—how should you like to be buried here with my name on the stone over you?"

The Real Reason.

"This dog of ours," said Mrs. Jones to the Sabbath dinner guest, "is a most peculiar animal, he runs away very often and stays for days—but he always comes home on Sunday."

"Why is that? Why does he choose Sunday to return?" asked the guest.

"I really don't know," smiled Mrs. Jones, tenderly stroking the dog's sleek brown head. "Some strange canine intuition, I suppose."

"Canine nuthin'," sniffed little Johnny Jones. "I 'spect he knows that Sunday's the only day we have a decent meal."

"Hard to Win the Consumer."

Written for the Tradesman.

The season when the supply of copy for the printer dwindles has again arrived. Both editor and contributor feel justified in clipping somewhat, especially when something is found better than one is able to evolve from his own think-factory.

From the following we learn that the middleman has a right to live, that parcel post marketing does not help the farmer very much, that the retail grocer's field of operation is still ample and that city consumers in general are not looking for more economical service than the grocer gives if it involves any more effort on their part.

Farm Life, published at Indianapolis, Ind., says:

"Farmers have experienced in direct and co-operative marketing a constant difficulty in getting in touch with the consumer. This seems, indeed, to be the great trouble. The city housewife, in theory, likes to trade with the farmer. She likes to save money. She likes to have fresh produce. She likes to buy in quantities. She likes to pay cash. All this is theory.

"But when farmers, or associations try to cash in on this theory, they find it doesn't work out. In practice, the housewife buys at the corner grocery by the pound or the dozen, and pays the highest price. She runs a charge account. She uses the telephone. She keeps an army of clerks and delivery wagons employed—and pays for them.

"One of the latest and most signal examples of failure in co-operative marketing comes from Ohio, where the Fruit Growers Market Company, according to reports, found it impractical to do business directly with the consumer. Their plans were wise, the promoters were experienced, and they had something to sell—but the buyers in town would not co-operate with them.

"N. E. Shaw, one of the promoters of the company, himself a large orchardist, and Chief of the Bureau of Nursery and Orchard Inspection for the State, says, according to the Chicago Packer, that the failure of the enterprise has convinced himself and his colleagues that an established system of middlemen seems to be a necessity, and that they will in the future be content to deal through the regular channels.

"That is what the farmer is up against when it comes to marketing—the lack of co-operation on the part of the most greatly benefitted—the city householder. How are we going to get around it?"

Many of the plain, every-day grocers, clerks and deliverymen could have foretold to a dot how any of these much lauded plans of producer-to-consumer marketing would pan out. But whenever any of the aforesaid gentlemen dilate upon these matters the other side begin to cry: "Oh, you are prejudiced; you know it is going to hurt your trade; you want to help squeeze the last cent out of the consumer," and so on.

There are also farmers, market gardeners and poultry-men who have had all they want of selling direct to

consumers, and they prefer to sell to grocers and let the huckster have the privilege of peddling from house to house. One who takes pride in the quality of his products and has established a reputation for fair dealing resents the suspicious attitude of the housewife who must examine every specimen of his wares and haggle over prices. And then he cannot afford the time for such a method of selling, even if he receives full retail prices. Via the grocer is the most economical way for all.

In justice to the city housewife it must be said that it is not altogether because she has not ambition enough to do her part in the plan of producer-to-consumer buying. Many feel a sense of obligation to the home store upon whom they must largely depend in spite of all other opportunities to secure supplies direct.

The former is constant, never-failing, day by day, at all seasons the latter uncertain, and affected by various changing conditions.

E. E. Whitney.

Are You About to Open a New Store?

In opening a new store, there is always more or less chance connected with its prospects. Select a location in which the business is not already overdone, and where you may reasonably expect the patronage of at least 1,500 people. If you can draw 3,000, then all the better, but be sure of your 1,500. A new store that has been put on a paying basis under twelve months is as rare as an ounce of radium. I don't care how good your location may be. I don't care how hard you may work. I don't care how much or how well you may advertise. The very foundation of your business, or any business, is built on time. You can't get away from it. I know. And all through this, your operating expenses are going right along. W. S. Denton.

Don't expect any man to thank you for trying to induce him to do what he doesn't want to do.

Too many men spend their money before getting it.

GEO. S. DRIGGS MATTRESS & CUSHION CO.

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

Wanted

Men for light structural iron work on machinery guards who are familiar with designing, making or erecting guards made of angle iron, band iron, screen or expanded metal. Address THE B. F. GOODRICH COMPANY AKRON, OHIO.

Are Your Net Profits Satisfactory?

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

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

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
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IT WILL PAY YOU

To see our lines of FALL MERCHANDISE before placing your orders.

Our Salesmen will soon call on you with a complete line of samples.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



If You Happen to Be a Poor Relation.

Written for the Tradesman.

The inequality of circumstances is something we can not understand. That some one else can be a multi-millionaire, while we have only what we earn by hard work, we humanly feel to be all wrong. This seeming injustice is particularly hard to bear if the wealthy person we know best happens to be bound to us by ties of blood. It rankles that Uncle John or Cousin Henrietta, neither of whom is any better, nor any smarter nor any more deserving than we are, should be so excessively prosperous. To many temperaments it is an exasperating situation in life to be a poor relation—a situation that seems almost to justify being a little grouchy at Fate.

The Millspaughs, while never lacking for the common comforts of life, find their condition of moderate poverty really galling because Mr. Millspaugh's sister—Aunt Maria they call her—is rich. Their discontent or envy or whatever it is, takes the form of their all the time thinking that she is in duty bound to aid them. With Mrs. Millspaugh this idea amounts almost to an obsession. With the whole family, what Aunt Maria might do and ought to do for them is a stock topic of conversation.

No day passes that they do not speak of some pleasure or luxury that she might provide. When the girls graduated from high school, Mrs. Millspaugh thought it would have been only decent of Aunt Maria to offer to buy their dresses and pay for the making. All she did, however, was to give each a book.

"Why can't she take Jack and me to Yellowstone Park?" exclaimed Madge at the breakfast table this morning. "We should enjoy it hugely and she never would miss the money!"

The Millspaughs have a piano which they bought and paid for on the installment plan, but not without first giving Aunt Maria many broad hints that a baby grand would be a highly appreciated gift.

The young people are of course "just dying for a car!" "It isn't any little flivver affair that we want," says Frances, "but a seven-passenger of some class." When they picture to themselves the pleasure they would take swiftly motoring over boulevards and along picturesque country roads, they feel actually abused that Aunt Maria shows no indication of handing out the two- or three-thousand dollar check that would gratify their hearts' desire.

She is so very restrained in her

generosity. She remembers all of them every Christmas and on their birthdays, but her presents cost only a few dollars apiece. They, all clubbing together, often give her something nearly or quite as expensive. When she takes them out to dinner, it seldom is to a really swell place. Sometimes she makes up a theater party and includes some of them in her invitations, but she never takes a box. In her estimation, seats at 75 cents or a dollar are plenty good enough.

"But what hurts me most," says Mrs. Millspaugh, "is that she won't do anything for our boys—her only brother's own sons." Aunt Maria owns a controlling interest in a large department store, and their mother holds that Fred and Jack ought to be given good positions as buyers or managers. Several years ago Aunt Maria did give Fred what she called a chance. But her idea was that a boy ought to begin at the bottom and work up. "That is, a poor boy ought to do that way," to quote Mrs. Millspaugh again. "Aunt Maria makes a regular baby of her own son, Donald, a great husky fellow 35 years old. Nothing ever has been quite good enough for 'Donny.' Well, we just wouldn't let Fred stay there and sweep her old store for her! We got him another place."

It does not tend to make the Millspaughs any more grateful for Aunt Maria's small favors, that she flatly has announced that when she dies all she has will go to the pampered "Donny." "No one else need expect a cent."

The Mallabys have a wealthy relative, Cousin Barnabas. While they are not, like the Millspaughs, in a chronic state of envy and discontent, their attitude toward their eccentric and opinionated old cousin certainly is not to their credit. Standing in with Cousin Barnabas is almost a religion with the Mallabys. They all fetch and carry for him, laugh loudly at his poor jokes, and fairly fawn on him.

When they were little tots George and Jim Mallaby were taught that Cousin Barnabas could be worked for dimes and quarters, by flattery and a show of affection. Now, although they have been grown men for years, they do not hesitate to make their brags about what they get out of him. "No hard labor for this child," says Jim, "when I can satisfy all my humble needs by striking my precious relative for a hundred or two every month."

Whenever Cousin Barnabas is ail-

regarded with great cheerfulness by the Mallabys. What they will get when he comes to die always is a subject for speculation. They are quite sure he has made a will very much in their favor and practically cutting off his only child, a daughter who married against his wishes and never has been forgiven. The Mallabys have of course always taken the side of the old gentleman in the quarrel.

It is plain that they may be indulging false hopes. Eccentric old men like Cousin Barnabas sometimes change their minds. Or a defect in the drawing of the will or a proof of undue influence may deprive them of the fat legacies on which they are counting. However it may come out, George and Jim Mallaby, through having the spending of money they did not earn, and indulging rosy expectations of what will be left to them, have become too indolent to exert themselves as young men should.

If you happen to be a poor relation, don't make the mistake of either the Millspaughs or the Mallabys, both of whom are typical examples. If your rich relative is like Aunt Maria, you gain absolutely nothing and only make yourself miserable by thinking of the nice things that might be done for you; if like Cousin Barnabas, you lower yourself immeasurably if you cringe and fawn to gain favors. Should the Mallabys get all they hope to, they are paying too dear in the loss of self-respect and self-respect. Quillo.

Depends on the Gait.

Ralph Pulitzer, the great German-American editor, said on his arrival in New York recently:

"The Allies are bound to win. They will win because in men and in equipment they are now establishing a marked superiority over the Central European powers.

"But," continued Mr. Pulitzer, "but when you ask me how long it is going to take the Allies to win, then I can only answer you as Diogenes answered the traveler.

"A traveler halted before the Greek philosopher, Diogenes, and said:

"How long will it take me to get to Athens?"

"I don't know," Diogenes answered.

"The traveler at this odd reply turned and resumed his way in angry haste. Diogenes looked after him a moment, and then shouted.

"If you keep on at that rate, you'll be at Athens in an hour."



New Joy for the Palate
MAPLEINE
Flavoring

The outstanding qualities of Mapleine are in its deliciousness and its universal use. Mapleine is used for everything—in Icings, Soft Drinks, Candies, Cakes, etc.

Your customers will be pleased

Order from
Louis Hiller Co.
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CRESCENT MFG. CO.
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"The Cereal Wonder"

that breaks all cereal precedents, that astonishes the oldest inhabitant by showing an unbroken record of increasing sales from year to year—

Shredded Wheat

That's because it is made right and represents the best process ever discovered for making the whole wheat grain digestible in the human stomach.



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

Made only by

The Shredded Wheat Company
Niagara Falls, N. Y.

TOUCH OF NATURE.

How It Makes the Whole World Kin.

Written for the Tradesman.

"How true it is that 'one touch of nature makes the whole world kin,' remarked the little man with the big cigar, who sat in the corner trying desperately to look a 2-year-old baby out of countenance.

The kid's mother was down the store trading, having deposited her hopeful in the store-keeper's big arm-chair near the stove. Sid Kempler was selling glassware and crockery for a Detroit house, while the fat drummer with whom he had been conversing was out in the interest of the tobacco trust.

"As to why these reflections, Sid?"

"This little chap set me to thinking," mused the small drummer. "I never see such mites of humanity but it calls to mind an incident that happened not long ago when I was coming South from Petoskey."

"Ah," chuckled the fat drummer, "something truly bludy this time, eh? Well, spiel your piece, Sid; I see that we have plenty of time. The lady's got the boss's attention all right just now."

"Only to think, Bob, we were all mites of humanity like this one once in our lives—and we had mothers too." Blinking away a tear Sid removed his fat cigar and proceeded with his story.

"It was at one of the way stations up the road that, looking out the car window, I saw a lot of suit cases, a slender woman and a raft of young-ones, making to get aboard the day coach. The brakeman had his hands full all right. She was a slender little creature, carried a mite of a kid in her arms, while five others, variously sized, clung to her skirts or trotted along behind.

"A regular Roosevelt outfit against race suicide, eh?" chuckled the fat man.

"Well, you know, there were a lot of men getting on at the same time, and some of them stood back and waited. Presently they broke over the steps of the smoker, all but one, who, seeing how matters stood, took right hold and began to lift up the kids—the braky had assisted the mother to the platform—until he had boosted the last one, then he hustled the suit cases aboard.

"One of the small fry was a pale little chap, who had been crying, and looked like he was ready to drop from fright or illness. The mother looked back, holding out her slim, toil-worn hand. 'Come long, Jimmy,' said she. 'Mamma knows you're sick, but 'twon't be long until we get to gran'-mas; be a good little man, won't you, honey?' At that the man who had assisted the little army to the platform bent down and gathered the whimperer into the fold of his strong arms, following mother and the rest into the car.

"I saw all this, others saw it and smiled at the efforts of the red-faced well dressed stranger to aid, not beauty, but motherhood in distress. Among the crowd of sleek looking

men who came down the aisle before the mother and her squad of babes, were some fellow travelers whom I knew, not one offering to go to the aid of the little mother. Fact was, she was poorly dressed, and her face was not quite that of what some folks term a lady.

"Well, that big, red-faced drummer went through the car seeking a place for the little mother and her brood. He still carried little Jimmy, and that kid seemed to take to him like he was a parent.

"The big 'man made no bones of depositing piled up grips on the floor, turning over seats, making room for his charges. Some men grinned, others sat stolid behind outspread newspapers, not one at first seeming to fully understand. Some of the women passengers were apparently friendly, and smiled approval upon the efforts of the big man to alleviate the vicissitudes of travel to the delicate little woman and her brood of boys and girls. By the way, there were two girls and four boys, reckoning the babe in arms as a boy.

"After seeing them all seated, the drummer—I knew he was that from the cut of his jib—carried little Jimmy down to the water tank and gave him to drink out of his own cup. He had his hands full all right, having to water the whole outfit before he was through; and the beauty of it was he seemed to enjoy it at that."

"Hardly," chuckled Bob of the tobacco trust. "Of course he had to put on a bold front after once taking the leap."

"It wasn't put on," declared Sid Kempler. "That fat drummer actually did enjoy the stunt he pulled off that day. He sat and held Jimmy, who was sick true enough, soothing him with fatherly little admonitions, telling him no end of child stories until the little chap went to sleep in his arms. There sat the big man, holding carefully to the little, smudge-faced boy, who slept on and on.

"Lots of smiles went around, but that big-hearted man never noticed a thing. He simply devoted himself to aiding the little, tired mother until her station was reached. She had her hands full with caring for the babe and looking after the four others. When her station was called the big drummer assisted her with baggage and children with the air of one doing a plain and not unpleasant duty.

"It was a kind act all right, but—"

"There are no buts, Bob, not a one. As I said at the start, 'one touch of nature makes the whole world kin,' and it is true. Not one of us in that car but felt better for what we saw enacted under our eyes that day; I am sure I did. From having become pessimistic, really sneerful at the callousness of humankind, I came to a better view of the human biped, and right now I'm telling you I never see a mother and babies without experiencing a tender feeling down deep in my heart.

"We can't be too mindful of the little amenities due one another in this grim old world, Bob, and not the least of my good feeling was a knowledge of the fact that while some of

the traveling profession are a bit calloused on the surface, down deep there is a tender spot that reveres mother, home and children."

Old Timer.

It is good news that the American Medical Association, which has just met in convention at Detroit, is to undertake next year a thorough inspection of the hospitals of the country. This is to be under the direction of its special Council on Medical Education, which is one of the agents in the raising of standards in medical training during the last twelve years. The Council has submitted to Surgeon-General Blue, head of the Association, a report on its recent activities, which is full enough to show the progress made since the magnificently disgraceful days when the United

States boasted of a majority of the medical schools in the world. Where as in 1904 about 2.5 per cent. of the medical colleges had "higher requirements," last year nearly 90 per cent. had them; whereas in 1904, 4 per cent. of the medical students were in institutions of proper standards, last year there were 80 per cent. There is reason for believing that some American cities have too many hospitals for proper efficiency in dealing with the sick; in others there is a feeling that the merger of small medical colleges might well be followed by a merger of small hospitals. Upon this question, upon hospital management, and upon laboratory and clinical equipment the Council will report.

Chronic complaining makes tough luck all the tougher.

High Class

FURNITURE

For High Class People and an Honest Deal

Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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

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

USE

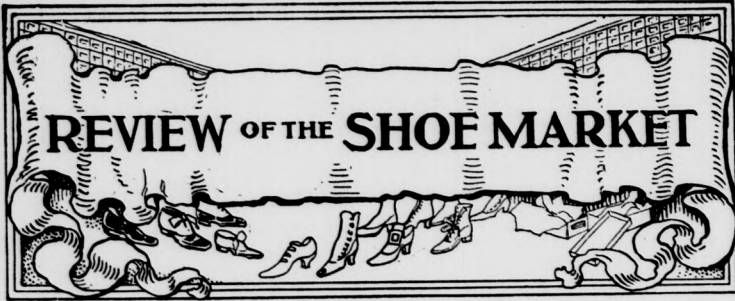
Citizens Long Distance Service

to Detroit, Jackson, Holland, Muskegon, Grand Haven, Ludington, Manistee, Traverse City, Petoskey, Saginaw and all intermediate and connecting points.



Connection with 750,000 Telephones
in Michigan, Indiana and Ohio

Citizens Telephone Company



Now Is the Retail Shoe Dealer's Chance.

Written for the Tradesman.

Now, and for some months past, the retail shoe dealer may be said to have an inning that has long been due him; namely, the opportunity to ask (and get) a more reasonable price for shoes.

The scientific investigation of the business of shoe retailing as carried on by the merchants of our country, which was undertaken by the student of Harvard University several years ago, demonstrated the fact beyond a shadow of a doubt that the average retail shoe dealer was not making the profit he ought to make in order to get on in his business. As a matter of fact, hundreds and hundreds of shoe dealers were not getting on at all. Many were failing, more were marking time, and most of them were doing business on a margin of profit perilously narrow and inadequate.

Now many of the facts actually demonstrated by the Harvard investigation were not exactly new to well informed shoemen. As a matter of fact this anomalous situation had often been made a topic of comment in the Tradesman as well as in all those trade periodicals devoted wholly to the shoe business. Shoe retailers were admonished time and again to put on a bold front and demand a stiffer price—one that would allow them a larger margin of profit. They were exhorted, scolded, pleaded with, coaxed, ridiculed and impertuned, to stand up on their hind legs and demand their evident rights as men and merchants—namely a retail profit on shoes that would enable them to do business on a safe, sane, business-like and profitable basis.

Was all this multitude of good counsel like perfume wasted on the desert air? Did retail shoe dealers throughout the country keep right on marking shoes that cost them \$2.65 to \$2.75 per pair at the same old figure, \$3.50? No; generally speaking, I do not think it is true that this good advice on the part of the trade papers was entirely wasted. Undoubtedly it is true that converts were made, here and there, to the new faith in marking shoes right. Exceptional dealers of dash and daring began trying the thing out, and discovering to their everlasting joy—and doubtless much to the amazement of their competitors—that the thing would work. As a result they very naturally began to take on evidences of prosperity that their more timid brother dealers did not share.

Sky-rocketing Prices.

But please to note that the writer was careful to say that exceptional

dealers of dash and daring did this thing—the rank and file, of course, kept right on doing just as they had done. Consequently there were assignments and rumors of assignments, and literally hundreds of retail shoe dealers who couldn't tell whether they were gradually getting ahead on the game, breaking even, or going back.

And then came that memorable day in August, 1914, when Europe was strangely, suddenly and overwhelmingly plunged into war. Almost immediately the leather situation throughout the civilized world was affected. The seasoned armies that were rushed into the field over night had to be provided with millions of pairs of shoes, and other millions of pairs of shoes had to be made as fast as they could be turned out for the new armies that were constantly forming. And there was a call for harness, saddles, automobiles, and other war materials of which leather was a part.

This tremendous, overwhelming and insatiable demand for leather, and yet more leather, by the warring nations of Europe presently began to have a visible effect on prices throughout the whole world. In this country the situation was unprecedented. Prices advanced, paused awhile, then advanced some more; nor yet did they stop permanently, but after a spell took a still further spurt.

Higher Prices Generally.

Leather is, of course, a war material; for, as Dr. Robert B. Osgood of the American Ambulance Corps, who has recently returned from France, says: "Shoes have much to do with the success or failure of the armies now contesting on the European battle fields." Shoes, harness, saddles, and sundry other commodities made wholly or in part of leather, must be had, cost what they will.

But other things also these great armies must have in extraordinary quantities. And then the withdrawal of hundreds of thousands of men from peaceful industries means the closing down of thousands of factories in European countries, or converting these factories into munition plants. In either case the system of production has been interfered with in such a way as to force upwards the price of many different commodities, not



Tennis Foot Wear

**HOT WEATHER PREDICTED LATE INTO FALL
BIG SALES ON TENNIS YET TO BE MADE**

SEND US YOUR ORDERS FOR

**Champion White and Black
Bals and Oxfords**

Campfire (a better grade) White Only

**Week End with Heel
Bals and Oxfords**

SEND YOUR ORDERS TO

HIRTH-KRAUSE COMPANY

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

Tennis are Selling Big and will go strong for two months

Keep up your stock of

HOOD TENNIS

We list a few here but cannot show them all:—

THIS CUT REPRESENTS THE CASCO (with Heel)



THIS CUT REPRESENTS THE RIVERSIDE



Men's all white Bals	93	Men's Black	Bals	52
Men's all white Oxfords	83	Boys' ..	58	48
We have also in stock:—				
Men's white Bals	75	Youths ..	54	44
Men's white Oxfords	66	Wom. ..	56	46
		Miss ..	52	42
		Chds ..	48	38

August will keep up with July and will be a BIG Tennis month.

Also in Stock:—

Men's white Oxfords	58
Boys' ..	53
Wom. ..	52

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

merely in Europe, but throughout the civilized world.

We are feeling the effect of the European war in America. The advance in the cost of living during the last two years has been very appreciable—perhaps, in round terms, between 25 and 40 per cent. Everybody has gotten used to being told that this, that, or the other thing is higher now than it used to be before the war; or, owing to the war, the cost of materials has so advanced that the dealer has to pay more, etc. etc.

The Shoe Dealer's Chance.

And this brings me around to the main point of this discussion. At a time when the general public is in a mood to understand and appreciate the reason for advancing prices in many different lines, the retail shoe dealer should re-adjust his price schedule in such a way as to ensure himself a reasonable profit.

In the past this profit hasn't been reasonable. On novelties—at least on the novelties he has actually sold—he has perhaps made a fairly reasonable profit; but this was, in many cases, absorbed by the losses incurred on other novelties and freak styles that didn't sell. But on the staple lines, most shoe dealers were making too little actual profit.

This fact kept them on the ragged edge all the time. By virtue of the special knowledge that they possess as shoe dealers—experts in the knowledge of leather, shoes and shoemaking; and by virtue of their skill in fitting, and their equipment for giving up-to-date shoe store service,—retail shoe dealers were and are entitled to a fair profit.

Now, it seems to me, is the time to get it. The public will stand for it now as they would at no other time within the memory of men now living. It is the dealer's one big opportunity of a generation. Will he take advantage of it, and get out of it what he should? Cid McKay.

History of Legislation Against Misbranding.

1. The numerous bills introduced in Congress from the Grosvenor bill of 1901 to the Myers bill of 1915 have with one or two exceptions been inadequate in scope and unworkable for two principal reasons:

(a) They were confined to but a few kinds of goods, such as textiles, boots and shoes, whereas the public needs protection against fraud in the sale of all kinds of goods.

(b) They required that textile goods should be labeled so as to give certain specified information which could not be verified by an examination and analysis of the goods. This would put a premium on dishonesty because false labeling within the meaning of these acts could not be detected.

2. The right way to protect the public is to enact a law:

(a) Which shall apply to the false description of all kinds of goods offered for sale.

(b) And which, instead of requiring that goods shall be marked to give certain specific information regarding them, shall forbid false description of all kinds, both written, printed or oral.

3. That legislation based on the right principle has been in force in Great Britain since 1887 under the name of the Merchandise Marks Act, and that the required protection can be given to the American people by the enactment of a law by the Federal Government, and the various states modeled after the British act.

Bills of the Grosvenor-Myers type are unworkable because they require that textile fabrics shall be marked to show how much of the material has been previously used in another fabric. As well try to determine how much old iron and how much new were used in an iron casting.

Everyone knows that fraud is not confined to the trade in textile goods, but is practised in the sale of products of all kinds. It being manifestly impossible to require that all products shall be labeled to give the particular information that each purchaser wants or needs, it follows that the only practicable method of protecting the public in the purchase of goods is to enact a law which shall clearly define the various kinds of misrepresentation and fraud in the description of goods and forbid such practices under penalty of fine and imprisonment or both.

The situation at Washington is not favorable for the passage of any law which deals with a purely domestic question. The atmosphere there is charged with the political electricity generated by the mighty struggle that is now convulsing the world. Preparedness and unpreparedness for a day, which may be to-morrow, when this country shall be involved in war, are the questions that overshadow all others at the National Capital today. The facts and the legislative duty regarding fraud in the sale of goods are, however, so plain that it is not unreasonable to expect Congress even at a time like the present to give the people an American merchandise marks act protecting them against fraud and misrepresentation in the sale of goods.

Time isn't much money when the three-ball merchant refuses to advance more than 50 cents on your chronometer.

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



"Brandau-Brand"

Service Shoes
FOR SHOP AND FARM

Manufactured by
Brandau Shoe Co. - Detroit, Mich.



Advance Styles in Fall Footwear
IN STOCK — READY TO SHIP

No. 2438—Women's Eight Inch Lace Boot, Havana Brown K. D., Leather Louis Heel.

No. 2430—Women's Eight Inch Lace Boot, Patent Vamp Washable White Kid Top, Leather Louis Heel.

No. 2428—Growing Girls Eight Inch Lace Boot, Patent Vamp, Washable White Kid Top, Low Heel.

No. 2423—Women's Eight Inch Lace Boot, Patent Vamp, Black Kid Top, Leather Louis Heel.

No. 2429—Growing Girls Eight Inch Lace Boot, Patent Vamp, Black Kid Top, Low Heel.

No. 2426—Women's Eight Inch Lace Boot, Gun Metal Vamp, Black Kid Top, Leather Louis Heel.

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

Seasons do not affect the dealer who centers his business on the

H. B. HARD PAN and BERTSCH
(Service) (Dress)

SHOE LINES.

Day after day—week after week—the demand is steady.

Every number is a good selling style—a style that is right and will please a big majority of the people you have to serve.

You can build and hold a substantial trade among the substantial people of your community on these lines.

Every pair has in them the very best material obtainable for the service intended.

That is why the H. B. HARD PAN and BERTSCH shoe lines are superior to any other similar lines on the market.

You are absolutely safe in recommending them to your trade.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.



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.

Cheese Standard Should Be Based on Fat Content.

At the recent hearing on cheese composition control, conducted by the Joint Committee on Definitions and Standards at Chicago, the dairy and food commissioners of several states agreed that there should be some uniform standard of moisture for cheese, and several cheese dealers present at the hearing came away with the feeling that on the basis of the testimony presented the Joint Committee might be led to establish some such standard, possibly 38 to 40 per cent. water.

The Tradesman has never considered the regulation of moisture in cheese by legal standards advisable. There are so many different kinds of cheese, normally containing such widely different percentages of water, and the percentage of water contained is such an important factor in determining the characteristics of each type that were we to establish cheese moisture standards, each variety would have to be assigned a separate standard. Thus the standards adopted for the softer types of cheese, such as cottage cheese and Neufchatel, would have to be much higher than those adopted for certain of the hard types used for grating; and there would be innumerable intermediate cheeses requiring different standards. Even were the American Cheddar class alone to be standardized, if the standard were to exert an appreciable influence on cheese composition it would either be necessary to adopt a moisture limit so low that the softer types of home-trade cheese, for which there is at present a legitimate demand, would be excluded, or else adopt different standards for export type, home trade type, and the many classes of Cheddar skims of varying degrees of richness.

Cheese is a product which readily reveals its approximate moisture content to the buyer upon examination, and in our opinion the buyer is as well protected from excess moisture in any type by the simple exercise of his senses, as he would be under the elaborate and expensive machinery necessary to enforce a series of definite standards. It was these and similar considerations which led the British Board of Agriculture, after the passage of the Sale of Food and Drugs Act, some years ago, to ex-

empt cheese from the standard provisions of that measure.

A cheese standard or series of standards based on the relation of fat to total solids in cheese is all that we are prepared to recommend at present. In our opinion buyers may be depended upon to discriminate as to their choice of water content, which must vary widely to satisfy different demands and which may be judged accurately enough, in our opinion by an examination of the cheese.

Minnesota Egg Regulation.

The Dairy and Food Commission of Minnesota has issued the following bulletin, signed by Commissioner J. J. Farrell:

The loss in the value of eggs from the purchaser to the consumer is, in the aggregate, enormous. A conservative estimate for Minnesota alone amounts to more than one million of dollars yearly. If the following suggestions are adopted, 90 per cent. of this loss may be avoided:

Have plenty of clean nests.

Gather the eggs two or three times daily.

Keep eggs in a cool, dry room or cellar, that is free from mould or odors.

Kill or confine all male birds as soon as the hatching season is over.

The rooster makes the eggs fertile; a fertile egg makes a blood ring.

Infertile eggs will not become blood rings.

Don't sell eggs that have been in an incubator.

Don't sell eggs that were found in a stolen nest.

Don't wash eggs; use the dirty and small eggs at home.

Don't keep eggs near kerosene oil, onions, etc., they absorb odors.

Protect eggs from the sun on the way to market.

Market your eggs two or three times a week.

The laws of Minnesota prohibit the sale of decomposed and unwholesome food products, and imposes a fine of not less than fifty dollars or imprisonment for not less than sixty days for violation thereof.

The sale of black rots, spots, blood rings, putrid, rotten or otherwise decomposed eggs is a violation of law. Egg producers and dealers are urged to candle all eggs and avoid the expense of shipping those which must ultimately be discarded as unfit for food.

The Dairy and Food Department is charged with the enforcement of this law and all citizens are requested to report promptly the sale of eggs that are unfit for food. Retain the eggs complained of as evidence of the facts.

The Dairy and Food Department will do the rest.

Small Egg Buyers Now Have Protection.

Buyers of eggs on a moderate scale, especially the country merchant to whom eggs generally come "in trade," have always been pinched between two mill stones. The farmer who brings in eggs is not always as careful as he should be in the matter of freshness and quality and, on the other hand, these eggs, when received and graded by the egg shipper, are found to contain a large percentage of rejects.

Formerly the egg shipper who buys and sells on a large scale was the only man equipped to carefully inspect and grade eggs by "candling." Until recently the appliances in use required large and expensively built "dark-rooms." The country merchant buying a few dozen daily could not afford to candle and so many times got the worst of it.

With the advent of the line of portable candlers made by the Grant Manufacturing Co., of Kokomo, Indiana, and advertised elsewhere in this issue, any merchant can candle the eggs as they are received, rejecting the bad ones before paying. These Grant candlers are so effective and so easily handled that hundreds of the largest shippers all over the country are tearing out their "dark-rooms" and putting in these "day-light" candlers. Their use by these big fellows is the best kind of an endorsement of their practical value to the retail merchant. It does not take many dozen rejected eggs to pay for a Grant candler. Absolute protection in this matter will save country merchants thousands of dollars now lost without protection. This little machine will appeal strongly to the man who believes in making money by saving money.

The average man never fully realizes at midnight how very sleepy he is going to be at 7 a. m. the next morning.

Butter Orders Wanted

for fancy pasteurized print butter—
 quality 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.

Get Higher Prices for Eggs!

If the eggs you ship your commission man were all perfect wouldn't you get higher prices?

Your shipper protects himself by "candling." Heretofore this has required an expensively built "dark room," but now—

THE GRANT
 EGG CANDLER



makes it possible to candle in broad daylight and at very small cost. The man who buys only a few dozen a day not only needs to candle but can do so with the Grant Machine.

The loss you now take on a few cases will pay for a Grant Candler.

Shippers are tearing out their costly dark rooms and installing the Grant. All you need is the machine. It makes its own "dark room" anywhere. Write us about how many cases you buy and we will give you some valuable information that will help you get higher prices.

We make seven styles suitable for every purpose. Ask for free catalogue.

GRANT MFG CO., 228 Broadway, KOKOMO, IND.

Trouble With Moldy Butter.

There has been an unusual amount of trouble with moldy butter this season. For several weeks past New York receivers have been reporting numerous cases in which mold has been found, chiefly on the tub liners, although often on the tub and on the surface of the butter when the butter was turned out for examination on the store floors here. The defect is considered so serious by buyers that its prevalence has entailed a very heavy loss, not only to the creameries, but also to dealers, who have frequently been forced to make good with their customers when the defect was not noticed at the time the butter was sent out, and who have been forced to use valuable time at the busy season scraping and relining shipments of butter.

Reports coming from other sections of the country indicate that the mold epidemic is not confined to New York's receipts, and since it is appearing in shipments from a number of top notch creameries never before troubled with the defect, it seems probable that some new factor is responsible for its prevalence.

Last week Prof. G. L. McKay, Secretary of American Association of Creamery Butter Manufacturers, made public a form letter which he is sending out to the many creamery-men who are asking him for directions for overcoming the trouble. He gives it as his opinion that the chief causes of the present trouble are probably either the unusually damp season, the use of tubs made from wood cut while the sap is flowing, or some change in the manufacture of parchment liners due to a scarcity of material. He suggests special precautions to see that tub liners are stored in a very dry place and further states that the only absolutely safeguard against the molding of liners is chemical disinfection. He mentions as very effective a solution of formaldehyde, one ounce to three gallons of water, although, as he states, the odor of this material might be objectionable. He also mentions a solution of sodium hypochlorite, which, however, he cautions may bleach the surface of the butter. Some creameries, he states, are using a solution of boric acid, immersing the liners for about an hour, and are having no trouble. Finally he suggests the use of a faintly milky emulsion of lime as a tub wash, and closes with the statement that salt brine does not prevent the growth of mold.

We hesitate to recommend the direct application of such disinfectants as formaldehyde to liners coming in direct contact with the butter, unless as a last resort, and we believe that some plan of treating tubs and liners can be worked out to obviate the necessity. Even if "scientific investigation" has proven, as Prof. McKay states, that salt brine does not prevent mold growth, we believe that the chances of mold development on liners would be largely reduced were the liners immersed in a strong brine just as hot and just as long a time as the paper will stand. Or possibly, lime could be substituted for the

brine. Then if tight brine-soaked tubs are used and enough brine left in the tub to keep out the air between butter and liner the mold spores remaining would certainly not find conditions very congenial for rapid propagation.

But no matter what mode of treatment is decided upon creamerymen should secure the very highest grade parchment paper liner they can reasonably afford. Poor parchment, especially that containing too much glucose, has been repeatedly proven a cause of mold growth.—N. Y. Produce Review.

Hiring and Firing Salesmen In One Big Concern.

A man who has hired more salesmen than possibly any other man in America has made a strong contribution on this subject. The facts are authentic although for good and sufficient reasons we are obliged to omit the man's name. The substance of his statement is:

"He is a happy man who is interested in his work; trying to make an interest in your own work is all right but how about the men in the trenches?"

"I do not believe in capital versus labor, but capital and labor.

"I am a thorough believer in the daily tasks for salesmen and a good way to achieve this is the point system, giving one point credit for every dollar in sale. This, however, must be modified and a larger percentage of points should be given for those articles which are not ready sellers. "For instance, in my work I found certain lines of our goods which were not selling readily and, therefore, I changed the system and made five points for each dollar in sales to apply to this particular line.

"Another plan which I have adopted was to have the salesman work with the dealer on Saturday. Put him behind the counter selling our goods and in this way our salesmen were able to get a line of information would be unable to secure. It gave our salesmen a splendid idea of real selling conditions among dealers.

"Our plan is to arrange a man's territory and his salary upon a standard basis and pay him a bonus for sales over the standard amount.

"Out of 900 men working for our company only seven or eight were discharged in one year.

"I believe in the inspection at random system. The fact of the uncertainty of the day that the inspector is going to visit the territory is very salutary on the salesman. Another advantage of the inspection lies in the fact that no one can check up another man's work without learning how it can be done better.

"I believe in running salesmen on the time table basis, giving them a certain length of time in which to make a certain number of calls.

"When I first took hold of the department I found that 87 per cent. of the men hired were fired within four months, and that about 50 per cent. of the pay went to the men who were fired. These men were disturbers of trade. The general statement is as follows:

Total wages paid.....\$300,000
Total wages paid to those who were fired 167,000
"My experience is that the hours to call on trade in the country is from 7 a. m. to 9 p. m.

"Our examination of salesmen covers from eight to nine hours. The different tests are: Interview Test, Selling Test, Judgment Test, etc.

"Recently we examined 1,700 who applied, 185 were told to take the medical examination, which they were advised included a venereal test. Only 80 per cent. took that examination. We found that seventy-five were acceptable out of the total of 1,700."

Poultry Day in Texas.

Texas has inaugurated a new one. July 12 was designated as "Poultry Day." This matter was brought about through the suggestion of the Lone Star Poultry Association, whose headquarters are at San Antonio. The idea of this Association was to create an additional demand for poultry products on that day throughout the Southern states. It was urged that every household, wherever possible, have a chicken dinner on the table at 12 o'clock, midday, of July 12th. It had been originally suggested that Sunday be selected as chicken day but those who backed the movement were looking towards an increase in the consumption of poultry and very sensibly figured that a good many people have chicken for dinner on Sunday anyway, so there would be no particular increase in poultry consumption by the selection of Sunday.

Bell Phone 950 City Phone 2713
Lynch Bros.
Special Sale Conductors
Expert Advertising—Expert Merchandising
28 So. Ionia Ave. Grand Rapids, Mich.

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

SEND US ORDERS
ALL KINDS FIELD SEEDS
Medium, Mammoth, Alsylke, 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.

Make Us Your Shipments
When you have Fresh Quality Eggs, Dairy Butter to packing stock. Always in the market. Quick returns. Get our quotations.
Kent Storage Co. Grand Rapids, Mich.

Henry Smith
FLORIST
215 W. Ionia St. Grand Rapids, Mich.

Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color and one that compares with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co. Burlington, Vt.

GOLD BOND
PACKED IN CASES
BROOMS
Made in
AMSTERDAM
BROSOW CO.
AMSTERDAM, N. Y.
GOLD BOND

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

BIG MAN FOR A BIG JOB.

Why Diekema Would Make a Good Governor.

The title of this article tells as briefly as possible why Mr. Diekema should be our next Governor and really tells the whole story, but it may be necessary to back this statement up with some specific facts.

Just what does the job of Governor consist of? The Governor of Michigan occupies much the same place in the State that the President does in the affairs of the Nation. The Governor is the commander-in-chief of the military forces of the State, and may call out the troops to execute the laws, repel invasions, and suppress insurrections. His main duty, however, is to see that the laws are faithfully executed. But our Governor also has a duty which is rather legislative than executive. That is, it is his duty to inform the Legislature of the condition of affairs in the State, and recommend such measures as may be necessary. To aid him in this duty, he may call upon the heads of various departments of the State for written information concerning the affairs of their departments. In other words, the Governor has the real initiative in shaping the course of legislation during his term of office. In addition to these duties, there is, of course, the power to pardon convicted persons, except those convicted of treason or who have been impeached. This latter prerogative must be exercised with great care, of course, and requires a man of sound judgment. In all other respects he is charged with responsibility for the affairs of the executive department of the State government.

Now we begin to see what a big job is to be filled. We now see we've got to have a man who is pretty much an all round high-grade man. First, since most of the concerns of State government have to do with the business of its citizens, the Governor must be a wise, level-headed business man. He must be a man trained in business methods and efficiency. But he must be more than a mere business man. A Governor who was nothing more than a business man, pure and simple, would be a man who was trained in the art of making as much money as he can, and a man who is trained for this, and nothing else, is not a big enough man to be Governor of our State. He must have the executive and managerial qualities of a successful business man, but he must be more. He must be a man well trained in the law. It is the business of a Governor to govern, and to govern wisely. He must have a knowledge of the body of the law, the making of statute law and the administration of the law. Perhaps your purely business man would have ability to pick up some knowledge of law to help him out in the business of governing, but it takes a lawyer, trained in law and in the active practice of it—one who is familiar with the working of the laws which govern the common people in their every-day lives to handle the job best. Moreover—and this is very important—the Governor of our State really ought to be a man who knows his own State thoroughly; who is acquainted all over the State, so that he not only knows

where to make the best appointments, but also so that he may know the needs of the people in every part of the commonwealth.

Now, what are Mr. Diekema's qualifications for this great task? A brief sketch of his achievements up to date will show them:

G. J. Diekema was born in Holland, Mich., in 1859. He was educated in the public schools there, and went to Hope college, where he graduated in 1881. Since then his college has given him the degrees of A.M. and L.L.D. He taught school for a term and then went to the University of Michigan to study law. He then opened a law office in his home city, where he is still practicing. Mr. Diekema was a Republican and was elected to the State Legislature in 1884. He represented his district eight consecutive years. In 1889 he was elected

Congress for two terms. In 1912 he was chairman of the Speakers' Bureau of the Republican National Committee. In 1913 he was appointed by the Board of Mediation and Conciliation as a member of the Board of Arbitration between the Chicago, Burlington & Quincy Railroad and its employes.

Through his executive ability. Mr. Diekema combined business with law, and now he is President of the First State Bank of Holland, chairman of the board of directors of the Grand Haven State Bank, President of the Dupree Chemical Co., of the Thompson Manufacturing Co., and is director and stockholder of many other enterprises. Mr. Diekema has always been a splendid orator.

Is there a man named who is as well fitted as is Mr. Diekema, for the greatest office in the State? Is there a man

has let bills go through entire without discrimination. Mr. Diekema, on the other hand, is in favor of a budget whereby there can be an effective check on the expenditures of the State's money and a business-like way of spending it; the only business-like way of making expenditures. Of course, the Legislature has the power to modify this budget as it sees fit, but it provides the only effective guide to them.

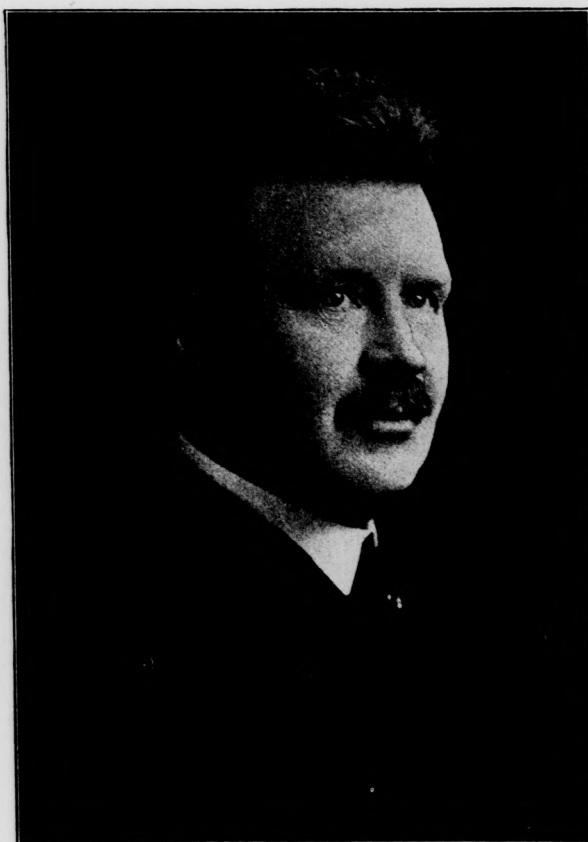
Mr. Taft, in his book on The Presidency, says this concerning the budget system: "A President with the power to veto items in appropriation bills might exercise a good restraining influence in cutting down the total annual expenses of the Government. But this is not the right way. The right way, as shown in England and other countries where expenses have, of necessity, to be counted and proportioned to resources, is a budget, stated at the beginning of a session, which shows the sources, first, and then the possible expenditures. Both sides of the account are fully stated before Parliament acts, and that is what we should have in this country."

Of course, in this Mr. Taft is considering a National budget, but the same reasoning applies to a State budget. The State is the unit of government which regulates our common life for the most part, and it is in the State that a reform might well start. Mr. Diekema stands for a budget, and if he is chosen to be our Governor, we shall get a budget!

To show the need of a budget, it is well to point out that in ten years the taxes have increased 125 per cent. and the wealth of the State only 66 per cent., whereas the population has increased only 16 per cent. "There is no excuse for it," said Mr. Diekema in one of his speeches, "but I want to say that it is not the fault of your Legislature, nor your representatives there. The Legislature is powerless to prevent this extravagance. Our system is wrong. There is the trouble."

There is not another candidate for Governor in the field who has had the experience in public affairs that Gerritt J. Diekema has had. Take this, together with his ability and absolute integrity, and it is clear who our nominee should be. During the past year, Mr. Diekema has been making a tour of the State, conducting discussions on public affairs. He has the advantage of other candidates in being widely and favorably known over the whole State. His chief opponents for the Republican nomination are Mr. Sleeper, from Bad Axe, a banker, and Mr. Leland, of Detroit, also a banker. Mr. Sleeper was once a member of the State Legislature and later State Treasurer. Mr. Leland is a Regent of the University of Michigan. Both are reputed to be wealthy men. These men are conducting business campaigns—very expensive business campaigns—characterized by lavish expenditures which automatically place them in disfavor with thinking men for public favor in these days.

Mr. Diekema's friends have formed a primary organization with George Clapperton as chairman, Walter N. Brooks as Secretary, an Executive Committee of representative Republicans and a Home Advisory Committee of some 200 Republicans from Kent and Ottawa counties, with headquarters in this city,



Hon. G. J. Diekema.

Speaker of the House. In his home town he has held the offices of member of the School Board, City Attorney and Mayor. He was appointed by Governor Rich, when he was Governor, to the presidency of the Michigan Municipal Commission, and drafted the general village and fourth-class city charters. In 1896 he was a delegate to the National Republican convention which nominated William McKinley. From 1900 to 1910 he was chairman of the Republican State Central Committee and never lost a campaign. In 1901 he was appointed by President McKinley as a member of the Spanish Treaty Claims Court, and served there for six years, where he passed upon \$65,000,000 of war claims against the United State. In 1907 he was elected to Congress from the Fifth District, succeeding William Alden Smith, who has been promoted to the Senate, and served his district in

who has had the varied experience he has had in the making of laws, in their interpretation in public matters, as well as in the world of business and in the knowledge of men and their affairs? In Mr. Diekema we have a man of great ability, of sterling character. Such a man as we can be proud to rank with the best of the great body of governors of the United States—a man big enough for the job.

What Michigan perhaps needs most at this time is a reform in the system of taxation and expenditure of the State's money. In the latter, the present Governor has been remiss in his duties. Now, the Governor of our State has the power to veto any items in the appropriation bills of the legislature; that is to say, he can veto part of the appropriations in a bill and sign the remainder. The present Governor has never used this wise power given to him, but

at the corner of Monroe and Ottawa avenues. This organization has inaugurated an active and intelligent campaign of publicity stressing Mr. Diekema's qualifications and the responsibility of the individual votes for wise nomination. They claim that Mr. Diekema is now the leading candidate in the field. It is to be sincerely hoped that the voters of the party will give careful consideration to the casting of their primary ballots, in order to pick out the best man in the field, rather than to split the vote up so as possibly to nominate a weak man, because of the splitting up process. It looks pretty plain to the writer that Mr. Diekema is far and away the best candidate running. But it is up to the voter whose sovereign duty it is to select his own nominees on August 29.

Boonlets From Bay City.

Bay City, Aug. 1—C. E. Gould, formerly of this city, who has been looking after the Sommers Pros. Match Co. interests in the West the past two years, made a flying visit to Bay City and Saginaw last week.

Frank E. Rockwell, representing Hammond, Standish & Co., of this city, and Henry Zirvess, with Symons Bros. & Co., Saginaw, returned last week from a ten day automobile trip through Indiana and Illinois. Mrs. Rockwell and Mrs. Zirvess accompanied them and had a very enjoyable trip.

E. R. Moag, with the National Grocery Co., this city, with his wife and daughter, spent his ten day vacation at Higgins Lake. They also visited Camp Ferris, enjoying a visit with their son, Harold, who is a member of No. 2 Ambulance Co.

A piece of black walnut timber, ten inches square and thirty-one feet long, was found in the foundation of an old frame building which was being torn down to make room for a new brick block at the corner of Sixth and Adams street. The piece has been taken to one of the local mills and will be cut up into veneer stock. It is estimated that the veneer that can be cut from it will net fully \$280 or at the rate of \$982 per thousand feet.

Henry C. Haller, Deputy United States Marshall, has decided to be the Democratic candidate for Congress in the Tenth district. After the election, Mr. Haller's name will be added to the long list of loyal Democrats who have made the run over the same course only to be defeated. He has no more chance of being elected than Mr. Skygack of Mars.

Frank J. Flynn, who has been engaged in the elevator business in Gladwin for several years, and Sam Neely, who has conducted a coal yard, have consolidated their business and are building a new elevator with 20,000 bushel capacity, which it is expected will be completed in two weeks. The name of the new business will be the Flynn-Neely Elevator Co.

Raddatz, Fockler & Co. is the name of the new hardware firm who recently engaged in the retail business in Alpena.

Frank E. Burton, Gladwin, general merchant and one of the largest dealers and shippers of live poultry in Northern Michigan, is completing a new and up-to-date warehouse, 24 x 60 feet, with basement, to be used exclusively for his poultry business.

Two weeks ago the Board of Commerce entertained the Detroit good roads enthusiasts during their stay in the city while on their trip to Mackinaw. On Thursday of this week the Board had the pleasure of showing the same courtesy to the Huron Shore boosters from Port Huron and other places en route. The good roads sentiment is growing rapidly and when the good work

underway is complete, no class of people will appreciate the good roads more than the traveling men who, since the advent of the automobile, make most of their territory with the auto.

An unknown disease is killing cattle on the low lands of the Rifle River, near Au Gres. Several head have died and others are sick. It is thought that the trouble is due to the cattle grazing on poisonous grasses which grow in that vicinity.

Clark & Munger, architects, who have been engaged in the business for more than thirty years, have dissolved their business relationship. Mr. Munger will open a new office in the Shearer building. Mr. Clark will continue business in the old office.

A new industry was organized the past week and will be known as the Union Truck Co. and will manufacture auto trucks. The officers of the new company are: President, James R. Tanner; Vice-President and General Manager, H. E. Woodworth; Secretary, E. C. Tibbetts; Treasurer, Geo. Beaulier. Mr. Woodworth, the general manager, was formerly connected with the Republic Truck Co., of Alma, and is an expert in the business. The company will commence business at once.

The Cornwell Beef Co., of this city, has contracted for the entire output of Rosewood Lachine Creamery Co., of Lachine. The creamery is making and shipping 4,000 pounds of butter each week.

Bay City, Saginaw and Flint representatives of the Lumberman's Credit Association will hold their annual picnic at Wenona Beach Aug. 5.

The warehouse of the Novelty Works, of Harrisville, was damaged by fire Saturday afternoon. Loss is estimated at \$10,000. The origin of the fire is not known. A good part of the loss is insured.

A new business and opera block is to be built on Washington avenue, between Fourth and Fifth streets. The building will be 225 x 100 and will have ten store spaces and the opera house on the ground floor, with offices on the second and third floors. The building will be a big improvement to the locality. W. T. Ballamy.

Flakes From the Food City.

Battle Creek, August 1—Edward D. Strain, owner and manager of Battle Creek's largest wholesale bakery, left Monday for Salt Lake City to attend the National convention of the Master Bakers' Association as Michigan's delegate. We admire the Michigan Association's choice and are proud to say that Eddie is a member of Battle Creek Council.

The writer made an error in last week's news in the name of Frank Blow, which should have been Frank Weed and he begs to apologize to the readers.

The Battle Creek Sanitarium is entertaining over 1,100 guests at present. Somebody believes in our slogan,

Better Yourself in Battle Creek. This, by the way, is the largest sanitarium in the world.

Several business changes have been made in the grocery stores of Battle Creek, as follows:

D. M. Gunthorpe sold to T. W. Crandall.

O. Olmstead sold to William Stephens.

C. A. Parrott sold to T. W. Mason. Edward White sold to Robert Johnson.

We hope the newcomers may become as popular and successful with the trade as their predecessors were.

Local haberdashers report a tremendous business in handkerchiefs and porous knit underwear. There's a reason.

Good progress is being made on the new factory buildings of the Rich Twist Drill Co., and the Bennett Oven Co., two new business acquisitions recently secured for Battle Creek. The Kellogg Toasted Corn Flake Co. is building a large addition, making it one of the largest cereal factories in the world.

The wholesale candy house of the Graves & Evans Co. last year installed a bottling and carbonating works in connection with its candy business. For the past two weeks the candy end of the business has been suffering and every available dray or truck which could be found has been delivering the popular soft drinks. Since starting a few years ago, the partners stuck to quality as their motto and when they started to manufacture soft drinks they did not forget it and now if a customer can not find Graves & Evans goods in a store they go where they can. That, in the writer's opinion, is paving the way for a brilliant future and we do not know of anybody who we would better like to see make good than the members of this firm, who are old members of the traveling fraternity.

The writer has noticed in a number of stores that the salesmen spend a lot of time selling staple goods. In his opinion, the salesman should be instructed to sell only specialties and let the staples sell themselves. The time is not far distant when I believe every employer when hiring new help will see that they receive instructions to this effect. It will mean larger profits and quick sales of slow moving stock.

The Whalen Grocery Co., of this city, has a unique system in vogue in regard to ordering and keeping up its immense stock of groceries. Each man employed by the house is given a certain line of goods to keep track of, order, place on the shelf, etc. This system gives the clerk more than an ordinary interest in the business and also makes it possible to keep a better check on the goods as regards sales, losses, etc. The Whalen Grocery Co. is the largest grocery in Battle Creek and it is through putting the store on a systematic basis that this has been accomplished.

I hope the boys will be thankful for this little effort at news writing on my part because the heat has driven every bit of excitement or humor out of town. Otto L. Cook.

Trading Stamps in the West.

The trading stamp companies have bowed to the inevitable in Utah and paid the tax there, as provided for in the Utah statutes, but the Washington State law, which imposes a prohibitory tax of \$6,000 in each county has forced the companies to discontinue redeeming their trading stamps in premiums and are now redeeming them in cash in order to get around the law. It is reported by retailers that green trading stamps in Washington now cost the retailer 2 1/2 per cent. and the consumer redeems them at 2 per cent. on the sale.

Our idea of a lazy man is one who would rather pay for a shave than wash his face.

We would have more ideal cities but for the scarcity of ideal citizens.



J. MORTIMER RATHBONE
Manager

**THE RATHBONE
HOUSE AND CAFE**
COR. FULTON AND DIVISION

It's a good place to stay and a good place to eat. You have service when you want it. If you will try us out once we'll make things so comfortable for you that you'll come again soon.

**If Organized "THE WAGNER WAY"
Your Organization Is Built to Stay.**

- Prosperity has struck Michigan. Is your city getting any of it?
- Does your Commercial Organization need rejuvenating?
- Has your Chamber of Commerce a large enough fund?
- Should your Board of Trade have more members?
- Is your Commercial Organization doing things?

Most of the FASTEST GROWING CITIES IN MICHIGAN have organizations that were built "THE WAGNER WAY."

WRITE TODAY

455-9 Equity Bldg.
DETROIT, U. S. A.



WRITE TODAY

455-9 Equity Bldg.
DETROIT, U. S. A.

AUTOMOBILES AND ACCESSORIES

Practical Solution of the Gasoline Problem.

Petroleum interests are not worried over any method of producing motor fuel by throwing two ounces of green powder into water, said Dr. Raymond F. Bacon, of the Mellon Institute of Industrial Research, in an address recently before the Society of Chemical Industry.

The real solution of the gasoline problem lies within the petroleum industry, and will be accomplished by co-operation between automobile manufacturers and petroleum companies in joint experiments to produce an engine which burns successfully the heavier derivatives of petroleum. He pointed out that at present it has been demonstrated that an internal combustion engine, after being heated by an effective product like gasoline, will run satisfactorily for a while on kerosene. This proves that the end of the problem is not far away if research is carried forward energetically.

Another solution of the problem which may be found lies in the peroxidizing of kerosene. The engine might be started and warmed with gasoline and then be fed with kerosene from a supplementary tank. The combustion of kerosene might be aided by an adequate supply of oxygen. One of the chief objections to the utilization of the heavier oil products lay in the deposits of carbon, tar and other substances.

The address of Dr. Bacon was concerned with the wider aspects of the petroleum industry and its relation to the commercial development of the country. About two hundred members and guests of the society were present at the meeting, which was preceded by an informal dinner.

The great field of chemical research into petroleum has barely been scratched, and an important opportunity is opened for the universities of the country in this direction. Entirely too little is known about the product. Just at the moment the most pressing difficulty in the oil industry is to increase the available supply of gasoline, declared the speaker, who outlined the progress of the situation since the days when kerosene was the principal output and gasoline was sold at 2½ cents a gallon. Modern methods of extracting gasoline from the crude oil succeeded in getting about 20 to 30 per cent., he said, and the oil may then be run through the process a second time with less successful results. The ideal process, of course, would be to obtain 100 per cent. of gasoline, he commented.

Most of the gasolines on the market are not the superior, straight distilled products, said the speaker, but are mixtures brought down to the lowest point

where the public will buy. Little has been done in developing engines to utilize these mixtures to the best advantage, was his assertion. He stated that progressive automobile companies, who maintain expensive research laboratories to improve and design engines, would accomplish more perhaps if they would co-operate with the petroleum people.

As an interesting side comment, Dr. Bacon stated that experiments have produced a small amount of edible fats from petroleum, but that this has not been carried to commercial proportions. Some day, however, he said, people might live upon the products of mineral oil from the ground. In part Dr. Bacon said:

"Certain petroleum industrialists have frequently availed themselves of the service of research to assist both in the perfecting of processes and the necessary mechanical equipment, and marked success has attended scientific progress in the refining of petroleum. In fact, some of the largest refiners now concede that chemistry is the intelligence department of the petroleum industry and gratefully acknowledge that the efficiency of their plants has resulted largely from research. Those companies which stand well to the fore maintain one or more research laboratories, and industrial research has left its mark on their development. It is, however, essential, particularly for the future welfare of the industry, that there be an increment of research activity; this may be brought about in a measure by the organizations represented in the petroleum industry and by the Bureau of Mines. But there must be greater co-operation between petroleum industrialists and the universities and scientific societies if the desirable fruitful research is to be stimulated.

"Possibly owing to the lack of reliable general information, the petroleum industry is in many ways groping in the dark. The same errors are repeatedly made in the same territories by different operators; and in both drilling and refining, the various factors having a known influence are imperfectly understood in their relation one to another. When a producer finds oil, he is simply a producer and not a marketer, for he has usually no knowledge of the value of his product other than the posted price. He knows only in a rather vague way what characteristics are valuable, and when he has sold his crude he is frequently no longer concerned with the petroleum industry. The refiner has usually only the knowledge gained with an apprenticeship with an older refiner, and is, therefore, unfamiliar with the chemistry of refining.

"Petroleum marketers maintain that the greatest need of those interested in

the petroleum industry to-day is uniformity in methods of testing and in the physical instruments employed therein. Constant progress is being made in the analytical chemistry of petroleum and its products, but much research will be necessary before procedures are worked out which will be satisfactory for general adoption.

"From the industrialist's viewpoint, the great problem in the petroleum industry is flexibility in refining in order that only such products as are in demand may be produced. It is desirable that a refining process be devised which will enable the refiner to produce only the products for which there is a big market—at present, gasoline and lubricating oils. Some technologists look forward to the time when the desired finished products, and only these, will be obtained from petroleum by purely physical methods, thus dispensing with chemical treatment."

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Are strongly constructed of selected fabrics, pure gummed cushion stock, and tough Brazilian tread.

Sold by dealers at a reasonable price.

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Several sheet metal workers for general job work familiar with laying out, making up or erecting work. Experienced bench men, outside men and experienced helper. Apply to THE B. F. GOODRICH COMPANY
AKRON, OHIO.

SPECIAL USED AUTO BARGAINS

1915 Model 5 Pass. Gray & Davis, self starting and lighting..... \$395
40 Other Touring Cars and Roadsters \$195 and up
Easy Terms—No Extra Charge

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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.

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The Great Western Oil Co.
Grand Rapids, Michigan

Use Half as Much
Champion Motor Oil
as of other Oil
GRAND RAPIDS OIL CO.

EVEREADY FLASHLIGHTS

Every man, woman and child among your clientele in a prospective buyer of an EVEREADY Flashlight. No side line you could carry has a wider appeal for everybody has experienced the annoyance of groping in the dark and is glad of a means to avoid it.

When you have EVEREADY'S displayed on your counter or in your window you're bound to make sales.

We're EVEREADY head-quarters. Consult us.



C. J. LITSCHER ELECTRIC COMPANY
Wholesale Distributors
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Horse Shoe Tires

WRAPPED TREAD SYSTEM

Guaranteed for 5000 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, deterioration and decay.

Wholesale Distributors:
Brown & Sehler Co.
Grand Rapids, Mich.
Write for Territorial Reservation

Brief mention was made of the research which has been centered on the working out of processes for the dehydration and desulphurization of crude oils and for the depolymerization of heavy oils; but especial attention was devoted to the problems encountered in the chemical treatment of petroleum products and some present-day technical difficulties in refinery engineering. It was predicted that petroleum will, like natural gas, form the basis of a chemical products industry which will be as distinct as the coal-tar industry of today. It was indicated that several of the large refiners are preparing for this future manufacture by accumulating a reserve of knowledge through research. A summary was given of recent work on the production of siccativ oils, artificial resins, fatty acids, isoprene, butadiene, and dyestuffs from petroleum.

Road Hog Pest Is Bane of Careful Driver

Courtesy on the road is a negligible quantity with some tourists and the average man driving a car and trying in every way to obey speed laws receives scant courtesy. In fact, some tourists who are openly breaking the laws revile the men who are doing their best to observe the letter of the statutes.

In some sections and in fact along many of the main traveled highways that old gag of "four miles an hour" or "eight miles an hour" or some other nonsensical ruling regarding the speed that shall be maintained, has given way to a politely worded request that the tourist drive in a safe way at all times. There is no stipulation regarding speed, no threat to arrest any one caught breaking the foolish speed laws and tourists are placed on their honor.

In spite of this thoughtfulness on the part of the municipalities there are tourists who will go through a town or city like a cyclone and then hide behind the claim that no limit of speed was named. The tourist who is trying to earn his welcome by going at a moderate speed is reviled by these thoughtless speed fiends who do not appreciate the fact that they have been supposed to have some honor.

After tourists have passed through such cities as have placed them on honor they find a large sign "Thank you" and the man who has done right, according to his way of thinking, will take this sign literally, while the man who has thoughtlessly or purposely gone through the town in any but a safe manner will see the sarcasm of it, provided he is able to see anything.

On the road in the country the man who desires to tour at a leisurely gait and enjoy life will be made the butt of horn blowing and signaling and indignant looks will be cast back at him as the car goes rushing by. Other tourists who do go slow will be guilty at times of acts that are far from fair for such men will pay no attention to a polite request as exercised by a horn blown modestly. The horn speaks to the tourist, either of anger or toleration, and when the latter is the case some who tour will pay no heed, requiring a harsh sound to move.

A woman is never too good to be true.

New Angles on the Used Car Business.

Much has been said for and against the used car by the prospective purchaser. The statement that a used car is a good investment is a broad one in the mind of the buyer, nevertheless there are reasons that will readily substantiate this statement.

In the first place the man who is buying a used car cannot afford the initial payment on a new car. Fifty per cent. of the used car purchasers, particularly if it be their first automobile, are skeptical to a smaller or greater extent. They are usually under the impression that it does not pay to buy a used car.

It is an established fact that the depreciation is greatest in a new car. The volume of this depreciation depends, of course, on the handling of the new car in the hands of various owners. Depreciation will vary according to the care and attention the new car has, sometimes to the extent of \$100 or more in a single year. If all new car owners would give their cars the proper attention the used car would be much easier to sell both for themselves and the dealers. However, to go back to the used car. A used car purchased for \$500 at the present time should not depreciate more than \$100 within the following year if given good care.

A new car, strange to say, purchased for \$500 will have less depreciation in proportion to the car purchased for \$1,000 or more. To quote an instance, a new car was purchased last year for \$1,575. At the present time this same car can be bought for \$750, which shows a depreciation of more than 50 per cent. If the price of this car had been \$500 the car would probably have brought about \$400 at the present time.

If three of these \$500 cars had been purchased with an investment of \$1,500, the total depreciation would have been approximately \$300, or 20 per cent. While the used car also suffers when the manufacturer produces a new model with a reduction in price it appears to be so small that it does not materially change the market value of the car.

Worth the Careful Driver's Eye.

A disagreeable rattle can often be traced to the hood where it rests on its seat. Strips of rawhide or other anti-friction material should be installed to prevent any squeak or rattle.

To those who object to the old method of thoroughly greasing their hands in order to make subsequent cleaning easy after an overhauling job, it is recommended that a solution composed of four parts of alcohol, three parts of glycerine and three parts of water be used instead. This should be well rubbed in and the hands permitted to dry before work is commenced.

It not infrequently happens that when an empty radiator is filled up and the car runs a short distance the water level will be found to have fallen considerably, although no overheating has occurred and no leak exists. The reason for this is that the water requires some little time to percolate through the various restricted passages in the cooling

system, and a little shaking down results in a falling of the level.

One part which requires lubrication, but which is oftentimes neglected, is the interior of the flexible speedometer driving shaft, to which an elusive squeak often can be traced. The best lubricant for the shaft is a light grade of grease or non-fluid oil.

Don't forget that the bearings of the electric generator and starter need oiling from time to time. A few drops of high grade oil will prevent unnecessary wear and damage to the bearings.

Submarine Attack on Booze.

For the married man who cannot get along without drinks, the following is suggested as a means of freedom from bondage to saloons:

Start a saloon in your own home. Be the only customer (you'll have no license to pay). Go to your wife and give her \$2 to buy a gallon of whiskey, and remember there are sixty-nine drinks in a gallon. Buy your drinks from no one but your wife.

and by the time that the first gallon is gone she will have \$8 to put into the bank and \$2 to start business again.

Should you live ten years and continue to buy booze from her, and then die with snakes in your boots, she will have enough money to bury you decently, educate your children, buy a house and lot, and marry a decent man, and quit thinking about you entirely.

For the first time the Society of Automobile Engineers has taken an officially recognized place in the work of National standardization. This was on the occasion of the meeting of the newly-appointed aeronautic engine division of the S. A. E. standard committee which met in Washington last week. The chief business of the meeting was to discuss the programme of the division which was created because army and navy authorities consider it important that changes in connection with aeroplanes should be standardized at once.

"Five thousand Americans are worth a million each because they invested their savings in new things."—

Westinghouse.

The following list shows some of the new things, and what **\$100** invested in them in the beginning is now worth:—

Bell Telephone	\$ 54,000
Western Union	15,000
Welsbach Gas Mantel	50,000
Janney Coupler	18,000
American Radiator	49,000
National Cash Register	42,000
Underwood Typewriter	38,325
Burroughs Adding Machine	41,000
Dunlop Tire Co.	50,000
Linotype	25,000
Westinghouse Airbrake	48,856
Hup Motor	20,000
Reo Motor	23,000
Ford Motor	250,000

The greatest new invention right now is the CLARK-ANDERSON MOTOR — the simplest ever built, and the greatest improvement in Internal Combustion Engines since the first one was built.

Stock is now selling at par

UNIVERSAL VALVELESS FOUR CYCLE MOTOR CO

405-406-407 Murray Bldg. - Grand Rapids, Mich.

FIRE INSURANCE.

Some Sound Advice By a Leading Credit Man.

Recently a prominent Northwest credit man delivered an address to retailers on the subject of the importance of fire insurance as a basis for credit.

While there is a very small percentage of retailers doing business without insurance, the majority, however, do not carry enough.

Wholesalers who have extended long lines of credit have learned from experience that it does not pay to carry the kind of a retailer who has not adequate insurance, for the reason that should the retailer suffer a total fire loss, he is practically out of business, through the destruction of his most tangible property, and this being the case his creditors would be required to rely on outside holdings from which they might recover their indebtedness. These holdings many times are of doubtful value, and in most cases require a long time to effect a satisfactory realization.

Every credit man handling a large number of accounts is yearly called upon to witness the pathetic scene of some old-time and valued customer who may have labored for years to get together a property, stand by the ruins just able to pay his debts or even short of the amount, and reached the time of life when he can not "come back."

The speaker attached considerable importance to the apparent indifference of the retailer to carefully read his policies, and in this connection stated:

Ignorance of Insurance Policies.

It is my conviction that there is nothing for which the average merchant pays out his good money that he knows so little about or seems to care as little for, as those agreements known as fire insurance policies. Very many of you seem to rely upon Providence or your law makers, the companies themselves or the local agent, for the soundness, accuracy, and protection of an instrument which may very often be all that stands between you and bankruptcy or absolute want for your family. If the jobber could by some mystic method inspire this blind confidence in the purchase of his goods, some things at least might be made easier, but possibly not improved. Very many pay insurance as they do taxes, considering it a necessary evil, and that it is the smart thing to reduce said evil as much as possible, hence cut down the amount carried, and this tendency, rather than looking at this important subject in a broad and intelligent manner, is in my judgment entirely too prevalent.

No single item of expense entering into the conduct of your business is more legitimate or should be paid by you with greater willingness, than the amount necessary to protect you against burdensome loss by fire, and if you must cut expenses to keep the balance on the right side of your ledger, prune some other item, for

that condition argues the greater necessity for adequate insurance. If on the other hand your business affords you generous profits, why take a chance of loss or disturbance by light insurance.

If you please, let us assume by practical example that you are now making application for insurance on your property. What are the considerations? First, the amount to be carried; second, the responsibility, methods and reputation of the companies that you may select. As you may know in many or all states we have an abundance of insurance laws, and to these the companies have added their restrictions or requirements that apply to certain risks.

Lauds Uniform Policies.

In our state we have a standard form of policy used by all companies and all riders placed thereon covering the same risk must be uniform. Said law is very beneficial to insurers as it furnishes a uniform policy throughout and avoids any possible complication that might arise by the restrictions or conditions of the several companies who would be carrying your risk.

How are you to determine the amount of insurance that you should carry on your property? I assume that without question you know the cost of your building and your stock of goods, and as the insurance companies of this state place no restriction whatever on amount up to full valuation, it is entirely optional with you how much of their goods you can pay for. It may be a fair assumption as an answer to what amount you should carry that I ask you what amount of your risk you are willing to assume, and in case of a total loss by fire which is generally the result in small towns, how much of a loss you would be willing to accept? And please do not permit the thought that you will never have a fire to get between you and your decision on the amount.

Amount of Insurance.

There are also other very important considerations that should govern you in this decision. First it would seem imperative that you should carry enough insurance to pay your indebtedness at all times, and if that be excessive, then the limit allowed by the companies should be taken by you.

If you are married and have a large family dependent upon you, full insurance is the only safety. In fact I know of no country store, no matter how located which can in my judgment offer effective argument against a full line of insurance, and when I say a full line, I mean 80 to 85 per cent. of the valuation for replacement.

For a continuation of our illustration we will assume you to be one of a class of the average merchants, who after giving your order for insurance await the delivery of policies and when handed to you by the local agent, are too busy to examine them, other than notice that the amount is as ordered, and in view of your long acquaintance with the local agent in

whom you have the utmost confidence, you conclude that everything must be all right.

Policy Must Be Read.

They are placed in your safe, if you have one, and if not, in your desk, where they repose until a fire visits you and then that lightly valued, and much neglected paper, becomes your most prized possession, and you will almost risk your life to get to that desk and secure those policies, keep them close to you until the excitement is over, and then perchance they get their first reading. You have an awakening that is startling, and wonder why you never read those valuable papers before, and shudder at the thought of meeting an adjuster, for upon opening these policies and carefully examining them, you find beyond the main body of the policies several slips attached, each containing a specific condition, failure to comply with which voids and makes of no value that paper on which you have relied with such confidence for protection.

You first find that you have been negligent in taking your inventory each year, did not think it necessary the year before the fire, and therefore did not do it, as you knew you owned all the property anyway, and it made little difference. You had been very careless in keeping your books, they were good enough for you and they ought to be all right for anybody. You had violated your gasoline clause, as well as that relative to powder and dynamite; you had written other insurance without notification as required, in fact, when you examined this policy carefully, you could not fail to realize that you had so violated almost every important condition contained therein, that you had not a leg on which to stand to

make a demand upon the company for loss.

Adjusters Praised.

In due time the adjuster arrives, and by the way, I desire to digress sufficiently to state that in my belief no fairer minded body of men travel our country to-day than insurance adjusters, high-class, intelligent, honest, and with a wish to give a man all he is entitled to and in many instances more, and with what is he often confronted?

A condition pathetic in the extreme. Yet so manifestly unjust for him to consider representing the interests of his company, and realizing that every vital condition of their contract has been violated, and all because you preferred ignorance to wisdom, or carelessness to due business caution. Many of the bitter complaints that reach us of unfair adjustments when fully analyzed will cause us amazement that the holder received one dollar on a contract so violated. It is my honest belief that not one merchant in five ever opens his policies and that not one in ten has ever read from beginning to end

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

9500
MEMBERS

\$19,000 CASH
IN BANK



\$380,000 Saved in the Pockets of Our 9500 Members IN Comparison with Rates in Stock Companies.

The only Mutual Company in Michigan on its second season of successful operation.

This Company started at the right time of the year, and had the first pick of the careful automobile owners of the State.

Many claims have been promptly paid for fire, theft, and liability.

With over 2,000 accidents and about 1,500 automobiles stolen in Michigan last year, every prudent man should insure in the Big Mutual which covers fire and theft, and protects you against the damage cases brought against you above \$25 and up to \$5,000.

Cost only \$6.50 on a Ford; others in proportion.

That is the reason 500 farmers and business men are joining this Company each week.

Write, giving name of your car to

W. E. ROBB
HOWELL, MICHIGAN

the Minnesota Uniform Standard Policy, and examined the riders attached thereto.

Conditions Should Be Understood.

I can not impress upon you too clearly the importance of reading your policies, at least every printed and written word on it, see that it covers your different property for the amount as ordered, see that its location is properly described, note carefully the special clauses that attach to your risk and get deep-seated in your brain the conditions that you are required to comply with to make that policy good when you may need it. Make your employes careful that they understand conditions and do not violate them. Each specific clause in every policy has a purpose. It is primarily intended for your good and for the betterment of conditions and as a preventative for the destruction of property. In other words, use as great caution to see that your policies fit your property as you do that your clothes fit you.

Take an inventory of your stock each year. It is one of the up-to-date methods of business, and the only one that permits accurate knowledge of your condition and the progress or loss that you are making. Keep books of account, it is the very heart of your business, admitting of a clear understanding of conditions all the time, and of comparisons that may be very valuable. Own a safe for the security of your records, for many of the Northwestern dealers have a greater portion of their capital locked up in accounts and notes receivable, than they have in their stocks of goods, and it is very important that these accounts and papers be preserved in case of fire.

Rely on no man but yourself for the correctness of an agreement so valuable as that policy may be to you.

As you materially change your stock also change your insurance, but keep covered, and do not depend upon the agent to renew; know when policies expire and order them rewritten covering your needs. Do not be led astray by bargain insurance or cut rates, and if you have any doubt as to the stability or reputation of any of the companies offered you, submit the names to your principal jobber who will cheerfully give you reliable information.

Unique Advertising Scheme.

A Western firm has a unique method of soliciting return orders. When their book-keeper goes through the ledger making out statements, whenever he comes to an account that is closed, and which has been settled promptly enough to make the customer a satisfactory person to do business with, he writes the name and address on a statement, just as though a monthly account were to be sent to him. Instead of filling in the figures, however, the following is stamped across the face of the blank: "You don't owe us a dollar. We wish you did." This is then mailed to the customer, accompanied by some timely advertising matter, and the idea is unique enough to make the recipient "sit up and take notice."

Sparks From the Electric City.

Muskegon, July 31—We should worry about the heat. They say there is a hotter place than this.

Bittner Bros., of St. Joseph, have remodeled their store and added a new front, which greatly improves the looks of their place of business.

Dirk Mulder, proprietor of the Uno grocery, corner Myrtle and Pine streets, Muskegon, was found dead Saturday morning, July 29. Mr. Mulder conducted one of the pioneer groceries of this city. It is thought that the excessive heat caused his sudden death.

Senior Counselor Steindler has issued a circular letter to all members of Muskegon Council, requesting more prompt payment of dues and assessments and calling attention to the penalty for non-payment of same. Boys, if any of you have overlooked a payment, please attend to it promptly, as he says, "We need the money."

E. C. Welton has exchanged his Oakland six touring car for a roadster of the same make.

D. M. Inman and wife are spending two weeks at Crystal Lake, near Beulah. We expect a fine fish dinner on his return, for Charles is some fisherman. Last time we were out with him he took home some of the bait; said he wasn't going to get shunked.

Brothers, don't forget that there is a big contest on for members. Everybody get busy and hustle, for it means much to Muskegon Council. We must show a substantial increase this year, in order to elect our candidate for the Grand Council at the next convention.

Several reports have come to the writer recently to the effect that our Senior Counselor had recently been married while in New York. We had a little heart to heart talk with him on the subject and he informs us that it is false. He just went down East to get engaged.

The big Business Men's Picnic is to be held Aug. 9 at Lake Michigan Park and we can assure you that that word Big goes. Previously this has been more of a local affair, but this year hundreds of invitations have been sent to outside retailers to get them in and get acquainted with their brothers from other cities and towns. This is a splendid idea and from reports we have had there is going to be a record breaking attendance. Inasmuch as the Business Men's Association gave a banquet to the local retail dealers last spring, free dinners will be served to visiting retail merchants and their families only. Much preparation has been made and no expense spared to make this a huge success. There will be free vaudeville in the open air, consisting of trained elephant and pony show, also acrobatic stunts; a race between a hydroplane and the Dixie Pirate, the fastest motor boat in these waters; also a regular old fashioned balloon ascension and parachute drop. In addition to this, there will be athletic contests for prizes for the youngsters. Hundreds of souvenirs and a carload of watermelons will be given away. Don't say that you can't come. Just drop business for one day and let Muskegon show you that she "can and will."

We believe it is never going to rain and that it is going to be hotter than ever, that prices are going up and wages going down, but, aside from that, everything is going to be all right and we are going swimming to-night. "Come on in, the water is fine." J. E. Lyon.

Resolutions of Respect For Mr. Wheeler

Marquette, Aug. 1—U. P. Council has adopted the following resolutions of respect on the death of the late Charles Wheeler, of Detroit, a prominent member of the Council, and a Past Grand Senior Counselor.

Whereas—The Supreme Ruler of the universe hath pleased to invade our ranks and remove from our midst a beloved brother, a true and tried friend, and a faithful officer, Charles A. Wheeler, in sorrow, do we look into each others faces this bright Sabbath morning, and view his desk,

which he has held so long, and his vacant chair.

In sympathy and in affection so we think this morning of his beloved wife and his well beloved sons, and take this weak way of expressing our sorrow and extending our sympathies. Words don't count for much, but we hope that the sorrow and anguish of his family may be at least a little relieved by this expression of our hearts.

It is further resolved that this expression be spread upon our minutes; that our charter be draped in mourning for sixty days; that this resolution be published in both of our papers and that a copy of the same be forwarded to his sorrowing widow and family.

Plans Complete For Big Grocers Picnic.

Lansing, Aug. 1—The date of the Lansing Grocers and Meat Dealers' Association picnic has been set for Thursday, August 10. The place, Pine Lake, was selected at the last meeting of the Association. The committee on arrangements has practically everything framed now for the big outing except a few minor details.

In all probability, say officials of the organization, Ann Arbor, St. Johns, Grand Ledge and Owosso Associations will join the Lansing Association, invitations having been sent to each city. The arrangements committee is scheduling a number of sport events with prizes for the winners.

A barbecue is again being talked as a refreshment feature. Former barbecues held by the Association have been very successful with the exception of last season when cold and rain kept the crowd away. Roast ox and hot beef sandwiches, however, will probably be a feature again this year.

In the Good Old Days

When heads of firms became friends with customers and showed interest in their well-being, many things were done that would now seem peculiar. For instance, when Mandel Bros., of Chicago, were starting on State street, in a regular dry goods house, they divided up the responsibility, and one brother was always around the front entrance to see customers as they left the store. He would greet a woman with a bow and smile, and ask, "Madam, did you procure what you wished?" Or, "Madam, I trust that you found all you asked for," or some such remark. If she said, "Yes," she passed on with Mr. Mandel's "Good-day" ringing cheerily. If she could not get what she wanted, and said so, he escorted her to the counter, enquired her order, and, if possible, had it noted for future enquiry. The adage of the house in those long-ago days seemed to be, "Make friends of your customers."

Surely Needed Aid.

One of the benevolent societies of Providence received this letter among several others in the morning mail recently:

"This unfortunate young man is the only son of a widow, who died childless, and his earnings maintained his aged father and two young sisters, whose sole support he is."

The secretary of the society wrote on the margin of the note:

"The circumstances of the case are evidently exaggerated."

UNITED MOTOR TRUCKS



United Motor Trucks are transportation masters. Each unit conforms to the highest standards of truck building. They are scientifically built for the specific purpose of heavy hauling. We have studied the truck situation and produced a truck extraordinary for strength, ease of handling and endurance. They are mighty mediums between the road and the load.

United Motor Trucks are built with strength which leaves a large margin of safety against injury under load. Each part harmonizes in strength with all other parts. There are no weak spots. There are no expensive repairs. Each truck is a gigantic power for moving its load easily and inexpensively. United Trucks have an unparalleled service record. We defy competitive trucks to show United simplicity and strength. These are the kind of trucks you want.

UNITED MOTORS COMPANY

682 North Street

Grand Rapids, Michigan

2, 3½, 4 and 5 ton trucks all worm drive.



Grand Council of Michigan U. C. T.
 Grand Counselor—Fred J. Moutier, Detroit.
 Grand Junior Counselor—John A. Hach, Jr., Coldwater.
 Grand Past Counselor—Walter S. Lawton, Grand Rapids.
 Grand Secretary—Maurice Heuman, Jackson.
 Grand Treasurer—Wm. J. Devereaux, Port Huron.
 Grand Conductor—W. T. Ballamy, Bay City.
 Grand Page—C. C. Starkweather, Detroit.
 Grand Sentinel—H. D. Ranney, Saginaw.
 Next Grand Council Meeting—Bay City, June 1 and 2, 1917.

Pickings Picked Up in the Windy City.

Chicago, Aug. 1—The Chicago park and boulevard system is so well looked after in the city that here are a few things that are prohibited: No one is allowed to drive or ride in any kind of a vehicle or conveyance which has any advertising on whatever. No one is allowed to walk on the boulevard advertising any merchandise. Automobiles carrying spotlights are prohibited. Automobiles are not allowed to park except at parking points. Funerals are not allowed on the boulevards. Any one wishing to use an automobile carrying an advertisement must have advertisement covered with curtains. No one is allowed to sell, solicit or trade any merchandise or other articles on any of the parks or boulevards. In other words, nothing but pleasure vehicles and practices are allowed on same.

The weather has been so warm in Chicago the past few days that the deaths reported in 48 hours were 129.

During the past few days there is hardly a block where the writer has traveled in the city but what could be seen from one to three horses, either overcome by the heat and laying along the road, or being doctored by veterinary surgeons, trying to save them.

All boat lines have had to turn away the people, the crowds have been so great.

One of Detroit's visitors last week was B. Brocky, of Blue Island, Ill. Mr. Brocky reports the trip very fine, excepting only between Kalamazoo and Battle Creek. On the way to Detroit he found the roads in very bad condition. Michigan highway commissioners' kindly take notice.

G. T. Orth, of Detroit, representing Miller's Biggest Little Jewelry Store, was in Chicago last week, looking over the different jewelry shops, in addition to seeing the city. Mr. Orth reports business at Detroit booming, especially the jewelry business.

All bathing beaches in Chicago are doing double duty. People are using them day and night, some remaining in the water all night long.

The writer's attention has been called to a little paragraph in the Tradesman regarding dances on the new municipal pier. The writer wishes to state to date there has been no dancing on the municipal pier. There has been no charge of any kind, and also when dancing is allowed, if it is, which is doubtful, the price will be 5 cents per dance, not 10.

One of the comical sights around Chicago these days is to see peoples of all shapes and sizes, with their bathing suits on, coming from all

directions towards the lake. Anyway it goes to show that Chicago is somewhat of a summer resort.

The writer was shocked to read of the death of our Past Grand Counselor, Charlie Wheeler, of the Upper Peninsula.

The city administration of Chicago has just issued an order to the effect that if drivers of horse drawn vehicles will pull up in front of any fire barn in the city during this hot weather, they can give the horses a bath. Every fire barn lieutenant has been so instructed to help save the horses.

Buttermilk is just coming into its own. The Chicago Health Physician, Dr. John Dill Robertson, is giving it a lot of publicity by advising the people to drink lots of buttermilk during the warm spell.

The writer is now a "regular guy." The wife of the writer has purchased a bathing suit and is patronizing the Clarendon avenue municipal beach. Oh, we're becoming regular Chicago cut-ups! Charles W. Reattoir.

Say a Good Word For Your Trade Paper.

Say a good word for your trade paper now and then!

You, who have such wide acquaintance—

Whose opinions are so well thought of by your friends—

Whose fame as a "good fellow" is known wherever you go—

Give your trade paper a boost.

The trade paper is your friend.

Your acquaintance may be large, but it is larger.

Every time it prints your name, it extends your acquaintance.

Every time it mentions your brands, it does you a service.

Every time it gives you news, it fulfills its friendly function.

Why not extend its acquaintance?

A word from you is of value.

You do not have to become a confirmed disciple—

Just the right word at the right time!

When you want news—

When you want amusing gossip—

When you want to know where your old pal, Jack is—

The trade paper will do as much for you.

You may not agree with it in everything—

Last week's editorial may have been contrary to your opinion.

Your picture may not have been published just yet.

You may not know the editor from Adam.

But the trade paper stands as your friend.

Every day it is benefiting somebody.

Some day it will benefit you—

You will see, directly or indirectly, a personal favor from it.

Why not be the first to extend your hand?

Why not cast a little bread upon the water?

Why ignore so powerful an influence?

Say a good word for your trade paper now and then!

Well Put.

A man who kept a roadhouse in Rhode Island was called upon to testify in a suit as to the number of cubic yards handled in some rock removing and filling in of lots in the vicinity.

Naturally enough he showed very little knowledge of the matter, his idea of a cubic yard being so indefinite that it was suspected he hardly comprehended the term. In order to facilitate his understanding the judge said:

"Listen, witness! Assume this inkstand to be three feet across the top this way and three feet that way and three feet in height, what should you call it?"

"Well, your Honor," said the witness, without hesitation, "I should say it was some inkstand."

Snyder's Restaurant

41 North Ionia Ave.

4 Doors North of Tradesman

Special Dinners and Suppers 25c

THE CUSHMAN HOTEL

PETOSKEY

LEADS ALL THE REST

RESORT SEASON NOW ON

Kindly drop card for reservation

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

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

CAFÉ IN CONNECTION

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

At Harbor Springs, Mich.

The

Emmet House

is a good place to stop

Open all year \$2.00 per day

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

The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Propr.

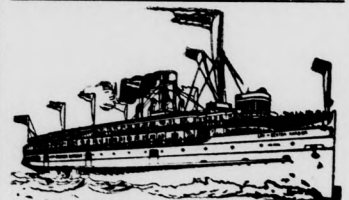
AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

SPEED—SAFETY—COMFORT



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.

GRAND RAPIDS

Rooms Without Bath \$1.00
 With Bath (shower or tub) \$1.50
 Meals 50 Cents

Union
 Station



75 Steps East

Fire Proof

ENOUGH TO DO AT HOME.

The fall of Erzincan adds to the patent improbability that the Turks are going in force to Austria's aid. This new Russian victory brings the Russians eighty miles nearer Constantinople. From now on the most rugged regions of the Caucasus will be behind them and they will have a less mountainous country to traverse. Sivas is their next objective, 150 miles further on. Then will come Angora, the first station on the railroad to the Dardanelles; from here they will have about 200 miles of not too mountainous country before reaching their goal. Meanwhile, the parallel campaign along the Black Sea must go on, because, until Angora is reached, there are no east and west railroads, and armies must be provisioned by water from Batum, Samsun, north of Sivas, and said to be connected by a light-gauge line with it, must be captured in order that the troops moving on Angora may be fed and munitioned. The other Russo-Armenian campaigns, from Mosul and Kermanshah, which have threatened Bagdad, may become active again shortly. It is plain that an expedition moving southwestward from Erzincan might threaten Adana, on the Bagdad Railroad, and a Mediterranean port, and so cut European off from Asiatic Turkey. Bagdad and Mesopotamia would then fall like ripe plums without any more fighting. Decidedly, the Turks have enough to do at home.

Late State Items.

Ovid—The Ovid Furniture Manufacturing Co. has been dissolved.

Pewamo—B. W. Long succeeds J. C. Long in the grocery business.

Lucas—Jacob Toering succeeds Elenbaas & Toering in general trade.

Traverse City—H. W. Simpkins has purchased the grocery stock of J. Omlor.

Jackson—The Quality Auto & Supply Co. has changed its name to the Reliance Auto & Supply Co.

Mackinaw City—Elton C. Dagwell has purchased the grocery stock of the estate of S. B. Chamberlain.

Bellville—The Bellville Milling Co. has been incorporated with an authorized capitalization of \$15,000, of which amount \$7,500 has been subscribed and \$2,500 paid in in cash and \$5,000 paid in in property.

Detroit—The Vienna Chic Specialty Shop has engaged in the ladies' custom tailoring business with an authorized capital stock of \$50,000, of which amount \$5,000 has been subscribed and paid in in property.

Sparta—The Laughray Silo Co., No. 3, has been organized to manufacture cement blocks for silos. A. A. Johnson is President of the new corporation, Verne Andrus is Secretary and C. A. Johnson, Treasurer.

Rice—A waiting policy is usually maintained at this time of the year when the impending movement of the new crop in Louisiana keeps distributors and the trade generally indifferent. Prices are merely steady, with dealers not pressing their moderate supplies. In the South the

offerings are light and meet a fair demand.

Cheese—The market is somewhat unsteady, owing to the demand for export from Canada. There is also a good demand from this country, and as the make is only about normal for the season, the above conditions create considerable firmness. The market is likely to remain firm for some time and will possibly make slight advance.

Provisions—All cuts of smoked meats, including picnic, regular, skinned back hams, bellies and bacon are firm and unchanged, with the usual consumptive demand at this season. Pure lard is steady and unchanged, with a normal consumptive demand. Compound, however, is dull and slow at a decline of about 1/2c. Dried beef, canned meats and barreled pork are firm at unchanged prices.

Reports from two sources speak of the large harvests the Germans are reaping behind the trenches in Northern France, Karl von Wiegand even declaring that the crops will be sufficient to feed the army of occupation. These dispatches are to be taken with a grain of allowance, with others from Austria stating that the Dual Monarchy is looking forward to a considerable supply from Servia and Poland, where the cultivation of the land was the first care of the new authorities. The Teutonic powers wish to impress the world with their enlarged resources, but such scraps of information as can be pieced together concerning the agricultural situation are not particularly hopeful for these countries. It was stated a few days ago that 600,000 Russian prisoners were being employed in the Hungarian harvest, now in full swing, many being lent from Germany to be returned as the harvest line moved north. Upon Hungarian wheat the two empires depend greatly. From the Budapest correspondent of a Boston paper now comes a letter describing the quality of the harvest as very poor, due to the unprecedented rains, and admitting that even prisoners will not solve the labor problem. Ordinarily, 6,000,000 people are engaged in the Hungarian harvest, and now the whole number can not exceed two millions. Men have been forced to the fighting line up to 70 years of age and the Allied offensive prevents the release of farm workers from the ranks, as was possible during the comparative quiet of last July. As for Poland, the rural villages require rebuilding before much farm work is possible, and the Servians do not work except on compulsion. Meanwhile, cables from the Eastern front mention the rains as continuing.

Amos C. Smith, President of the Smith Mercantile Co., Plainwell, has the sympathy of the trade in the death of his oldest son, Arthur, who fell from a boat when his companions rocked it and sank in Pine Lake. He could not swim and immediately went to the bottom in twenty-five feet of water. The body was recovered forty-two minutes later and every effort made to restore life, without result. The funeral was held at Plainwell Tuesday afternoon.

Polish Needs and Necessities.

Detroit, Aug. 1—I desire to express my profound gratitude for the admirable way in which you bring the heart-rending conditions of my native land to the attention of your readers.

The Poles in the United States did not begrudge in the least the noble help given so generously and so unhesitatingly to the nations involved in this European cataclysm, no matter how small some of them are, and we willingly contributed our mite to alleviate their suffering.

But we have come to despair over the seemingly unresponsive attitude toward the appeals for twenty-odd millions of our countrymen. Invidious rumors, emanating from God knows where, that the Poles are well cared for, that the conditions in Poland are not even nearly as bad as represented, and that the small amount of suffering that has fallen to their lot is only a deserved punishment for their behavior toward other races and nationalities, stifled our small voices and undermined our best efforts. Your article has disposed, I hope, for good and all of these rumors.

Only the other day, one of the most prominent metropolitan dailies described Poland as "The Land of Plenty." Oh, yes! Land of Plenty, indeed! But plenty of misery, destruction and death; her population on the verge of extinction! Perhaps Poland's oppressors have decreed that to be the simplest solution of the Polish question. Joseph Prawinski.

Is Auto an Implement of Trade.

Kalamazoo, Aug. 1—Is an automobile part of a man's implements of trade, and as such is it exempt from seizure through process of law? Such is the question which W. H. Banyon, Referee in Bankruptcy, is called upon to decide. The auto in the case is owned by Roscoe M. Tabor of this city, a furnace salesman for the Kalamazoo Stove Co., who a short time ago filed a petition in voluntary bankruptcy.

Mr. Tabor formerly was employer as salesman for the Homer Furnace Co. He became indebted to the concern and, following a suit which was decided against him in Circuit Court, an attachment was placed on his automobile. In filing a schedule of assets in the bankruptcy proceedings, Mr. Tabor declares that the auto is worth about \$250, but he alleges that it should be exempt from the list of assets. His reason for this is that he constantly uses the machine to travel about in his business, his territory being north to Muskegon, east to Lansing and west to South Haven.

The question is one which the Referee has never before been called upon to decide. Testimony was taken last Thursday before him in his office in the Federal building. He took the matter under advisement.

The Irishman's flea, of which it was said that when you put your finger on him he is not there, was never more elusive than Villa. He has been reported dead and buried two or three times, always turning up somewhere else and usually with an increased force of men. The dispatches published yesterday morning tell of his being in several places. One general says the bandit and his forces were surrounded and are sure to be captured, another general of equal rank says Villa has not been located and nobody is quite certain where he is. It is rather remarkable that a cutthroat of his character should be able to run around the country terrifying natives and others, looting, killing, burning, stealing and

constantly escaping capture. His achievements suggest the nature of the country and of the fighting in Mexico.

L. Wenzel, who was engaged in general trade at Hobart for seven years until his stock and store building were destroyed by fire Jan. 19, has purchased the grocery, fruit and soft drink of S. Basira, 1158 South Division avenue, corner Hall street, and will continue the business in his own name.

John Feringa, Sr., who has been in the grocery business for the past twenty-seven years on the corner of Carrier St. and College avenue, has turned the stock over to his son, James. Mr. Feringa and family intend to spend the remainder of the summer at Spring Lake.

The Supervisory Valve Co. has been organized to manufacture valves for sprinkler systems with an authorized capitalization of \$50,000, of which amount \$25,000 has been subscribed and \$100 paid in in cash and \$25,000 paid in in property.

A. I. Shepard, formerly local representative for the United States Materials Co., of Chicago, has purchased the grocery stock of Frederick Pysker, 1021 South Division avenue, and will continue the business at the same location.

R. H. Freshour, formerly engaged in the grocery business at Grandville, has purchased the grocery stock of L. R. Sims, 502 Jefferson avenue, and will continue the business at the same location.

The Rural Gas Lite Co. has been incorporated with an authorized capitalization of \$5,000, all of which has been subscribed \$400 paid in in cash and \$4,600 paid in in property.

Eli Lyons has sold his drug stock at 513 South Division avenue to W. M. Tibbs, who will continue the business.

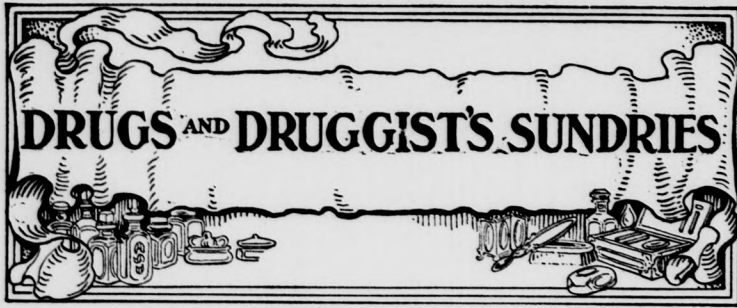
Nobody has ever been able to get a corner on vanity, ignorance or general cussedness.

Instead of waiting for a rich uncle to die, go and take lessons of the industrious ant.

Labor is the foundation of many a big fortune—but not necessarily of the laborer's.

WANTED

Experienced Road Salesman. Dry Goods, Notions and Furnishing Goods line. Michigan territory. Kindly state experience, annual sales, and territory covered Address No. 357 Michigan Tradesman.



Michigan Board of Pharmacy.

President—E. T. Boden, Bay City.
 Secretary—Charles S. Koon, Muskegon.
 Treasurer—George F. Snyder, Grand 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 Association.

President—C. H. Jongejan, Grand Rapids.
 Secretary—F. J. Wheaton, Jackson.
 Treasurer—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 Rapids.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

How To Treat Copies of Prescriptions.

It is an every-day occurrence in a pharmacy that a copy of a prescription is asked for. Frequently patients move away from the neighborhood or care to make a change for other reasons. When the patient calls for a copy, I find that the most satisfactory method is to give him the same without any further arguments or comments. Oftentimes the physician asks the patient to get such a copy for his own information, especially when a change in doctors has been made.

That the patient is rightly entitled to a copy of his prescription—that is, of an ordinary but not of a narcotic prescription—has been decided by the courts on several occasions. Why not? After all, the patient has paid the physician for his advice and the resulting prescription. He can have this prescription compounded at any pharmacy and demand that the original, his property, should be returned to him. Of late years, physicians frequently specify that this prescription is not to be repeated and also that no copy is to be given. If this is the case, then the pharmacist should honor the wish of the physician. Consequently, it is "up" to the medical profession to prevent the custom, if not the abuse, of the refilling and the copying of prescriptions.

For years I, and no doubt other pharmacists, have adopted a rule to make a memorandum on prescriptions: "Copy given on such a date." I have instructed my clerks and apprentices to do this, and I have always taught my students in the College to practice this simple system. The advantages of this precaution are obvious, namely, a permanent record and the prevention of giving copies indefinitely.

During the past few years I have paid particular attention to copies of prescriptions which were received at my pharmacy, as well as other drug

stores. To my surprise, to my great surprise, I have learned, not from hearing, but from actual observance, that some pharmacists are in the habit, in the bad habit, of writing copies of prescriptions on blank pieces of paper, which do not bear their name or address.

Such practice is abominable and detestable; it a discredit, in fact a disgrace, to pharmacy. And why such an evasion, such a shirking of responsibility? Simply because the druggist, the timid, the over-timid druggist, is afraid of being under-priced by his brother pharmacist. Truly a brotherly love, indeed!

But this is not all. Copies are given in such an illegible handwriting that they are difficult to decipher and may be the cause of misinterpretation and even mistakes which might be fatal. It is obvious that such cryptographs are given intentionally, so as to hinder another pharmacist from filling the prescription. I even know of a case in my own experience when I received a copy of a prescription without name and address, in which merely the ingredients were given, but not the quantities. Upon telephoning the druggist, after obtaining his address from the patient, I received the great satisfaction that he blamed his clerk for this negligence, or still better, this trick.

It is this shifting of responsibility, this shirking of accountability and the consequent irresponsibility, which at the present day is one of the great dangers, if not the curse in pharmacy. It is high time that pharmacists wake up to this fact and better their conditions and better themselves.

Otto Raubenheimer.

Too Good Trade To Let Get Away.

Druggists in summer resorts, particularly the mountain resorts, should bear in mind that the main requirement of the summer visitor is something to eat. The hotels furnish the food supply, you say? Partially, only partially. We should remember that people who leave the hot cities for the sea-shore or mountains are soon braced up by the change of air and are practically hungry all the time. They can eat three times as much as they could at home. Of course in the big resorts there are plenty of restaurants, but in the smaller resorts they are not so plentiful and often their line of provender is not tempting. There are plenty of little resorts where the hotel commissary department closes up as tight as a drum after dinner is finished, or supper, if they call it that.

You can't get anything to eat after that hour, and famished guests prow

around the village, probably finding everything closed up there, too. The druggist keeps open through force of habit, and if he has a supply of salted wafers, crackers, gingersnaps, cakes, cheese biscuit, and similar package goods, he has a line that will be much in demand. He can sell this stuff all day long. People want it for picnics, to munch between meals, to keep the children quiet, and to have in their rooms for consumption at night. Really, there is a field here. Few people realize how hard it is to get anything to eat at a mountain resort, except the three meals per day provided by the hotel. The hotels often have a hard time getting help, must make concessions, and therefore can not serve food after hours. Many of them do not want to. There is not enough business to justify a cafe, and the lunch room in the village is a joke.

If you are on the line of automobile travel you will find these package goods fine sellers. They are getting to be a necessity. People are accustomed to them and want them. Then the resort druggist should remember that fine candies are in demand throughout the summer months. Stuff seldom called for by the natives will sell to the summer visitors. The writer remembers vividly a small mountain resort some years ago in which all the candy consumed was sent up from the city by express. Every day ten or fifteen pounds of expensive candy came in by express, every night as many orders went sent out. The local druggist sat tight and let all this good business pass under his nose. He could have secured the agency for a popular brand of candy for the asking, and could have made enough profit from it that summer to pay his rent for a year. But he was too busy abusing the Government and kicking about the hard times. He had some candy in stock—vintage of 1875—but it wasn't the sort that appealed to the summer visitors.

Don't forget that if you have rich people with you for the summer, you can sell fancy stuff and get fancy prices for it. Too many overlook this point. They force the visitor to buy what they have, rather than get him what he wants. They make some money, but they could make five times as much by going at the proposition from the other angle. Really this summer trade is too good to let get away.—National Druggist.

And if you have more money than you know what to do with, any of your fool friends will be glad to advise you.

Food and Drug Officials at Detroit.

The twentieth annual convention of the Association of American Dairy, Food and Drug Officials at Detroit next week promises to be more largely attended than any the organization has held in recent years, largely due to the disposition to harmonize food control officials and food trade interests into a better understanding and the anxiety of all factions to show their appreciation of the effort.

In sending out the formal programme Secretary John B. Newman last week issued a letter pointing out the peculiarities of this meeting as compared with previous ones. In part he said:

"Early after the adjournment of the last convention a tentative programme was drawn up; the various committees that were appointed were notified early of the topics assigned them, and we know that a great deal of time and energy has been spent in gathering data, making experiments and investigations, and that the reports to be made at this convention are not only going to be very interesting but exceedingly beneficial for everybody interested in the food and drug control world.

"You cannot afford to miss this convention. No one should allow himself, under any circumstances, to be deprived of the privilege of hearing these papers, of taking part in the discussions and receiving the benefits that he must receive, which will be reflected back to the people of his community in the better work that he will then be able to accomplish.

"We also think that the change from

Malt and Hop Tonic

"When Mothers once take it
 They never forsake it."



Grand Rapids
 BREWING CO.
 For Sale by all Wholesale Druggists

"The End of Fire Waste"

COMPLETE APPROVED

Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich.
 115 Campau Ave.

Estimates Free

Detroit, Mich.
 909 Hammond Bldg.



the past two or three year, when the trade was assigned a day or an afternoon, is going to be very interesting. There will be no afternoon or day for the trade this year, but after every committee report and paper there will be a discussion, in some instances by men especially mentioned and always by the commissioners—followed by the trade. This gives the trade an opportunity to discuss every paper, and we figure that by so doing the commissioners will get a better idea of the viewpoint of the trade. Manufacturers and dealers are in possession of a good deal of information and many facts that the commissioners would like to have, while the trade will get the viewpoint of the commissioners; again, that the commissioners and trade will get the viewpoint of their colleagues, and before the discussion is ended on each and every paper a great deal of interesting information will be released that should benefit everybody and would tend toward a better understanding and more uniformity. We anticipate that the trade will be especially interested in this feature and that men of special knowledge pertaining to certain papers will be present to take part in the discussion."

Increased Production of Carbolic Acid.

While there are no definite statistics available to show what the present production of carbolic acid in the United States amounts to, it is estimated by well-informed parties that American plants are now turning out this product at the rate of from 800 to 1,000 tons per month. Something

like twelve concerns are making carbolic acid at the present time. Part of this is being converted into picric acid by the makers, while a large part of the remainder is being sold directly to explosive manufacturers, so that a comparatively small portion is available for ordinary consumers. That the proportion used in making explosives is falling off is evidenced by the fact that the market price is steadily declining, and the impression is expressed that the end of the downward movement has not been reached. When the demand for carbolic acid as a medium for making explosives ceases, it will probably be found that the domestic output is far in excess of the domestic demand, for statistics show that before the war, when but little carbolic acid was made here the monthly imports amounted to only about 350 tons, while now the domestic production is two and a half times that amount, or possibly more.

Germany uses caustic potash in the alkaline fusion to produce a high yield of carbolic acid. On account of the limited supply of native potash, American manufacturers are forced to use caustic soda. The American chemists, however, have been able to get quite as high yields as with the caustic potash, proper care in the management of the fusion temperature permitting the use of the cheaper domestic soda. Many believe that the industry has been established to remain, as the greater facilities in the United States are thought to over-balance the cheap labor facilities abroad.

WHOLESALE DRUG PRICE CURRENT

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

Acids Boric (Powd.) 17@ 25 Boric (Xtal) 17@ 25 Carbolic 32@ 35 Citric 81@ 90 Muriatic 3 1/2@ 7 Nitric 8 1/2@ 15 Oxalic 80@ 90 Sulphuric 3 1/2@ 7 Tartaric 87@ 90	Ammonia Water, 26 deg. 8 @ 12 Water, 18 deg. 5 1/2@ 9 Water, 14 deg. 4 1/2@ 8 Carbonate 13 @ 14 Chloride 10 @ 25	Balsams Copaliba 1 00@1 40 Fir (Canada) 1 25@1 50 Fir (Oregon) 40 @ 50 Peru 4 50@4 75 Tolu 50 @ 80	Berries Cubeb 70 @ 75 Fish 15 @ 20 Juniper 8 @ 15 Prickley Ash @ 30	Barks Cassia (ordinary) 25 @ 30 Cassia (Saigon) 50 @ 1 00 Elm (powd. 35c) 30 @ 35 Sassafras (pow. 35c) @ 30 Soap Cut (powd.) 35c 23 @ 25	Extracts Licorice 38 @ 40 Licorice powdered 50 @ 55	Flowers Arnica 1 00@1 10 Chamomile (Ger.) 95 @ 1 10 Chamomile (Rom) 55 @ 60	Gums Acacia, 1st 50 @ 55 Acacia, 2nd 50 @ 55 Acacia, 3rd 45 @ 50 Acacia, Sorts 35 @ 40 Acacia, powdered 40 @ 50 Aloes (Barb. Pow) 30 @ 40 Aloes (Cape Pow) 30 @ 35 Aloes (Soc. Pow.) 40 @ 50 Asafoetida 1 00@1 10	Asafoetida, Powd. Pure 1 15@1 25 U. S. P. Powd. 1 30@1 50 Camphor 50 @ 75 Guaiaac 50 @ 55 Guaiaac, powdered 55 @ 60 Kino 70 @ 75 Kino, powdered 75 @ 80 Myrrh @ 40 Myrrh, powdered @ 50 Opium, powd. 13 50@13 70 Opium, powd. 14 50@14 70 Opium, gran. 14 50@14 70 Shellac 31 @ 35 Shellac, Bleached 35 @ 40	Tragacanth No. 1 @ 3 50 Tragacanth powder 2 25 Turpentine 10 @ 15	Leaves Buchu 1 75@1 85 Buchu, powdered 1 85@2 00 Sage, bulk 67 @ 70 Sage, 1/8 loose 72 @ 78 Sage, powdered 55 @ 60 Senna, Alex 55 @ 60 Senna, Tinn. 42 @ 50 Senna, Tinn. pow. 50 @ 55 Uva Ursi 13 @ 20	Oils Almonds, Bitter, true 15 00@15 25 Almonds, Bitter, artificial 7 00@7 25 Almonds, Sweet, true 1 25@1 50 Almonds, Sweet, imitation 55 @ 75 Amber, crude 2 00@2 20 Amber, rectified 3 00@3 20 Anise 2 00@2 25 Bergamont 5 00@5 20 Cajuput 1 35@1 60 Cassia 2 25@2 50 Castor 1 52@1 65 Cedar Leaf 1 25@1 40 Citronella 90 @ 1 20 Cloves 2 00@2 25 Cocunut 20 @ 25 Cod Liver 5 40@5 50 Cotton Seed 1 15@1 25 Croton 2 00@2 25 Cupbess 4 25@4 50 Eigeron 1 75@2 00 Eucalyptus 1 00@1 25 Hemlock, pure @ 1 00 Juniper Berries 9 00@9 25 Juniper Wood 1 50@1 75 Lard, extra 35 @ 1 05 Lard, No. 1 85 @ 95 Lavender Flow. 5 00@5 20 Lavender, Gar'n 1 25@1 40 Lemon 2 00@2 25 Linseed, boiled, bbl. @ 75 Linseed, bbl. less 81 @ 85 Linseed, raw, bbl. @ 75 Linseed, raw, less 80 @ 85	Mustard, true, oz. @ 2 00 Mustard, artiff. oz. @ 1 50 Neatsfoot 35 @ 50 Olive, pure 1 50@1 75 Olive, Malaga, yellow 1 50@1 75 Olive, Malaga, green 1 50@1 75 Orange, Sweet 1 00@1 20 Origanum, pure @ 2 50 Origanum, com'l @ 75 Pennyroyal 1 25@2 50 Peppermint 1 00@1 25 Rose, pure 12 00@14 00 Rosemary Flows 1 75@1 75 Sandalwood, E. I. 9 50@9 75 Sassafras, true 1 25@1 45 Sassafras, artiff'l 50 @ 60 Spearmint 1 75@2 00 Sperm 35 @ 40 Tansy 1 50@3 75 Tar, USP 30 @ 40 Turpentine, bbls. @ 51 Turpentine, less 50 @ 51 Wintergreen, tr. 5 50@5 75 Wintergreen, sweet birch 4 00@4 25 Wintergreen, art 1 50@1 75 Wormseed 1 50@4 00 Wormwood 4 00@4 25	Potassium Bicarbonate 1 75@1 90 Bichromate 40 @ 50 Bromide 1 45@1 75 Carbonate 1 50@1 75 Chlorate, xtal and powdered 55 @ 70 Chlorate, gran'r 70 @ 75 Cyanide 40 @ 50 Iodide 4 50@4 60 Permanaganate 1 40@2 50 Prussiate, yellow @ 1 50 Prussiate, red @ 1 50 Sulphate @ 1 10	Roots Alkanet 30 @ 1 00 Blood, powdered 20 @ 25 Calamus 35 @ 40 Elecampane, pwd. 15 @ 20 Gentian, pwd. 50 @ 50 Ginger, African, powdered 30 @ 35 Ginger, Jamaica 30 @ 35 Ginger, Jamaica, powdered 30 @ 35 Goldenseal pow. 5 50@7 00 Licorice, powd. 1 25@1 50 Licorice, 32 @ 35 Licorice, 30 @ 35 Orris, powdered 30 @ 35 Poike, powdered 20 @ 25 Rhubarb 75 @ 1 00 Rhubarb, pwd. 75 @ 1 00 Rhinweed, pwd. 15 @ 20 Sarsaparilla, Hond. ground 50 @ 60 Sarsaparilla Mexican, ground 15 @ 20 Squills 35 @ 40 Squills, powdered 40 @ 60 Turmeric, pwd. 15 @ 20 Valerian, pwd. 70 @ 75	Seeds Anise 10 @ 25 Anise, powdered @ 25 Bird, Is @ 10 Canary 3 @ 12 Caraway 35 @ 40 Cardamon 1 80@2 00 Celery (40) 1 30@ 35 Coriander 10 @ 15 Dill 30 @ 35 Fennell @ 1 00 Flax 5 1/2 @ 10 Flax, ground 5 1/2 @ 10 Foenugreck, pow. 8 @ 10 Hemp 8 @ 12 Lobelia 40 @ 50 Mustard, yellow 20 @ 30 Mustard, black 10 @ 25 Mustard, pwd. 12 @ 30 Poppy @ 40 Quince 1 00@1 25 Rape 10 @ 15 Sabadilla 40 @ 50 Sabadilla, pwd. @ 40 Sunflower 7 @ 10 Worm American @ 25 Worm Levant 1 50@1 75	Tinctures Aconite @ 75 Aloes @ 55 Arnica @ 75 Asafoetida @ 15 Belladonna @ 15 Benzoin @ 10 Benzoin Compo's @ 10 Buchu @ 10 Cantharides @ 10 Capsicum @ 10 Cardamon @ 10 Cardamon, Comp. @ 10 Catechu @ 10 Cinchona @ 10 Colchicum @ 75 Cubeb @ 10 Digitalis @ 10 Gentian @ 75 Ginger @ 10 Guaiaac @ 10 Guaiaac, Ammon. @ 10 Iodine @ 10 Iodine, Colorless @ 1 00	Specac @ 75 Iron, clo. @ 40 Kino @ 30 Myrrh @ 15 Nux Vomica @ 75 Opium @ 25 Opium, Capomh @ 25 Opium, Deodors'd @ 75 Rhubarb @ 75	Paints Lead, red dry 10 @ 10 Lead, white dry 10 @ 10 Lead, white oil 10 @ 10 Ochre, yellow bbl. 1 @ 1 Ochre, yellow less 1 @ 1 Putty 2 1/2 @ 4 Red Venet'n bbl. 2 1/2 @ 4 Red Venet'n less 2 1/2 @ 4 Vermillion, Amer. 2 @ 3 Whiting, bbl. 1 @ 1 Whiting 3 @ 3 L. H. F. Paper 1 00@1 20	Insecticides Aromatic 3 @ 15 Blue Vitrol, bbl. @ 15 Blue Vitrol, less 3 @ 15 Sordianus Mix Fat @ 15 Heliores, White powdered 5 @ 10 Insect Powder 4 @ 10 Lead, Arsenate 10 @ 15 Lime and Sulphur solution, gal. 1 @ 1 Paris Green 2 1/2 @ 3	Miscellaneous Acetanamide 10 @ 10 Alum 10 @ 15 Alum, powdered and ground 10 @ 15 Stannous Sulphate 4 00@4 25 Sorex xtal or powdered 10 @ 15 Cantharides 10 @ 15 Calomet 1 00@1 20 Capsicum 10 @ 15 Carmine 1 00@1 20 Cassia Soda 10 @ 15 Cloves 10 @ 15 Chalk Prepared 10 @ 15 Chalk Prepared 10 @ 15 Chloroform 10 @ 15 Cocaine sulfate 1 00@1 20 Cocaine 1 00@1 20 Cocain Sulfur 10 @ 15 Cocain, East, less 70 % @ 1 Copperas, blue 1 @ 1 Copperas, less 1 @ 1 Copperas, powd. 1 @ 1 Corrosive Sublim. 1 00@1 20 Cream Tartar 10 @ 15 Custarone 10 @ 15 Dextrine 10 @ 15 Dover's Powder 10 @ 15 Emery, all Nos. 10 @ 15 Emery, powdered 10 @ 15 Epsom Salts, bbl. @ 1 Epsom Salts, less 70 % @ 1 Sergol, powdered 1 00@1 20 Flake White 10 @ 15 Formaldehyde B. 10 @ 15 Gelatin 1 00@1 20 Glassware, all cases 50 % Glassware, less 70 % Glauber Salts bbl. @ 15 Glauber Salts less 2 @ 15 Gum, brown 10 @ 15 Gum, white 10 @ 15 Gum, white gum 10 @ 15 Glycerine 10 @ 15 Hops 10 @ 15 Hops 10 @ 15 Iodine 1 00@1 20 Lead Acetate 10 @ 15 Lycopodium 1 00@1 20 Mace 10 @ 15 Mace, powdered 10 @ 15 Menthol 1 00@1 20 Morphine 1 00@1 20 Nux Vomica 10 @ 15 Nux Vomica pow. @ 15 Pepper, black pow. @ 15 Pepper, white @ 15 Pitch, Burgandy @ 15 Quassia 10 @ 15 Quinine, 5 oz. cans @ 15 Rochelle Salts 10 @ 15 Saccharine 20 @ 30 Salt Peter 10 @ 15 Sedilla Mixture 10 @ 15 Soap, green 10 @ 15 Soap, soft castile 10 @ 15 Soap, white castile 10 @ 15 Soap, white castile case 10 @ 15 Soda Ash 10 @ 15 Soda Bicarbonate 10 @ 15 Soda, Sal 10 @ 15 Spirits Camphor @ 15 Sulphur oil 10 @ 15 Sulphur Subl. 10 @ 15 Tamarinds 10 @ 15 Tartar Emetic 10 @ 15 Turpentine Ven. 1 00@1 20 Vanilla Ex. pure 1 00@1 20 Witch Hazel 10 @ 15 Zinc Sulphate 10 @ 15
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Holiday Goods AND Staple Sundries

OUR line of samples representing the above is now in Saginaw located at 126 N. Washington Ave. Our Mr. Fred L. Raymond who has been with us for many years is in full charge of this line assisted by our Mr. Wendell Phillips. Our Mr. Raymond has not only been interested in our sundry department for years but is interested in the buying of our Holiday Goods. These samples will remain in Saginaw until about August 20, and our customers in that part of the state are not only respectfully but earnestly urged to call upon Mr. Raymond and make selections early for such merchandise as desired. It is, of course, an established fact that the earliest orders can have our very best and most complete attention. Mr. Raymond will enter into personal correspondence with each customer relative to arranging dates and we respectfully commend him and our line of samples to you.

Hazeltine & Perkins Drug Co.

Wholesale Druggists Grand Rapids, Michigan

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

- Hemp Seed
Minzy Starch
Pickles in Wood

DECLINED

- Canary Seed
Ross Wholewheat Biscuit

Index to Markets

By Columns

Table with columns A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y. Lists various grocery items and their prices.

Table with columns 1, 2. Lists items like AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, etc.

Table with columns 1, 2. Lists items like Clams, CORN, French Peas, Gooseberries, Hominy, Lobster, Mackerel, etc.

Table with columns 3, 4. Lists items like CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOA, COCOANUT, COFFEES ROASTED, etc.

Table with columns 4, 5. Lists items like McLaughlin's XXXX, CONFECTIONERY, Mixed Candy, Specialties, etc.

Table with columns 5, 6. Lists items like Peanuts, CRACKERS, National Biscuit Company, In-er-Seal Trade Mark, etc.

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—\$2,000 stock ladies and men's shoes to be moved away. Going out of the shoe business. Address No. 343, care Tradesman. 343

For Sale—Rexall drug store carrying Eastman kodak line in town of 1,000. Full prices. Inventories \$4,800. Will sell for cash or part cash and payments. Reason for selling going to University of Michigan in fall. Address Drugs, care Hazeltine & Perkins Drug Co., Grand Rapids. 344

Drug Store For Sale—Northern New Mexico. Ideal climate for throat or lung trouble. Irrigated district. Owner, Maxwell Drug Co., Maxwell, N. M. 345

For Rent—One-half of store in a very desirable location. Well established jewelry business on one side. For particulars address Geo. W. Thomas, Belding, Michigan. 346

Wanted—Chicago—Carload lots of baled excelsior, also sawdust. Quote lowest prices and freight rate. Century Fuel Company, Chicago. 347

For Sale—Store building 24 x 88 good cellar and ware-sheds with clean up-to-date stock of merchandise consisting groceries, dry goods, men's furnishings, shoes, hardware and farm tools. Only store in town and doing a cash business of \$100 per day and better. About \$9,000 required. An A-1 opening for a live merchant. Don't answer this unless you have the money and mean business. Address A 1, care Michigan Tradesman. 348

For Sale—Good clean stock of furniture, household furnishings, paints and undertaking, invoicing about \$5,000 in one of the best towns in Eastern Oregon, Wallowa Valley, the valley where they have no failure of crops. Owner's address, P. O. Drawer 264, Joseph, Oregon. 349

Florida—High class business proposition, no risks, great opportunity to develop 50 per cent. income and winter home on money's own earnings. Address J. W. Reeder, Box 442, Eldorado Springs, Missouri. 350

Will Exchange—\$85 acres level timber land near Manchester, Tennessee. County seat for merchandise, city property. \$12.50 per acre. Good land. N. L. May, Nashville, Tennessee. 351

Farmers Need General Store—Small Southern Minnesota town just beginning big boom, plenty territory, rich country, large consolidated school, no general store here since fire, big opening for live man but must have capital to put up building. Write or come. Information, Farmers State Bank, Huntley, Minnesota. 352

To Exchange—280-acre farm Pope County, Illinois. \$50 acre. Incumbrance only \$2,200. 93-acre farm Wayne County, Missouri \$2,500, clear. One or both for merchandise. Eugene Munson, Owner, Mt. Vernon, Illinois. 355

For Sale—Best grocery and meat market in Northern Michigan. Will sell below inventory about \$6,000 stock. Located at one of the finest summer resorts in the United States. Doing \$70,000 business a year. Good reasons for selling. Apply owner, Box 84, Charlevoix, Michigan. 338

For Sale—Clean, staple stock general merchandise. Inventory \$10,000. Might consider farm value \$5,000 to \$7,000. Money maker. Lively country town. Good reasons. Act quickly. Box Q., New Lothrop, Michigan. 339

For Sale—Modern saw mill and 300 million feet of standing timber in British Columbia most advantageously located on beautiful lake and main line of Transcontinental railroad having advantage of \$3 per thousand feet in freight rates to best markets on the Continent. Logging and manufacturing conditions ideal and very economical. A fortune for the right parties. Will sell on easy terms and may accept other desirable property in part payment. Principals only. A. C. Frost Company, Corn Exchange Building, Chicago, Illinois. 340

For Exchange—Two farms in Ogemaw county for stock merchandise. Write for particulars. W. H. Stark, Rose City, Michigan. 341

For Sale—Stock of general merchandise and fixtures in thriving farming community forty miles from Grand Rapids. Doing \$20,000 to \$22,000 business a year. Address No. 342, care Tradesman. 342

Wanted—To hear from owner of stock of general merchandise for sale. Lowest cash price in first letter. P. Hoffman, Phoenix Bldg., Minneapolis, Minn. 197

Patent For Sale—Outright on scrub brush holder. Patented Dec. 28, 1915. Money maker. Walter Vernon, Mount Vernon, Ohio. 329

Fifty Thousand Miles without tire trouble. Lastic air will give you this and more. Want salesmen in every town in Michigan. Write Becker & Becker, 11 Jefferson Ave., Detroit, Michigan. 330

For Sale—Almost new F. P. Double generator gas light machine. Large capacity, complete. \$50. E. L. Rann, Morrice, Michigan. 331

For Sale—Stock of general merchandise and fixtures consisting of shoes, rubbers, dry goods, clothing, groceries, meats and drugs. \$15,000 a year business. Cause of sale dissolving partnership. Buy direct of owners. Box 24, Linwood, Michigan. 328

For Sale—Business Opportunity—Dandy three-story brick hotel, 25 guest rooms, in the great Iowa corn belt, railroad junction, auto highway, Chautauqua town of 1,400 population. Doing steady business of \$500 to \$900 per month. Owner sacrificing for cash, price \$18,000. Answer only if you mean business and can buy. Michael Kennedy, 629 E. Lombard St., Davenport, Iowa. 336

For Sale—A good clean stock of general merchandise invoicing about \$4,000. Will also sell building and fixtures. The best of locations and a snap for the right party. Ill health cause of selling. Write Box 38, Six Lakes. 322

Farm For Sale Or Trade—Have 80 acres good land near Milan. Will sell for cash or trade for stock of general merchandise to value \$4,000 or \$5,000. Address Wm. N. Bengel, Milan, Michigan. 286

For Sale or Lease—Fine manufacturing plant with foundry and machine shop. Well located, two railroads. Natural gas for fuel. Address Box 114, Fayetteville, Arkansas. 333

For Sale—Rexall store located at Fennville, Michigan. Doing an annual business of better than \$10,000. Rent \$18. Full prices. Part terms if desired. W. H. Fouch, Fennville, Michigan. 325

For Sale—Office furniture consisting of roll top desk with chair, two high book-keeper's desks with high revolving chairs, check protector, typewriter desks and chairs and diagram stencil cutter 7/8 inch letter. W. C. Hopson Company, 220 Ellsworth Ave., Grand Rapids. Phone 5710. 326

For Sale or Trade—For stock of merchandise or small farm, 25 acres resort property at Pine Lake, eight miles from Lansing. Electric cars every 30 minutes. Property consists of furnished cottage and 30 lots with lake frontage. Also 100 acres unimproved land close to the above resort property with interurban car stop on land. P. O. Box 71, Lansing, Michigan. 327

For Sale—A good paying meat market, slaughter-house and ground included. Doing yearly business of \$24,000. Address No. 318, care Tradesman. 318

For Sale—Or trade, three story brick block in county seat, suitable for department store, or can be remodeled. Fine location, good prospects, guaranteed title. Will give big bargain on this if sold promptly. Will consider good farm. W. E. Miller, Cochoctah, Michigan. 320

Here is an excellent opportunity for anyone wanting a first-class store having groceries, shoes, men's furnishings with ample room to add dry goods. In best little business town in Central Michigan. For particulars write H. C. Walker, Byron, Michigan. 321

Trade me your business for good land. If you wish to unload your cares, write B. F. Hellem, Hesperia, Mich. 299

The Merchant's Auction Co. The most reliable and successful sale concern. For closing out, cleaning or reducing, address Reedsburg, Wisconsin. 289

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. 279

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. 283

For Sale—Drug stock to be moved away. About \$700 or \$800. No dead stock. No high-priced chemicals. Will discount inventory value and pay freight. Address No. 277, care Tradesman. 277

Wanted—Cash Register. Would like a good National cash register, second hand if cheap. A. L. Redman & Son, Olney, Illinois. 278

We buy whole stocks or part stocks for cash. Address M. Guettel, 216 W. Monroe St., Chicago. 301

For California Timber write F. A. Baird, Redding, California. 219

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 St. Frazer, 96 Hancock Ave. E., Detroit, Michigan. 274

For Sale—199-acre stock and grain farm, 4 miles northeast of Dowagiac, Michigan. Good buildings. Will take some property in part payment. Wm. Wallace, 1419 Forbes Ave., St. Joseph, Michigan. 266

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. 270

Safes Opened—W. L. Stocum, safe expert and locksmith. 123 Ann St., N. E. Grand Rapids, Michigan. 194

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. 12

For Sale—Up-to-date stock of dry goods, notions, carpets, ladies' cloaks. Best location in growing Indiana town of 7,000. Address Box 97, New Richmond, Ohio. 310

For Sale—\$4,000 stock of hardware in city of 10,000. Poor health reason for selling. Address No. 311, care Tradesman. 311

For Sale—Or trade for shoe stock, general stock located in Southern Michigan town of 2,600 population. Prosperous business. Clean stock. Invoices \$3,300. Address No. 312, care Tradesman. 312

For Sale—Drug business. A money maker in town of 800. Stock of \$5,000. 1915 sales \$10,831. Overhead expense including clerk's salary \$6 per day. Want to go into another business. Address No. 302, care Tradesman. 302

Stocks Wanted—Write me if you want to sell or buy grocery or general stock. E. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 304

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

Join Me In Developing My Oklahoma Oil Lands. Co-operative plan. A small investment may make your fortune. Write for particulars. Address Frank P. Cleveland, 1100 Adams Express Bldg., Chicago. 307

For Rent—Dry goods store 25 x 35, two stories with shelving and fixtures. Rent cheap, location center of city. Been doing business thirty years. First class clothing store connected with it. City population 12,000. 20,000 country people trade in city. There are only four dry goods stores in city. Good chance. Enquire of A. J. Wilhelm, Traverse City, Michigan. 305

I pay cash for stocks or part stocks of merchandise. Must be cheap. E. Buyer, Milwaukee, Wisconsin. 255

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 family opening for young man. Address No. 48, care Tradesman. 49

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. C. R. Business Exchange, 540 Sherman Bldg., Grand Rapids, Mich. 309

For Sale—Good clean stock of drugs and stationery in town of 12,500. Business established 40 years. W. E. Gaffey, Administrator, Salspring, Mich. 300

HELP WANTED.

Wanted—Tinner who can do some plumbing. Must be married and sober. Wages \$15 per week. Address Goshaw Brothers, Seneca, Illinois. 354

Wanted—An experienced clerk in shoes. Must speak the Holland language. Steady position for night party. Address No. 322, care Tradesman. 322

Wanted—Drug clerk full registered or assistant. Must furnish references. Write Drugs, care Tradesman. 307

POSITION WANTED.

Wanted—Position as clerk grocery or general store. Seven years experience. Best references. Address No. 322, care Tradesman. 322

SOMETHING MORE

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

Tradesman Company :: Grand Rapids

WHY

Michigan People should use Michigan Flour made from Michigan Wheat

- 1—It excels all other flours in flavor.
- 2—It excels all other flours in color (whiteness.)
- 3—It excels all other flours for bread making.
- 4—It excels all other flours for pastry making.
- 5—It requires less shortening and sweetening than any other flour.
- 6—It fills every household requirement.
- 7—Michigan merchants should sell, and Michigan people should buy Michigan flour made from Michigan wheat for every reason that can be advanced from a reciprocity standpoint.

INSANITY DUE TO THE WAR.

The conditions which cause insanity are woefully numerous. Thanks to scientific study and research they are becoming yearly better understood and classified so the more easily prevented. Worry is much more productive than overwork, while solitude is often a contributor. Much of it is inherited, but much more is contracted largely through the fault of the patient, innocently sometimes and sometimes otherwise. When the European war broke out, there was a good deal of prophesying to the effect that there would be a great increase of insanity. While there has been some, it has been by no means as large as expected. A good many men have gone crazy in the ranks and some relatives left at home and subjected to unusual hardships have been alike unfortunate, but the aggregate, proportionately, was not as large as was expected. It is large enough of course to be a formidable feature, bringing much suffering and occasioning considerable expense.

It appears that the German and French physicians have studied this phase more carefully than any of the others and they agree that the number of mental disturbances is not particularly large, all the circumstances taken into account. The terrible noise incident to the continuous discharge of high-power explosives, the blood, the carnage and the ghastly sights are enough to startle even the best balanced mind and some of them go astray on this account. That there are no more cases of insanity among the soldiers directly chargeable to the war is due to the fact that humanity very readily and quickly accommodates itself and becomes accustomed even to the worst situations. The constant bombardment makes one day like another and the soldiers become familiar with it as do the workmen in a noisy factory. Those whose business demands that they must be frequently seeing blood and suffering soon come to look upon it as an ordinary and everyday occurrence and are not stirred or disturbed thereby. Another example of much the same sort of thing is evidenced by the readers of American newspapers. When the European war first started the sales were wonderfully increased and everybody was horrified by the published reports. After a few months they read about the killing of thousands and tens of thousand with equanimity and are not nearly as much horrified as they were two years ago when the casualties were counted in the hundreds. It is a blessing in a sense that people can become accustomed to almost anything, and that they can, is one of the reasons why the war does not occasion more insanity.

IT WILL BE LONG ENOUGH.

There are some who think that there is too much delay in getting down to hard industrious work in the presidential campaign. They are impatient to have the meetings begin and to hear the spellbinders explain and exhort. The truth about it is that a good deal has been accomplished already on both sides, and there is much more preliminary work which needs to be done and whose importance the leaders do not overlook. It is an old saying that large and power-

ful bodies move slowly, and that is true of a political party. There is an immense amount of entirely legitimate machinery which must be organized before it can be set in motion. There are innumerable preliminaries which must be taken care of, and in this as in everything else diligence in preparation is most desirable, and the plans must be settled on only after very thoughtful consideration and viewed from every angle. The work of getting ready to start is really prodigious.

There is no occasion to worry or be disturbed over what some seem to look upon as delay. Care in getting ready is decidedly helpful to progress, once the movement is formally inaugurated. Before long the formal notifications will be made and the nominees will set forth their views at length, avowing the principles on which they will appeal to the people. There is really no need to begin the active campaign before the first of September. August is a vacation month, and pretty much everybody will take a little time off and few are really ready to go at any great undertaking with the required vim and vigor. That will leave two months for the great activities of the campaign. That will be long enough for the several speakers to do all the talking that is necessary, long enough for the people to become informed and to learn what they ought to know in order to aid them in reaching the right decision with reference to the votes cast in November. There is always more or less excitement and uncertainty connected with a presidential campaign, and more or less interference with business. There is no reason why that period should be unnecessarily extended. Meanwhile those interested can be thinking and talking about it, but September will be time enough to begin and two months long enough for its actual public activities.

THE TRUE TEST.

Another explosion of fanciful theory is suggested in the prominent subject to be discussed at next week's food law conference in Detroit, as to the "vitamines" and the errors of food combinations. It has suddenly dawned on food experts and metabolic observers that the good our food does us is not due so much to the amount, or the quality, or the grade we eat, as to the "vitamines." Just what a vitamine is no one knows, but it appears to be pretty certain that they are the things which make food worth while and they appear to operate quite independently of all the foreordained scientific rules of eating.

It is said to be true that vitamins are often more plentiful in low grades of food than in the more refined, and economists are beginning to study that phase of the question as never before. But it tends to upset some of the fine theories of the early champions of pure food regulation and those who would split hairs on food standards nowadays. And when someone has advanced the idea that it is not so much the quality or grade of any one food we eat, as in the way various foods are mobilized in a single stomach that makes for intelligent nutrition, it looks as though the science of eating is fast advancing.

INVESTIGATING RAILWAYS.

According to recent dispatches from Washington a joint committee of Congressmen and Senators is about to begin the investigation of the railroads recommended by President Wilson last December. As many protests have been heard recently against the Clayton law, which is about to go into effect, prohibiting the railroads from having directors and officials interlocking with supply companies, in some quarters the belief prevails that the new law will be the main subject for investigation. Others are quite as positive that the crying need of the railroads is for a complete readjustment of the powers conferred upon the Interstate Commerce Commission.

In his message to Congress last December President Wilson did not go into details. He began by stating that "the transportation problem is an exceedingly serious and pressing one in this country," adding: "There has from time to time of late been reason to fear that our railroads would not much longer be able to cope with it successfully as at present equipped and co-ordinated."

What does that mean? The answer can be found through the process of elimination. The need for the Clayton law has already been thoroughly established by Congress in its investigations of Alton, New Haven, St. Paul, Rock Island, and Frisco. As for tying the hands of the Commission, in his statement President Wilson said: "No one, I am sure, would wish to take any backward step." Twice in his brief message on the railroads President Wilson used the word "co-ordination." To find the problem President Wilson had in mind then it is only necessary to determine the lack of efficiency and harmony arising from conflicting Federal and State laws and regulations.

PRO AND CON BANKRUPTCY.

The canvass of the members of the National Wholesale Grocers' Association, authorized at the recent convention of the organization in Boston, is actively in progress on a referendum ballot. The returns have not yet been tabulated, nor will the officials announce the results until practically all are in, but it is said to indicate a surprising variation of opinion in the trade as to the desirability of amending the present Federal law or enacting either a complete repeal or a new law.

It will be recalled that at the Boston convention, the subject was presented in the form of a resolution, but promised to precipitate so acrimonious and extended controversy, by reason of there being diametrically opposed factions among the grocers, that it was decided to make it the subject of a referendum. Inside rumors have it that the ballots now coming in show a surprising evenness of balance between the shades of opinion.

A village managed by a church has made a flourishing beginning in Minnesota and is receiving much attention

from Northwestern newspapers. Castle Rock is only a few years old, but it has over one hundred people, a store, grain elevator, railway station, bank, school, and, of course, the church which is Methodist and presided over by one E. E. Edwards. The pastor and his St. Paul backers have bought twenty-six additional acres of land which they have laid out in lots for other business buildings and for residences. Already there are more applicants than can be accepted. A representative of the State Art Society has charge of the platting and landscape work. Certain restrictions are laid down by the holders of the village lots to govern them in perpetuity, as that no saloon shall ever be built upon them; and the church expects to have a full share in the administration of the village through a plan which it has worked out for representation upon the town council. In all ways it is hoped to make it a model village, and as the directors of the project realize that excessive Puritanism will make it anything but that, they are making it clear that there will be no ban on poolrooms, bowling alleys, or motion picture theaters.

While the nations debate as to the question of relief, Poland perishes. While American generosity delays, the pitiful remnant of the Armenians, the victims of unspeakable Turkish barbarity, perish for lack of food and every other necessity of life. The wholesale victualling of Poland is blocked by the Kaiser, but to the Armenians there is a method of approach. The American-Armenian Relief Fund and the American Committee for Armenian and Syrian Relief are both finding the way to get money to Turkey and to succor her victims. But every day men, women, and children are dying because there is not money enough to aid. Of 5,000 exiles from Kharput, only 213 survived to reach Aleppo, and these were literally stark naked and mere living skeletons when they arrived. Yet among these were refined college women, the products of American institutions. The tales of incredible barbarities surpassing Belgium's horrors, and at least equalling those of Poland, are unending. When men like Henry Morgenthau, Cleveland H. Dodge, and Charles R. Crane vouch for them, and for the need of immediate aid, no one should hesitate. We urge all who can to send their checks to Brown Brothers & Co., 59 Wall street.

BUSINESS CHANCES.

Assignee's Sale—As Assignee for the benefit of the creditors, I will sell all of the stock of furniture, kitchen-ware, dishes, stoves, and store furniture of the B. J. Quick store at Boyne City, either in lump or parcel. Stock in good shape and nearly all up-to-date. Bids wanted. E. A. Rueggesser, Assignee, Boyne City, Michigan. 353

For Sale—Owing to ill health, an established one-price business. Cleanest stock of clothing and furnishings in the very best 12,000 city in Indiana. Store 18 x 135, elegantly located, entrance and show windows on the two main business streets. Doing good cash business. Stock will invoice about \$10,000. No traders, only those meaning business and will continue as running store, need apply. Address Clothiers, 224 South Walnut street, Muncie, Indiana. 360

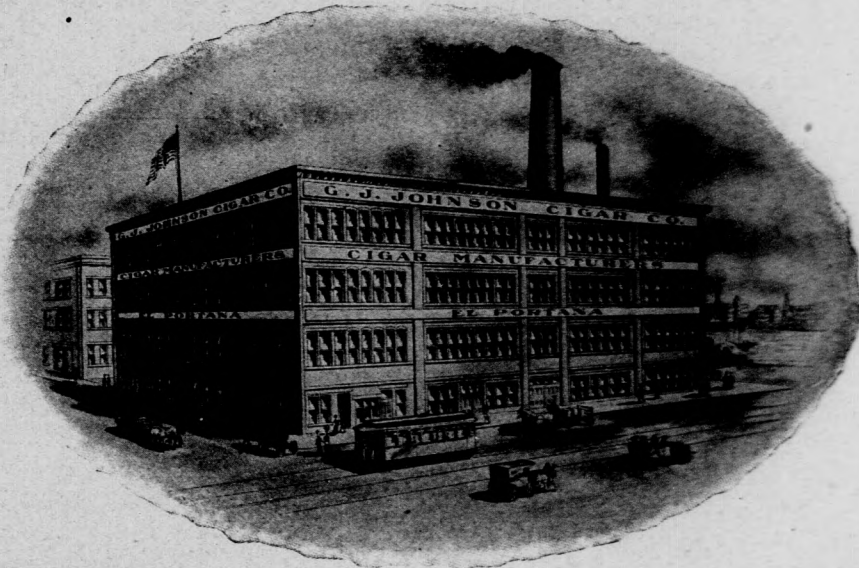
HELP WANTED.

Wanted—An experienced dress goods man in good live town of 15,000. Good salary. Permanent position. Apply Wolbach & Brach, Hastings, Nebraska. 356

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Itself”



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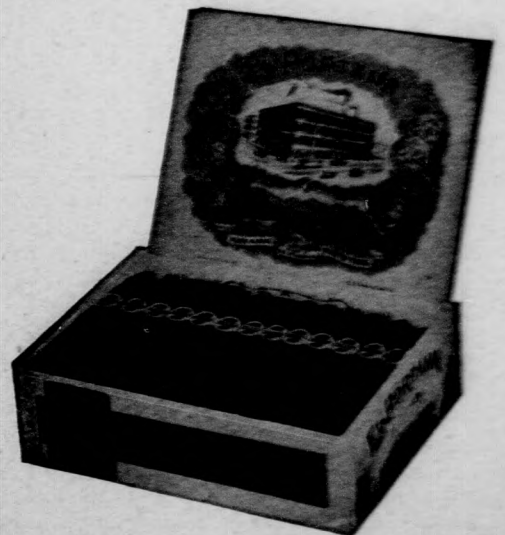
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The National Association of Dairy Food and Drug Officials

Whose Membership Includes *All National and State Pure Food Officials*

Held their Annual Meeting During July, 1914, at Portland, Me.

Read carefully the action they took in denouncing the mixing of albumen in baking powder, which is no aid in the baking but makes possible the "*fraudulent water glass test.*"

RESOLVED, That this Association vigorously condemns that existent practice involving the addition to food of a small or inappreciable amount of any substance, where such addition is obviously for the purpose of naming the substance upon the label, or otherwise to the end of imparting a value which is fictitious; also those methods of treatment, demonstration, or representation generally which are misleading in effect or founded upon false principles. *And in this connection we denounce the fraudulent water glass test with "albumenized baking powder" in comparison with other powders.*

This Scathing Resolution Was Passed Unanimously

Fraud, deceit and misrepresentation in the sale of *Food Products* is fast becoming a thing of the past.

Dealers throughout the country are buying and pushing the food products—especially *baking powder* of the wise manufacturer who is getting in line with the *Pure Food Laws* and co-operating with the *Pure Food Officials* to make his product better, purer and free from all taint of misrepresentation in its sale.

KG BAKING POWDER

is legal in every State of the Union, every day in the year.

It contains no albumen (sometimes called white of egg) and we have never used the "*fraudulent water glass test.*"

Jaques Mfg. Company, Chicago