

MICHIGAN TRADESMAN

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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 30, 1916

Number 1719

REAL FRIENDSHIP

You can always please a fellow
When you shower him with praise,
In a voice that's rich and mellow
He will say he likes your ways.
He will count your friendship splendid
When you're boosting him along,
But his love for you is ended
If you tell him where he's wrong.

It is praise that men are seeking
And not counsel, kind and wise,
Men resent the friend who's speaking
If he's moved to criticize.
They will like you if you flatter
And you're boosting for their fight
But it's quite a different matter
If you try to set them right.

We are fond of men who swell us
With indorsements of our cause,
But resent the ones who tell us
Of our errors and our flaws.
But the best of those who know us
And are following in our wake,
Is the friend who comes to show us
Where we're making a mistake.

"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

Bread is the Best Food

It is the easiest food to digest.

It is the most nourishing and, with all its good qualities, it is the most economical food.

Increase your sales of bread.

Fleischmann's Yeast

secures perfect fermentation and, therefore, makes the most wholesome, lightest and tastiest bread.

Sell Bread Made With

FLEISCHMANN'S YEAST

Boston Breakfast Blend

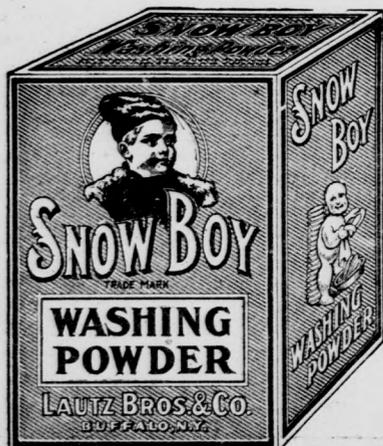


—Splendid Quality
at a
Moderate Price

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.

Yours very truly,

Lautz Bros. & Co.

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

DEAL NO. 1601.

MICHIGAN TRADESMAN

Thirty Fourth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 30, 1916

Number 1719

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HANG OUR HEADS IN SHAME.

Nothing short of a miracle can now save the country from the effects of a long and bitter strike which will tie up every railway town in the country and make it dependent on its own resources. The whole situation is intolerable. All the dispatches about the trainmen going away from Washington with conditional strike-orders in their pockets and a secret "code" by which the decision to strike or not to strike is to be flashed to them, betray a state of facts and a state of mind inimical to the republic. It smacks of mobilization for war. It is treason to the republic. We must find some means of making such things impossible in the days to come. Now that President Wilson concedes the weakness and imbecility of his position, brushes aside all that has passed and goes direct to Congress and the country with a demand that the authority of the Nation and the interest of the whole people be asserted and vindicated, we are positive that a response will come up to him like the sound of many waters.

Merchants who handle staple goods should act promptly in getting in large supplies this week, so as to be prepared to meet all reasonable demands for supplies in the event of a prolonged demoralization of transportation facilities by venal and unscrupulous officials who talk wildly about stopping the wheels of every engine and sidetracking every freight car in the country as though they were despotic monarchs of a servile people, instead of citizens of a great republic.

AUTOMOBILE ACCIDENTS.

It seems as if of late the news columns have carried an unusually large number of reports of serious automobile accidents. Within a comparatively short time several lives have been lost in that way in this immediate vicinity and several severe and serious injuries inflicted. Constant warnings, danger signs and signals, and every public precautionary suggestion apparently have precious little effect upon those who drive to destruction. Most of the accidents have resulted from fast and careless driving and might easily have been avoided by the exercise of reasonable caution. That is true of most catastrophes of this kind, and while the natural expectation would

be that a single such disaster would prove a warning sufficiently impressive to be observed, the reverse is manifestly the fact. Men and women keep right on driving recklessly, while deaths and injuries multiply.

In the first place each person who drives an automobile ought to feel and appreciate the fact that even in the smaller cars the engine is a powerful instrument, increasingly greater in the larger one. The momentum even at twenty or twenty-five miles an hour is enough to make a serious accident in case of collision or leaving the track. It is the business of the driver to keep firm hold of the wheel and have the machine constantly under control, prepared quickly to meet any unexpected emergency and they are always occurring. One of the most fruitful causes of mishaps is like that near Sparta, when people tried to take a turn at too high rate of speed. It may be pardonable to rush along briskly when one can see a straight road far ahead without obstructions, but no vehicle at high speed with incident momentum can take a corner without slowing up unless the risk promptly becomes dangerous. Inexperienced drivers ought not to be ambitious to follow the example of those who have been driving longer and have not only more confidence, but more skill. There is constantly a necessity not only to know what to do, but to have the quick judgment to do it instantly. While it is true, the number of automobiles in operation taken into account it is remarkable not that the accidents are so many, but that they are so few, the further fact remains that the exercise of reasonable care and precaution could prevent nine-tenths of them.

The best that medical skill can do does not seem to be able to stay the ravages of infantile paralysis with anything approaching success. It is believed that some advances have been made, and the scientists are studying very diligently. New cases are developing at random all over the country, and it is frequently very difficult to trace the cause or origin. There seem to be an increasing number of adults who fall victims to it, and precautionary measures are not always efficient. Even the doctors find it difficult to advise other than to avoid crowds or considerable companies even, which means keeping as closely at home as possible. Presumably with the passing of the warm weather there will be an improvement, but that even is of necessity only a matter of conjecture.

The time to take a vacation is when you need it, rather than when you can get away most conveniently. Take one voluntarily before you have to take it compulsory.

PUSH TWELVE CENT BREAD.

One result of the recent advance in the retail price of bread from 5 and 10 cents to 6 and 12 cents should be to encourage grocers to push the sale of 12 cent bread for several reasons.

Until this week the retail grocer paid 8 cents for the larger loaf and made 25 per cent. when he sold it for 10 cents. Under existing conditions he pays 10 cents and makes only 20 per cent. The same proportion holds good with the smaller loaf, but in selling the larger loaf he makes twice as much profit—2 cents instead of 1 cent—with no more cost for service than where he sells the small loaf. It takes very little more paper and twine, no more time to wrap, no more cost for delivery, no more writing in case a charge is made to handle the large loaf at a profit of 2 cents than to serve the small loaf which yields a profit of only 1 cent.

Local bakers who joined in the advance in price assert that the demand for bread has decreased 30 per cent. since the higher price went into effect. It is not believed that this shrinkage will be permanent.

Invitations to the International Recreation Congress, to be held soon at Grand Rapids, have been mailed to "more than 7,000 professional play leaders, employed on 3,294 playgrounds in 433 American cities." Probably some ten million dollars are now spent yearly in administering the playgrounds of the United States. All this is in striking contrast to the fact that fifteen years ago there were in the United States just one public playground, one public swimming bath, and only the most meagre facilities in parks and schoolyards for recreation. As interesting as the rapid expansion of the movement is the definiteness with which the direction of recreation is becoming a profession and a separate field of pedagogy and physical culture. It is a sad fact that not only were the children until recently without places to play, but they were without knowledge of how to play once they were provided. Massachusetts, which several years ago held a referendum election in each town of the State upon the establishment of playgrounds, with the result that only two voted against the innovation, still seems to be in the lead in this field.

In the German scheme of strategy insistence on the offensive does not altogether arise from the direct advantage of a rapid stroke against an enemy incompletely prepared, or from the higher morale of an army that attacks. There is always the object of carrying the war into hostile territory. Even when things come to a deadlock after the first stroke, the burden of woe falls on the enemy.

It is the enemy's towns that are destroyed and the enemy population that is compelled to flee before the hurricane of shells. This is the grim threat which Berlin holds out when it intimates to Rumania that preparations have been made to try out the issue on Rumanian soil. That is the reason why Turkish troops are taking part in the defence of Galicia at a time when the Turks need all the men they can spare to hold back the Russian advance in Asia Minor. The first requisite, from the German point of view, is to keep Teuton soil free of the invader, whereas Asia Minor is pretty far away. For the ultimate success of the Central Powers the morale of Berlin and Vienna means much more than the morale of Constantinople. After two years, the Germans still speak of the Russian invasion of East Prussia as a monstrous thing. That Prussian towns and villages should have suffered as Belgium and France have suffered is seemingly against the laws of nature in the eyes of the Germans whose monstrous crimes against the people of conquered countries make the words German and barbarian synonymous for all time to come.

Two men on a street car were discussing the infantile paralysis epidemic. One remarked that several years ago there were cholera infantum epidemics and he allowed that infantile paralysis was of the same order. The other agreed and declared that the doctors were frightening people and running up big bills which the city must pay. These men would be loud in their censure of health officers, if they had infantile paralysis in their own homes and thought that they were not getting all the attention and care they should have.

The Germans might have known that they could not avoid teaching their rivals the art of fighting. A particularly capable man in business may have things his own way for a time, but soon others learn his secrets, and they proceed to equal him. In nearly every town in this country where there is a particularly capable factory or business house, a rival has been built up beside it, and in many cases the imitation is more vigorous and prosperous than the original.

A woman supervisor of playgrounds in Washington, D. C., believes that recreation centers should be kept open at night for the use of adults. She suggests a series of dances, concerts and lectures in the open air. Playgrounds might with propriety be open evenings to adults and if attractions were offered the people would come and learn how to use the outdoor spaces.

No man is so poor that he can't afford to smile occasionally.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 28—H. A. Harrison, one of the Soo's well known pioneer jewelers, has been holding an auction sale here, closing out his entire stock of jewelry, and expects to move to Detroit with his family to engage in other lines. Mr. and Mrs. Harrison have made many friends in the Soo during their long residence here who very much regret their departure, as they were prominent in social affairs. Bravery is reckoned by what we do, not by what we threaten.

The engagement of Saul Winkelman, one of St. Ignace's leading business merchants, to Miss Mae Rubin, of Manistique, was announced last week, the wedding to take place some time in January.

The constant demand for labor in Cloverland is having a marked effect on the population here. Hundreds of laborers from the South are being brought into the Upper Peninsula to overcome the demand for men in all branches. Many of the new men are from Ashland, Ky., and other Southern states.

Pete Vigeant has a new fish story which he can prove to his friends from Missouri by calling at his place of business, as Pete after spending five hours and thirty-five minutes of hard fishing succeeded in landing a prize rainbow trout weighing eight and one-fourth pounds, its girth being 15 3/4 inches and its length 25 1/2 inches. The prize was hooked on a fly and the story reads as follows: The big rainbow took the fly (a bucktail) at 7:10 p. m. off with a rush the fish went down the rapids, but Pete lost no time and ran as fast as his legs would carry him to Jack's Hole, half mile below. Here the real struggle took place, lasting until 12:45, when the fish, all exhausted and Pete just about all in, was drawn up to the water's edge and Dr. Christofferson, another one of our popular citizens and expert fishermen, picked up the gamey denizen with his hands. The doctor helped weigh the fish and, being closely connected to George Washington, no one vouches for the truth of his statement. There were a number of other fishermen around who witnessed the scene, but one of the spectators built a fire and went to sleep, waiting for the finish and all Pete got was the fish.

Joseph J. Jeffery, Land Commissioner for the D., S. S. & A. Railway, was a St. Ignace visitor last Tuesday, being accompanied by a moving picture artist taking moving pictures of Upper Peninsula scenes to be used in the Herald's advertising scheme in Chicago. The pictures at St. Ignace were taken off the docks and landing, showing the loading and unloading of the car ferries, etc.

Worry acts as a provoker at times. It makes a fat man fatter and a thin man thinner.

M. McMennis, who recently took a position with the Cornwell Company on the Canadian division, has been confined to his bed for a few days with tonsillitis, but is able to be back on the job again. Mac says it is hard to keep a good man down.

Upper Peninsular people received with regret the announcement that the D. & C. boats will give no fall excursions this year, as the hundreds of residents here who annually take the lake trip on these popular boats at reduced rates will miss the delightful trip. The seaman's bill which cuts down the carrying capacity of the steamers is given as the cause of the company's action.

The Bartlett Lumber Co., operating at Shelldrake, suffered damages estimated at \$100,000 last week, when its saw mill was destroyed by fire. It is understood, however, that the company will start rebuilding immediately and keep this hustling town on the map.

The Soo suffered two drownings last week during the hot spell. One of the victims was Harold Cracknell, popular clerk in the Central Savings Bank.

Harold was native born and well known throughout the city and his death has cast a gloom over the city. The other victim was Peter Pescenski, aged 19, who was employed with the Northern Michigan Power Co. here, his home being in Raber.

Moran has apparently gone dry this week, as the mill at Greens was obliged to shut down because of no water and it is too expensive to use gasoline.

There is good news, however, from Moran with the announcement that the new depot is coming at last.

F. J. Allison, well known traveling salesman for the Cornwell Company, is gaining a reputation as authority on good roads and last week he was interviewed by one of the reporters of one of our leading papers in reference to the roads between the Soo and St. Ignace. Mr. Allison has been making his entire route by auto without much difficulty, with the exception of a few bad spots. This has heretofore been thought almost impossible. Frank stated that he thought he was familiar with the character of the soils in the Eastern part of the Peninsula, but he never dreamed that there was such rich agricultural lands East of the Soo and through which the country roads are being built. The character of the soil is similar to that of the famous Rudyard district. With the new roads completed furnishing access to the territory the benefit Chippewa county will derive through the hundreds of settlers will more than repay for the entire cost of the good road system.

The community picnic to be given labor day here is to be one of the best ever. Arrangements have been made and a big time is looked for, with a parade in the morning headed by the Soo band. After the parade, speaking will occur in the Government park.

Walter J. Hunsaker, of Saginaw, John C. Mann, of Houghton, Fred Postal, of Detroit, and Seymour Bower are expected in the copper county for the purpose of selecting a site for a bass fish hatchery. The investigation of the district will include the counties of Houghton, Ontonagon, Baraga and Keweenaw.

Mr. and Mrs. James M. Buchan left last week for East Liverpool, Ohio, where Mr. Buchan has taken half interest in a large mercantile business. Mr. Buchan for several years has been in charge of the shoe department of the Leader store, having had an interest in the firm, and has been active in business and social affairs in this city. The young couple have a large circle of friends in the Soo who regret their departure, but wish them every success in their new home.

J. H. McFadzean, Upper Peninsula agent for the Western Transit Co. lines, was a Soo visitor last week, the guest of R. C. Kline, local agent, looking after the interests of the company.

Jerry Lynch, the lumber king at Shelldrake, was in the city this week on business. Mr. Lynch and family have been spending the summer at their commodious summer home at Shelldrake, but expect to return to the Soo at the opening of school.

T. L. Rice, of Detroit, an annual summer visitor here and one of the enthusiastic anglers in St. Mary's Rapids, is here again. As he is accompanied by a bride this year, the fish are more or less neglected.

It may be better to be happy than to be rich, but very few poor men ever derived any satisfaction from that belief. William G. Tapert.

Flakes From the Food City.

Battle Creek, Aug. 28—One thing that can be said in favor of election time is that the usual quota of patent medicine and auto accessory literature being handed out on the streets is supplanted for a time by candidates' cards, and, further, that if we do not exactly like the candidate's chromo on the card, we can change it very easily. Some of the cards visible in some of Battle

Creek's stores bear some terribly aged men, but time did not do it!

It has been the writer's pleasure to visit the New York Stock Exchange and to note there the mad rush of all the buyers and sellers engaged in the trade. I am never allowed to forget the sight, for the reason that I call three times a week at the store of Hawley & Fay, Battle Creek grocers, and the same mad rush prevalent at the Stock Exchange is in evidence at the above store. They have an enormous business and they are compelled to rush to care for it, but in the years that I have been calling on them, I have yet to receive a discourteous reception or a long wait before I can place my wares before them. This can not be said of all stores which are busy, however, but, of course, a salesman has nothing else to do but stand around and await the pleasure of the buyer anyway.

Charles H. Skinner, one of J. F. Halladay & Sons' wholesale grocery salesmen, has purchased a fine home in Urbandale, a suburb of Battle Creek. Charlie fords the way between here and there and next summer expect to haul large loads of garden truck (note the truck) from his extensive one-half acre farm to the city market.

It is getting pretty hot when an ice house will catch fire from spontaneous combustion. The Consolidated Ice Co., of this city, sustained a \$2,500 loss last Sunday when its barns, equipment and part of its ice house burned. The loss is partly covered by insurance.

The transfer of property by the city of Battle Creek to the Michigan Railway Company has been made and the Railway Company will immediately begin work on the erection of the handsome new terminal depot.

With the new depot, a new eight-story bank and office building, three miles of new asphalt, a new fifteen acre public park, three new factories, no labor trouble and numerous other things we have done this summer—well, all we can say is, come and see us when you can and bring a convention with you. We always have lots to eat here and always can find lots to entertain visitors with. We have some thirty or forty conventions to our credit this year.

Charles H. Dorman, local representative of the U. S. Slicing Machine Co., badly injured his hand on one of the old models of slicing machines. Charlie says it is a good argument in favor of the new models, because you can't get cut on one of them. He is getting along very nicely now and expects to be on the job again in a week or so.

C. S. Scott, manager of the Hastings Grocery Co., of this city, has just returned from an extensive business and pleasure trip through the Eastern states. Mr. Scott visited in seven different states and reports business very good in all of them.

The only time that Mr. and Mrs. Herbert W. Martens, owners of the Martens Grocery Co., of the city, do not greet the salesman who call there with a smile of genuine welcome is when

it rains Sundays and they are unable to go fording. Nearly every Sunday this summer they have been away on a pleasure trip of this kind and Mr. Martens says that all the troubles which accumulate during the week are chugged away on these trips. Yet some people persist in making fun of the ford—people who do not own one.

One of the more important items to consider in handling stocks in retail stores is adapting the stock to the class of trade to be handled. So many dealers in a locality where only working people live and where, necessarily, only staple goods should be handled, are continually stocking up with a lot of luxuries to tempt the peoples' palates. Nine times in ten the poorer classes will buy these luxuries and have them charged. What is the result? In time a large bill which they cannot pay and the dealer gives them a dead-beat rating on his lists. I contend that the dealer is to blame for tempting his trade with unnecessary items and should censure no one but himself.

Grocery associations all over the country are taking up the fight against the salesman who has the quantity bargains (so-called) to offer and few of these (shall we say fakers?) are in evidence now. On the other hand, are the grocers themselves profiting by this experience and doing the square thing by their trade? Just look over your stock and see for once how much real staple stock you have on hand. Otto L. Cook.

Making Paper Flame-Proof.

A liquid that resists the action of fire and water, and renders all inflammable materials absolutely fire-proof, has been perfected in the pharmaceutical laboratories of the University of Iowa. When wood, cloth, or paper are saturated with it, and then dried, explains the Popular Science Monthly, an insoluble mineral material is left in the cells of the fibre which makes combustion impossible. The drying may be spontaneous or, in the case of wood, may be done in a kiln.

As a test, a block of wood which had been soaked in a new preparation and afterward dried resisted the flame of a Bunsen burner for one hour, whereas a similar block of untreated wood was burned to ashes in exactly nine minutes. The flame of a Bunsen burner gives a much greater heat than an ordinary fire—from 700 to 1,000 degrees Fahrenheit:

**If You Want Good Butter
Order BLUE VALLEY
BLUE VALLEY CREAMERY CO.
Grand Rapids, Mich.**

THE
HAYNES
America's Greatest "Light Six"

THE HAYNES AUTOMOBILE CO. built the first dependable automobile operated in this country. It was equipped with a gasoline engine manufactured in Grand Rapids. This was in 1893. Cars turned out in 1897 are still doing service. The Haynes Agency, successor to the Grand Rapids Saxon Co., 572 Division Avenue, So., has taken the agency of Haynes cars for this and adjoining counties and wishes to secure agents for the Light Six and Light Twelve car.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 28—It was our pleasure to meet our real scribe, E. R. Haight, the past week in Southern Michigan and he reports that he will have Mrs. Haight and Billie back in Grand Rapids within the next two weeks. "Believe me," he said, "I will be some happy and begin living again." Little Billie has entirely recovered from his illness. They had been visiting the paternal families of both E. R. and Mrs. Haight when taken ill.

Lansing is sure some good town for a blind man. The other day in that town we saw the car stop on the corner and the motorman take a blind man across the street to the curb and, after he was landed safely, the motorman went back to his car and started.

We noticed in the paper recently where a conductor of a train held his train a considerable length of time that some fresh milk could be gotten for a sick baby and, much to his surprise when expecting a calling down from those higher up, he received a letter from the President of the road, commending him for the act.

Early Michigan peaches have been shipped in considerable quantities for the past two weeks from St. Joe. No, Charlie, my dear boy, they are the kind that grow on trees.

You have heard the old expression that some preachers would make good blacksmiths. Benton Harbor has a blacksmith who certainly has some eye for the beautiful. His shop on West Main street is built of cement blocks and the grounds all around are laid out in beautiful flower beds with cement walks leading up to two doors and all doors and windows are fitted with screens. In his work he specializes in horse shoeing. After Mr. Horse has been led up a winding path and taken within the screen enclosed blacksmith shop, he can stand and feast his eyes on the beautiful flowers while having his shoes adjusted, with no flies to annoy him.

He always has the cut-out open, he always runs lykell, he never stops for railroad crossings nor listens to the bell; he never gives you half the road but like a hog sails by, and lets you hustle for the ditch, while he slams through on high; he gets away with it awhile, luck simply hangs around until the fatal day arrives and they lift him from the ground and take him to the church yard near and plant him good and deep, a warning to the dam-phools who the speed law never keep.

It took two separate pages to take care of "Gabby Gleanings" last week. We don't care if "ye editor" did run in some paid advertisements. (Motor Oil, United Trucks, Reward for Auto Thieves, etc.), we looked bigger than "Detroit Detonations" from the beginning of our heading to the end. Speaking of ends, just suppose "Jimmie's" earthly career had come to an end on that eventful night when he borrowed father's dress suit. Well, I suppose some one else would have discovered Detroit, but did you ever see Jim, and did you ever see Jim's father? About as much chance on that dress suit act as the old biblical story of the camel going through the eye of a needle.

There are two gentlemen that Grand Rapids Council always have with them on their annual picnic day and they are Jupiter Pluvius and By Gee Kripes Jennings. Not that we wish to make any comparison between these two gentlemen, for we would not think our picnic anywhere near complete without the sunny disposition and welcome presence of W. H. Jennings, Sr., but Mr. Pluvius on a day like this is never quite so welcome. However, he did not nose around long and about noon he took his departure, leaving the rest of the company to regale themselves as they saw fit in the festivities and pleasures of Jenison

Park. And a happy company it was, too. Although not so great in numbers, it was what one might call a picnic in concentrated form—a select crowd, a live bunch, made up from the choicest of No. 131 members; and Grand Rapids Council is famous for its brave men and fair women. The picnic committee certainly did a good job in making those chronic stay-at-homes who are always looking around for excuses not to go green with envy, for they offered up some of the richest prizes for the contestants in the various events that have ever been given at a Grand Rapids U. C. T. picnic. In fact, those who stayed at home—and they were quite few—lost money by not going. There were cut glass dishes in various forms and hand painted china for the ladies and copper smoking sets, cigar jars, and other costly presents for the men. And take it from us, they went after them, too. And the dinner! We doubt whether there was anyone in the State of Michigan who ate a better dinner than those picnickers did last Saturday. There were nine entries in the ladies' 100 yard dash, which was won by Mrs. J. M. Vander Meer. The prize was a beautiful cut glass fruit bowl. The ladies' twenty-five yard slow walk was a draw between Mrs. Rockwell and Mrs. Rankin, the latter winning the draw, for which she received a hand painted tea set. The ladies' ball throwing contest was won by Mrs. E. E. Stott, prize, cut glass creamer and sugar bowl. In this event Mrs. H. L. Benjamin won the booby prize. Ladies' sucker contest went to Mrs. J. A. Burr, prize, a beautiful copper and glass relish dish. Art says Catherine always was pretty good at chewing the rag. The egg race was won by Senior Counselor A. N. Borden, prize, a cigar jar. Rumor has it that Art had a fried egg. However, as he invited everybody to come up to his home, 907 Kalamazoo avenue, and have a smoke, we will forgive him for this little bit of irregularity. The smoking contest was a tie between H. W. Hardwood and George D. Kordux, the latter winning the draw. Prize, a copper smoking set. Time, 4 minutes 10 seconds, which goes to show that Jenison Park was infested either with some rapid fire smokers or rather punk cigars. The needle threading contest was won by H. W. Harwood, which demonstrates who does the patching at Harwoods. Prize, a box of cigars. In the little girls' race, Dorothy Stott won first prize, which was a beautiful lavallire and Dorothy Borden won second prize and a doll. Ralph Dornstra and Chester Borden won the boys' race. Prizes, a base ball and a pocket knife. The prizes for the heaviest and lightest couples went to Mr. and Mrs. J. M. Vander Meer, combined weight 389 pounds, and Mr. and Mrs. Rankin whose combined weight was 287 pounds. Prizes, a seven piece hand painted cake set and a hand painted cake plate. Mr. and Mrs. J. A. Burr would have won the prize for the lightest couple had it not been for the fact that Mrs. Burr ate fourteen ears of corn and several more of other things than she ought to have eaten in order to win a prize of this kind. As the combined weight of the Burrs was only 290 pounds, it will readily be seen that our statement is correct and they had too much excess baggage. After the programme of the day was completed, which consumed about two and one-half hours, the jolly picnickers put in the rest of the day playing box ball, riding the horses, boating, swimming, etc., and returned home along in the evening, everyone feeling he had had one regular day's outing.

Secretary Rockwell received a very nice letter from George W. Ferguson, in which he states that he has just returned from Newfoundland, Halifax and the maritime provinces. He says the maximum temperature where he has been was 74 degrees.

He also says he enjoys reading the Michigan Tradesman and sends his regards to all the boys. We are sorry Mr. and Mrs. Ferguson couldn't be here to attend the picnic, as it would be a safe hundred to one bet they would have been there had they been anywhere in Michigan.

Two members of Grand Rapids Council—R. D. Bennett and P. E. Larrabee—were pretty badly jarred up when two interurban cars met each other in a head-on collision between Niles and South Bend. The gentlemen are doing well as could be expected and are thankful, under the circumstances, that they are alive. Both were sitting in the front end of the smoker when the accident occurred. Mr. Larrabee, when called upon by some of the members, was confined to his bed and pretty well bandaged up. We are glad no more serious accident happened to them and trust we may see them out again soon.

The prize offered to the one giving the nearest answer to the question, How, did Senior Counselor Borden win that egg race after the dinner he ate, went by default? No one could even offer a suggestion.

Percy C. Palmer, manager of the ready-to-wear department of Burnham, Stoepel & Co., Detroit, passed through the city Sunday via automobile en route from Big Rapids to Detroit. He was accompanied by his wife and children, who have been spending their summer vacation in Big Rapids with Mrs. Palmer's father, F. H. Lange.

Genial Jim Goldstein was in Grand Rapids most of last week calling on the trade in company with H. L. Proper. Jim is just as much in love with Grand Rapids as ever and could hardly tear himself away from the scenes of his early trials and triumphs when it came time for him to hie himself to Detroit.

Ned Pumfrey, underwear salesman for Carson, Pirie, Scott & Co., Chicago was operated on for blood poisoning at the Pantlind Hotel last Wednesday and left for his home in Chicago Saturday. The operation was on his left foot, a considerable piece of flesh being removed to eliminate the infected portion.

Ray Parker, city salesman for Marshall Field & Co., now has his headquarters in the Morton House. He was located in the Ashton building up to the time of the fire.

Burnham, Stoepel & Co. now have their Grand Rapids headquarters at 211 Shepard block, corner Fountain and Ionia streets. They were formerly located in the Ashton building. The headquarters are in charge of F. I. Larrett, general salesman, and H. L. Proper, hosiery and underwear representative.

C. D. Crittenden, formerly advertising and subscription manager of the Michigan Tradesman, now general Eastern sales manager for the Grand Rapids Refrigerator Co., was in town several days last week posting up on the new line for 1917. Mr. Crittenden increased his sales very largely over last year and looks forward to the coming season as the most promising during his connection with the line. Mrs. Crittenden usually accompanies her husband on his semi-annual trips to the Grand Rapids market, but was too much fatigued by the prolonged heat wave to make the journey this time. Ja Dee.

Activities in Some Michigan Cities. Written for the Tradesman.

Jackson's prison population is the lowest in two years, the count being around 900 men. General prosperity is keeping many people away from crime, according to Warden Simpson.

Battle Creek has plans for two comfort stations, one in McCamly park and the other at Jackson and Madison streets. Half of the building at the park will be below ground.

The new Chamber of Commerce at Hillsdale has secured a new industry, the Sanitary Chemical Closet Co., formerly of Addison.

Menominee will expend \$1,500 on a municipal beach and bath house, the idea being to give its citizens the best public bathing facilities to be found on Green Bay.

Flint has adopted an ordinance for the inspection of gas and gas meters by a city inspector, with reports made to the Common Council once a month.

A Belding paper states that the earliest train out of that city for Grand Rapids leaves at 10:15 a. m., when on time, and mentions a recent case of a delay in this service until 4 p.m. The Belding Board of Commerce will probably take up the matter with the Pere Marquette people.

Petoskey is urging Uncle Sam's department of rivers and harbors to lengthen its breakwater and dredge out the harbor. In the event of this improvement being made, the Northern Michigan Transportation Co. promises to rebuild its wharf and to bring its boats in there.

This year's building record at Manistique will be around \$450,000, the work including a new high school now under construction, the Thomas Berry Chemical Co., the Manistique handle factory, the Brown Lumber Co. and many residences.

Flint has a proposal from a Toledo concern to collect and dispose of its garbage. It is planned to collect the garbage, with all combustible stuff, including street sweepings, and manufacture it into a fuel known as "oak coal," made in the form of small bricks. The company furnishes cans and makes collections twice a week in summer and once in winter, charging the householder 8 cents per week per can. Almond Griffen.

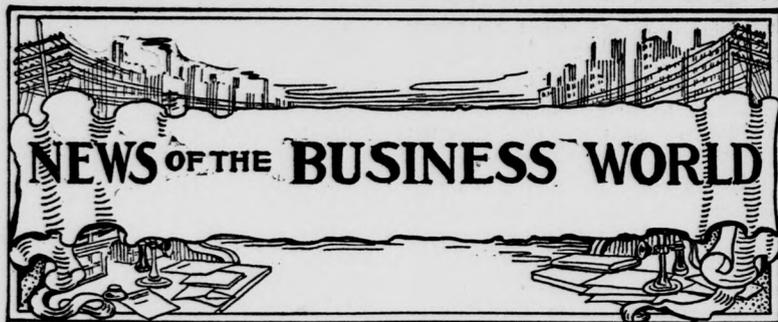
United States Gains Great New Industry.

One of the results of the war was the stoppage of the importation of laboratory porcelain, and this has resulted in the manufacture of laboratory porcelain in this country, which has stood the hydrochloric acid tests equally well with that manufactured by the royal Berlin pottery in Germany, which until now has been regarded as the standard.

The cooking porcelain ware is being produced in ivory, white, brown betty, and olive green, plain and decorated, and for private ward work the pretty decorations and delicacy of the ware make the porcelain highly attractive.

The Cheapest Farm Labor.

Nothing yet has been found to beat the gasoline engine for certain work on the farm. For fifty dollars, more or less, according to size and character, one of these machines can be installed. It will work for 4 cents an hour, maybe less. Often it will save hiring help. It will saw wood, pump water, run the grindstone and the cream separator, turn the washing machine, and do many other odd jobs about the place. Farmers who are using these small engines say they reduce by half the time and labor of doing chores.



Movements of Merchants.

Laingsburg—Fred Burk, of St. Johns, has opened a dry goods store.

Lowell—Mrs. John Andrews succeeds Mrs. Tillie White in the millinery business.

Graafschap—Heneveld & Beeming succeed Heneveld & Lambers in general trade.

Mancelona—Chilson & Waddell succeed Mrs. Neeland in the coal and wood business.

Plainwell—Mrs. Nettie Shaw succeeds Mrs. Jennie Tomlinson in the millinery business.

Wayland—William Somers succeeds Barnhart Bros. in the grocery and meat business.

Battle Creek—The Howell Electric Co. has changed its name to Hubbard-Howell Electric Co.

Carson City—Roy E. Brooks will engage in general trade in the Sethon store building Sept. 1.

Lowell—Allen Lasby has purchased the Martin ice cream parlor and confectionery stock and has taken possession.

Battle Creek—Leo and Joseph Greinberger have reopened the fruit and vegetable market at 11 West State street.

Muskegon—Thieves entered the A. C. Johnson drug store Aug. 23 and robbed the cash drawer of its contents, about \$12.

Kalamazoo—Fire damaged the Johnson meat market on North Burdick street Aug. 28 to the extent of about \$200.

Marquette—Charles Dorias, who recently lost his meat market by fire, has resumed business at the same location.

Eaton Rapids—A. R. Boyd, dealer in bazaar goods, died at his home, Aug. 28, as the result of a stroke of apoplexy.

Hillsdale—Ford Foote has sold his grocery stock and store fixtures to Earl Rogers, who will continue the business at the same location.

Lacota—George P. Welch has sold his stock of general merchandise to Mr. Lull, recently of South Haven, who has taken possession.

Ionia—Burglars entered the store of the Ionia Hardware Co., Aug. 23, and carried away stock to the amount of several hundred dollars.

Alpena—Alex Girard has sold his grocery stock to Henry Bovry, who will continue the business at the same location, 825 Washington avenue.

Ypsilanti—Davis & Kishlar, dry goods dealers, have fitted up a rest room on the second floor of their store for the accommodation of their patrons.

Kalamazoo—The Guelda Birt Co. has been incorporated to deal in wholesale and retail millinery with an authorized capital stock of \$10,-

000, of which amount \$5,000 has been subscribed, \$2,250 paid in in cash and \$2,250 paid in in property.

Riverdale—William Oken, who has conducted a drug store here for the past eleven years, has sold his stock to B. W. Tuttle, of Unionville, who has taken possession.

Hillsdale—James E. Decker has purchased the interest of his partner, Earl Rogers, in the meat stock of Decker & Rogers and will continue the business under his own name.

Charlotte—A. M. Spaugenburg and J. H. Applegate have formed a copartnership and will engage in the garage and automobile repair business on East Lawrence avenue, Sept. 1.

Vermontville—A. H. Allen has sold his grocery stock to W. H. Miller, dealer in general merchandise and C. H. Lamb, grocer, who will consolidate it with their own.

Boyer City—P. Galdos has sold his stock of confectionery and ice cream parlor to George Coplas, who will continue the business under the style of the New York Candy Kitchen.

Ithaca—E. J. Alverson has purchased the interest of his partner, Edward Hannah, in the hardware stock of Alverson & Hannah and will continue the business under his own name.

Ionia—Allen Bros., who conduct a department store on West Main street, are closing out their grocery stock and will devote their entire attention to the other departments of their store.

Belding—In order to close the estate of John Greenop, the entire stock of Greenop, Divine & McCoy Bros., dealers in clothing and men's furnishing goods, will be closed out at special sale.

Detroit—The Crowley-Murphy Corset Shop has been organized to deal in ladies' wearing apparel with an authorized capitalization of \$4,000, of which amount \$2,000 has been subscribed and paid in in cash.

Holland—The Star Auto Co. has been incorporated to deal in automobiles, accessories and conduct a garage with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed, and \$2,500 paid in in cash.

Adrian—Lewis & Coe, dealers in women's furnishing goods, have consolidated their stock with the dry goods and dressmakers supply stock of the James H. Howell Co. The style under which the store will be conducted has not yet been announced.

Saginaw—The Saginaw Style Shop has engaged in business to handle women's and children's wearing apparel with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,261.84 paid in in cash and \$7,738.16 paid in in property.

Detroit—The Howie-Berndt Glass Co. has been organized to deal in glass for building purposes with an authorized capital stock of \$15,000, of which amount \$12,400 has been subscribed and paid in in property.

Port Huron—The William O. Lee Co. has engaged in the manufacture of brass, iron and other metals and conduct a machine shop and foundry with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Saginaw—The Vogt-Bricker Sales Co. has been incorporated to sell cash registers, office supplies, automobiles and other merchandise with an authorized capital stock of \$5,000, all of which has been subscribed, \$500 paid in in cash and \$500 paid in in property.

Manufacturing Matters.

Muskeon Heights—The Standard Malleable Iron Co. has increased its capital stock from \$100,000 to \$250,000.

Detroit—The Consolidated Car Co., manufacturer of the Abbott-Detroit car, is to move to Cleveland. Papers have been formally executed providing for the removal to the Ohio city next January.

Grand Ledge—Charles S. Pike has sold the Townsend cigar factory to Brice Rose, who will continue the business.

Grand Haven—Speidel & Swartz, manufacturers of fish fertilizer, have dissolved partnership and the business will be continued by Nicholas Swartz, who has taken over the interest of his partner.

Detroit—The Schwarz Foundry Co. has been organized to conduct a general foundry business with an authorized capitalization of \$75,000, all of which has been subscribed and \$35,000 paid in in property.

Detroit—The Triangle Machine Co. has been incorporated to manufacture machine and automobile parts with an authorized capitalization of \$3,000, all of which has been subscribed, \$1,050 paid in in cash and \$1,950 paid in in property.

Muskegon—Work is now well under way on the erection of a new \$30,000 foundry building of the Lakeside Foundry Co., on property recently acquired. The new structure will be completed November 1, when 200 men will at once be employed, it later being planned to add to this force as rapidly as possible.

Detroit—The Detroit Battery Co. is installing equipment in its new modern factory building at 104 East High street, Detroit. In spite of the fact that the new factory gives them over 30,000 feet of additional floor space, the old factory at 607-609 Fort street is still being run to capacity, and will continue to be even after the new factory is in use.

Muskegon—The Brunswick-Balke-Collender Co.'s new rubber tire factory, originally designed as a 100-tire-daily plant, is now being made over into a 1,000-tire-a-day concern. The machinery needed to reach this production mark is now being installed, and it is hoped that the production will reach the 1,000 tire mark by September 1, providing enough men can be secured to operate the machines that will be installed.

DeDetroit—Appreciating the part its employees have had in its success, the Saxon Motor Car Corporation will share its prosperity with them in the form of a special bonus for office and factory employees alike. Office employees who have been with the company for a period longer than ninety days will receive a bonus at the rate of 5 per cent. of yearly salary. Factory workers will share on a like basis, with the exception of those who have been paid a premium on the piece work basis. These will receive a bonus of 3 per cent. The payment of bonus will be made from September 1. Although the Saxon corporation has not decided upon a policy of bonuses each year, it is the intention of the concern, in years of prosperity, to pay some form of bonus to employees. A record will be kept in the future of each individual employe and the efficiency and loyalty of such employes will be taken into consideration in the payment of bonuses.

Bread Consumption Falls Off in Kalamazoo.

Kalamazoo, Aug. 29—Grocers and bakers declare that the increase in the price of bread Monday from 5 cents to 6 cents per loaf caused a marked falling off in consumption to-day and yesterday.

Hotels, restaurants and boarding houses cut down materially on the amount of bread served, while in private homes the daily supply has been lessened. The increase has had the effect, in some instances of stimulating the sale of flour to private homes.

It is believed, however, that the falling off in bread sales will be only temporary and that within a week's time the consumption will again be normal.

"It is not so much the penny increase," said one dealer, "as it is the fact that 5 cents had come to be a recognized price for bread."

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Aug. 30—Creamery butter, extras, 32c; first, 29@30c; common, 27@28c; dairy, common to choice, 23@31c; poor to common, all kinds, 22@24c.

Cheese—No. 1 new, 17@17½c; choice 16@16½c.

Eggs—Choice, new laid, 30@32c; fancy henry 34@36c.

Poultry (live)—Fowls, 16@19c; broilers, 19@23c; old cox, 13@14c; ducks, 16@18c.

Beans—Medium, \$5.75; pea, \$5.50@ \$5.65; Red Kidney, \$6.00; White Kidney, \$6.00; Marrow, \$6.25.

Potatoes—\$1.35@\$1.50 per bu. Rea & Witzig.

Implement Dealers to Meet in Grand Rapids.

Vicksburg, Aug. 28—The next annual convention of this Association will be held November 7, 8, and 9 in Grand Rapids.

We will have an exhibit in connection, this being our second annual exhibit, but our thirteenth annual convention.

Further details will be furnished later upon request.

J. F. Follmer, Sec'y.

Charles Sumner Koon, Secretary of the Michigan Board of Pharmacy, left his home in Muskegon yesterday for Philadelphia, where he will attend the annual convention of the National Association of Boards of Pharmacy. He will subsequently attend the annual convention of the A. Ph. A. at Atlantic City Sept. 5 to 9.



Review of the Grand Rapids Produce Market.

Apples—Duchess, Astrachans and Transparents command \$1.50 per bu.

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.

Blackberries—\$1.50 per 16 qt. crate.

Butter—The market has advanced 1c per pound during the week, due to the large export demand as well as the heavy home consumption. The receipts are normal for the season. Storage butter is being withdrawn, owing to the scarcity of fine fresh, and is breaking close to the price of fresh. Creamery grades are held at 31½c in tubs and 32½c in prints. Local dealers pay 24c for No. 1 in jars and 21c for packing stock.

Cabbage—\$1.25 per bu.

Carrots—20c per doz. bunches.

Celery—20c per bunch.

Cocoanuts—\$6 per sack containing 100.

Cucumbers—65c per dozen for fancy hot house; 75c for extra fancy.

Eggs—The market is stronger and very firm. The withdrawals of eggs from storage are heavy, owing to the large consumptive demand and the poor quality of fresh receipts. The market will probably not show any decline until cooler weather strikes the large producing sections. Local dealers pay 26c for candled, loss off, cases included. Their selling prices this week are 29c for candled extras, 27c for first and 25c for seconds.

Egg Plant—\$1.50 per dozen.

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

Green Corn—25c per dozen for common sweet; 30c for Bantam and Evergreen.

Green Onions—Silver skins (black seeds), 20c per doz. bunches.

Honey—18c per lb. for white clover and 16c for dark.

Lemons—California, \$8.50 per box for choice and \$8 for fancy; Messinas, \$8 per box.

Lettuce—\$1 per bu. for leaf; \$2 per bu. for head.

Maple Sugar—17c per lb. for pure.

Maple Syrup—\$1.40 per gal. for pure.

Mushrooms—40@50c per lb.

Muskmelons—Indiana Gems, 50c per basket; Indiana flats, 60c; Indiana Standards, 36s, \$1.50; Benton Harbor Osage, \$1.25@2.25 per crate.

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 \$2.50 per 100 lb. sack or crate; California in 100 lb. sacks, \$3.25 for red and \$3.50 for white;

Spanish, \$1.75 per crate of either 50s or 72s.

Oranges—Valencias, \$5.25@5.75 per box.

Peaches—\$1.50 per bu. for white and \$2 per bu. for yellow.

Peppers—Home grown, \$1.50 per bu.

Pop Corn—\$1.75 per bu. for ear, 4¼c per lb. for shelled.

Potatoes—New, \$1.50 per bu. Virginia cobbles, \$5 per bbl.

Poultry—Mixed fowls 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.

Rhubarb—85c per bu.

Spinach—\$1 per bu.

Tomatoes—\$1.25@1.50 per bu.

Turnips—25c per doz. bunches.

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

Water Melons—\$3.50 per bbl. of 8 to 10.

Wax Beans—\$1.50 per bu.

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

The Grocery Market.

Sugar—The sugar market continues dull and demoralized, there being little business in granulated, although second hands are offering at 6.85c, as compared with 7c quoted by refiners. The country appears to be waiting for developments, arguing that with the differential over raws more than 1½c, there is no incentive for anticipating the future. Hand-to-mouth buying is the prevailing policy and there is seemingly nothing in sight to change the situation in this respect. It is felt in some quarters that the tendency will be to wait for the active movement of beets in October and buy sparingly of cane granulated in the interim. A readjustment of prices might only confirm the distributors and manufacturers in their pessimism. A rise in raws would of course help sentiment, but there are no present indications of this contingency materializing.

Tea—The situation shows no change. There is a quiet market with the trade buying in a routine way for current requirements. Sentiment is hopeful for the fall trade, it being argued that the country would be more inclined to stock up. The third crop of Japans will show a falling off from last year, it is said, of 20 per cent.

Coffee—There has been no change in the price of Rio and Santos coffee during the week. The demand has shown some improvement; in fact, quite a considerable improvement, but particularly in coffee to come forward from Brazil. Brazil coffees are firm. Mild coffees show no change and light demand.

Java and Mocha grades are dull at ruling quotations.

Canned Fruits—There is some sign of activity in new canned fruit, but the situation has merged into one where spots and futures are about synonymous, the spots being only advanced shipments of future, new-pack goods. These goods are now arriving, a car at a time, and buyers are showing some interest in them; in fact, gobbling them up if qualities are good. The owners are showing a stiffer feeling as to prices and slight advances on peaches have been noted.

Canned Vegetables—Although last week was supposed to represent the openings of the pack, the offerings of farmers were generally too small to start up the machinery and fine, firm fruit in small lots—a hundred baskets or less at a cannery—went to waste. Then again, the fruit in sight has undoubtedly suffered from the blistering heat of last week but the cooler weather will cause the green fruit to ripen more advantageously and probably result better for the growers—both in price and gradual ripening. These and other observations are encouraging buyers to wait a while and if they wait long enough—and not too long—it may be that packers may modify their ideas. At least many large buyers are hanging off on such a theory; especially at 90c. Other signs appear to keep harmony with standard 3s, twos being firm at 70c and tens at \$2.80. No change is reported in other vegetables; corn holding firm and in strong demand, while peas are scarce and hard to find in desirable grades and packing, save in jobbing hands.

Canned Fish—The expected has happened in canned salmon, the packers very commonly withdrawing on red Alaska and medium reds at \$1.50. Even the Alaska Packers' Association under the flood of orders poured in last week, withdrew Tuesday on both these grades—a flat withdrawal at any price; not as expected, an advance to \$1.60. Whether it will reappear at the new level remains to be seen, but a day or two will probably find goods to be had of several packers at the new price. The situation remains firm but there was not much trading yesterday, save for lower grades and confirmations did not come through from the Coast, as buyers would have liked. Sardines remain firm, with a tendency to advance, in the absence of fish at the seining grounds. Foreign sardines are not a serious factor to-day, although prices are strong and advancing on such as do come through. Tuna and crab meat are in continued demand, selling as fast as offered, and sometimes at premium prices.

Dried Fruits—Although the market should have been greatly interested in the new prices of raisins, announced Saturday, it did not appear to care about raisins at all. Of course, it is too early to expect much in the way of new orders for a day or two, and equally to be expected the "independents" are ready to "cut under" for orders, but the common feeling is that shipments from old crop goods have rather taken the edge off the common interest in new and that buying will be withheld correspondingly. There does not appear any disposition to criticise the new prices;

in fact, they are about what had been expected, and in all probability the prices will be acceptable when the trade gets around to a trading disposition. Prunes are still awaiting the outcome of the Coast "tug of war" between the growers and packers, and the news from letters and wires tends to show the former winning ground slowly. For instance, for days past the packers have been charging up against the growers' trenches trying to silence the 5c basis defenses, but unsuccessfully, while this week found them ready to capitulate on 5c. Peaches are still inactive, the feeling of the trade being that the new pool will have a hard time maintaining its high quotation in the face of the present spot supplies and, if it does weaken, it will precipitate a slump very welcome to jobbers generally. Of course, the "independents" are encouraging that view and offering their goods—probably 35 per cent. of the crop—at concession figures. In any event, peaches are slow.

Rice—Distributors are not doing much anticipating, but purchase for needs, and in the aggregate a very fair business is being done. In the South the crop is moving more freely, New Orleans reporting larger receipts with a good enquiry from all sections. Prices are fairly steady. The trouble in getting freight room is a factor in the situation. The Blue Rose crop does not move until next month so that Honduras holds the buyers' attention at present.

Cheese—The market shows an advance of ¼@½c due to the fact that both the export and the home consumption are heavy, although the export demand is not as heavy as it was some time ago. Some of the finest makes of cheese show slight heat defects and the situation is firm on this grade. If there is any further change it will probably be a fractional advance, as foreign markets are also very high.

Lamp Chimneys—Manufacturers are contemplating another advance of from 5@7½c per dozen. Wages, lead, cartage and packing are all higher now and will affect fall prices.

Salt Fish—There is some shore mackerel coming forward at very high prices. The catch is small but not an absolute failure. Norway and Irish mackerel remain unchanged and very scarce. Cod, hake and haddock are selling to some extent at the opening high prices.

Provisions—The market is firm and unchanged, with the consumptive demand good for the season. If any change occurs it will probably be at an advance. Pure lard shows an advance of ½@¾c per pound, due to the high prices of hogs. One report from Pittsburg during the week said that the price of hogs there was the highest on record. Compound lard is unchanged, firm, with a good consumptive demand. Barreled pork is 25@50c a barrel higher, with a fair demand and short supply. Dried beef is firm and unchanged and so are canned meats.

S. W. Perkins will re-engage in the manufacture of mince meat at 308 Bridge street Oct. 1.

TREND OF THE TIMES.

Business Methods Completely Revolutionized in Two Years.

Business is the chief concern of the hour, perhaps never more so than now, with men who are awake and as most of us do not belong to the leisure classes it is quite right that it is so. We have a living to make but this does not express the point aimed at; the man who is satisfied with a living has, apparently few wants and we need not concern ourselves about him, but one should concern himself with the ambitious, willing workers, because they are the people who make things go; they lister and watch and wait and do not say much but they think a great deal, and their dreams are realized.

Never before have there been so many changes in business as in the past two years; since the beginning of the European war. Business has been revolutionized. It has been a constant succession of surprises. When men were pale with fear, they are now smiling. When men thought they would lose money and their business disappear, the reverse is the fact. The writer has more friends who have made more money than ever before or had ever expected to make. Change has compelled men to make a much closer study of business than ever before.

Business men are feeling about to see what they can do to increase their business; to keep pace with things as they should. Careful shrewd men are not distressed about the war or its close or what will happen then. They will meet that when it comes. They are only trying to promote the business vigorously in the best way and they know that in doing this they will be able to meet the problems of the future, for they know that careful and vigilant to-days make safe to-morrows. Never before has there been the push and industry, vigilance and demand for enterprise applied to business as it is to-day.

Why is it that one store finds it difficult to get a sufficient number of clerks to meet the demands of its customers in the shoe department while another store cannot get enough customers to keep its clerks busy! Why is it that one man sells so much haberdashery and so many hats that he has not space enough to accommodate his customers while another has a force of bright young men standing about with arms folded! Why is it that people go blocks out of their way to patronize a store when they have one near at hand but do not like to go into it? Why is it that some men complain of dull business while another opens thirty stores in one city! These questions are all susceptible of solution. Then there is still another question. Have the business methods of some concerns deteriorated to the early New England practices of making wooden nutmegs, dampening the tobacco and putting sand in the sugar?

One big, strong, successful and substantial bank has just selected a committee to see how they can im-

prove the already splendid service which it gives to its customers. It is a rich institution, with all that the term rich means, in meeting the requirements of a big business. It has sent a committee to New York and other cities with a view to obtaining and learning methods by which it can accomplish the desired end. The service is so adequate at the present time that it is pretty difficult to suggest anything by which its usefulness to its customers may be improved. It is, of course, too early to suggest any material improvement and it may be some time before the success or failure of an innovation may be determined. This is what one bank with which the writer is acquainted is doing. How many others may be doing the same thing. Vigilance is the price of business as well as the price of liberty.

Every man is capable of increasing his efficiency either more or less without feeling it. It is a simple matter to be 10 or 15 per cent. more efficient, and just think of what that means! Every business can be enlarged. It has been discovered in small cities that this is not quite true with one line, because it is possible for one man to do the bulk of business in any one line in a small city, but they have enlarged the business by adding other lines. Almost every business is susceptible of expansion. Take for example a store in this city. The owner has been at that point for twenty-five or thirty years. He was tired of the business and tired of his customers. A young man came along and bought it at what was considered a very high price. The cash receipts were \$15 a day. Within three months the receipts increased to \$75 a day. This increase has not been achieved by any cheap, sensational or in the slightest degree objectionable way. He is now in receipt of \$60 per day more in this same place of business than his predecessor. Other merchants in the same neighborhood do not know how to treat their customers as well as he.

The business of one dealer in shoes declines while another finds it difficult to get sufficient salesmen to wait on his customers. One supposedly first-class dealer handling his own product, a shoe that won fame for him, advertises a February or March sale of shoes; but instead of offering his own product he offers a shoe of an inferior manufacture, so inferior, in fact, that he disgusts customers of years standing and they go elsewhere. By this means the merchant has betrayed his customers and thus lost the credit for previous well directed effort. So much for misdirected effort.

Marshall Field, the greatest exponent of modern business methods, recognized twelve principles of great value, including the value of time, the success of perservance, the pleasure of working, the dignity of simplicity, the worth of character, the power of kindness, the influence of example, the obligation of duty, the wisdom of economy, the virtue of pa-

tience, the improvement of talent, the joy of originating.

They say that business is overdone; it is a mistake. The right kind of business or of doing it is not overdone. La Salle.

Restriction of "Collection" and "Credit" on Envelopes.

The Postoffice Department has issued the following ruling:

Washington, D. C., Aug. 28.—With respect to the use of the words: "Credit Department," "Collection Department," etc., in connection with the card request on envelopes bearing the title of the business house using such envelopes.

The ruling of the Department with reference to the use of the words "Collection," "Credit," etc., is as follows: The Department does not regard as unmailable envelopes bearing return card of collection agencies the business title of which show the word "Collection" or "Credit," when the card is printed in letters that do not exceed in size, or differ in style of display from those of the card printed by the Government on stamped envelopes.

The Department regards as unmailable envelopes which bear the words "Collection Department," "Credit Department," etc., when not used as part of the name of the sender, but are instead used as descriptive words to indicate the nature of the correspondence.

Such envelopes are of a distinctive character calculated to expose the debtor and to coerce payment by their humiliating and injurious reflections.

W. H. LAMAR, Solicitor.
Might Cause Loss to Association.

This is a very important ruling, especially in view to the fact that so many of the retail grocers' associations of the country are now installing credit rating bureaus and collection departments. As the secretary generally orders the printing for the association, it is imperative that he should know just what can go through the mails and what cannot.

Not being up in the postal laws, it is easy to see where an official could cause quite a loss to an association by having envelopes printed containing the offending phrase because all would have to be destroyed, not being mailable under this ruling.

New Factory For Grand Haven.

Grand Haven, Aug. 29.—Another big industry will locate in Grand Haven. The Keller Tool Co., of Fond du Lac, Wisconsin, will soon begin the construction of a brick and steel factory building at the corner of Fulton and Hopkins streets. The plant will cover all the frontage on Fulton street from the corner of Hopkins to the East line of the new Alter motor car factory. The Keller Co. manufactures a full line of pneumatic hammers, tampers, riveters and special tools for automobile manufacturers. It will employ in the neighborhood of 200 high class tool makers, and will be among the best equipped pneumatic tool factories in the country.

This is the fifth new manufacturing concern to locate in Grand Haven in the past nine months through the efforts of the Chamber of Commerce. Although Grand Haven gives no bonus, the factories coming here consider the shipping facilities, labor conditions and geographical location of the city most important factors.

Paper Utilization.

Japanese and Russian soldiers are said to be wearing clothes made of paper manufactured from mulberry bark. A thin layer of silk wadding is quilted between two sheets of paper. The fabric is said to be tough, yet soft, and strong enough to hold buttons sewed on in the ordinary way. Germany is said to be using paper with good success in mail-bags and in soldiers' knapsacks. It is probable that many new uses of paper will develop as a result of the exigencies of war.

When an opportunity occurs for kind words deliver the goods.

Abandons Trading Stamps.

The largest chain of retail grocery stores in the New York metropolitan district, James Butler, Inc., has discontinued the use of trading stamps. This concern operates over 300 stores, and by a long contract arrangement used trading stamps for twelve years. No one will deny that twelve years is ample time to try out a system fairly and fully. The results and all its bearing on business were carefully studied. Records were kept and reviewed with extreme care. At the end the inevitable conclusion was reached. The officers of this big retail grocery concern are positive that the trading stamp is not advertising, is not a valuable adjunct to business, is of no profit whatsoever to business, but instead is wholly unnecessary, burdensome and blightful.

Mexico Still Unsafe.

To-day Mexico is as unsafe for the American as was the valley of the Little Big Horn in the days of Sitting Bull. To-morrow we shall have more raids on the border, probably not as successful as the others have been, for we have—not the million men who were to fly to arms between dawn and dusk, but at least a representative patrol along the Rio Grande. Day after to-morrow, as the procrastination of the United States allows the "First Thief" and the "Master Murderer" to strengthen themselves, we shall see the movements of the Mexican armies directed by Germany, skilled warriors in command of a battery of artillery, or riding at the head of a company of that cavalry which raided at Columbus and slaughtered at Carrizal.

The medical scientists are doing their utmost to find remedies for the dread infantile paralysis which is causing the loss of so many lives among children, but as yet they do not say that they have found any specific upon which absolute reliance can be placed. They are studying and searching and doing the best they can. When a little one is taken ill the wisest course is to call in the service of a physician of skill and experience in whom the family can have confidence and then follow his instructions to the letter. It will be well worth while, too, if extra care and caution is exercised in keeping the youngsters as far as possible out of the reach of the contagion or infection. This can best be done by keeping them at home as much as possible, for in crowds none can tell just exactly what is in the air. In this, as in most other cases, an ounce of prevention is worth a pound of cure.

The mint is busily engaged in making new coins, dimes, quarters and half dollars. "In God We Trust" will appear on the new silver dimes which will probably be in circulation the last of this month or early in next. It is understood that the coinage will continue only for a limited time, probably less than a year. The question is not so much how many coins the Government makes as how many the different individuals can secure.

AGRICULTURAL FAIRS.

What They Mean To the Farmer and Merchant.

Written for the Tradesman.

Agricultural fairs, live stock shows and after harvest displays of farm crops as an annual event, when growers and breeders place the result of their intelligence and labor in competition, have long been recognized as a popular and logical medium of agricultural education.

Where successful county, sectional or state events of this type exist it is a known fact that agricultural progress is most active. Also it is acknowledged that where agriculture thrives, likewise does manufacturing, banking and retail trade thrive.

When the grower and breeder are willing to enter into competitive contest, indications are that the maximum of efficiency has been reached, and it is this condition in agriculture that is most desirable from every viewpoint. The agricultural fair offers this opportunity, therefore it should be the willing duty of all to do their share towards the support and maintenance of events of this character.

If you do not recognize and understand these fundamental facts in regard to fairs, please pause to analyze the situation so that you may work in harmony with those who are exercising intelligent energy for the permanent upbuilding and progress of the entire commonwealth. Every man, woman and child should be interested in a successful fair, because

of the educational, financial and social benefits thereof.

Should the fertile acres of Michigan cease to be productive, manufacturing, commerce and trade would perish. Our agricultural resources,—the condition and prospects of crops, regulate all industrial activities.

P. T. Barnum would not bring his show into a section where crops failed. He knew that good crops reflected the natural wealth of the community. Barnum best answered the question, why Grand Rapids should be interested in the continuous success of the West Michigan State Fair, for it is an institution that directly contributes to our pocketbooks.

The West Michigan State Fair of 1916 will mark a new and highly developed standard of efficiency in agricultural education. It will be a Fair designed to perfectly carry out the ultimate purpose of its existence.

The day has passed when the exhibitor of agricultural products or live stock can enter the competition just because a big pumpkin happened to grow in his field or he possesses an animal that is accidentally a "good looker."

"Plant to win and breed blue ribbon winners" is a new agricultural creed of the West Michigan State Fair.

The 1916 Premium Book of the Fair this fall lists over \$25,000 in cash prizes, special premiums and awards, for exhibits of agriculture, live stock and farm products. It is an accurate index of what the grower and breeder should produce for the greatest fi-

nancial gain. The premium in every instance is offered for the kind of crop best adapted to the soil and climate conditions, and for the grades and varieties that our markets will assimilate. It is based on results of a careful survey of conditions and is designed to promote the best interest of the community.

Michigan boasts the greatest agricultural institution in the world; Government experts have invaded practically every county, teaching tillers of the soil how to get the most out of their acreage. The West Michigan State Fair is a place where agricultural progress is exemplified, that all may know and profit by the methods of those whose efforts have been crowned with success.

Whoever you are that want to know what the West Michigan State Fair means to you in dollars and cents, reflect on what Barnum thought of bumper crops. It is a liberal answer to a somewhat justified selfish question. Besides these constructive basic reasons, why an agricultural fair is a community necessity, the financial and social by-products of the event are good reasons for the short-sighted and money-wise to lend their assistance and support to our annual fair.

Ten years ago Fair week was a natural merchandising opportunity and as such was of vital financial interest to the wholesaler, jobber and retailer. However the automobile has supplanted the ox-cart and other modes of transportation are so speedy and often that the rural residents are

no longer isolated, but enjoy a trip to town once a week or oftener rather than a semi-annual shopping event of by-gone days.

To remedy this defect is the important consideration right now and it goes without saying that the merchant and the visitor will profit by the new scheme of affairs that will prevail henceforth during Fair week in Grand Rapids.

No other event of the year gives the people of a community better opportunity to rub shoulders than does the Fair. For the city dweller and his farmer neighbor to meet on common grounds and mingle freely does more to promote the spirit of co-operation than does any educational or financial game that the Fair may be responsible for.

Acquaintance is a key to co-operation and co-operation must first exist before success of the community is assured. The social feature of a Fair is one that should be cultivated and promoted as a cherished asset for Western Michigan, where rural and municipal interests are so closely identified.

Education, better financial conditions and complete co-operation are a necessity to a community and they are the chief benefits to be derived from the West Michigan State Fair.

Stephen J. McDonald.

When a clerk gets to the point that he thinks he knows more about what customers want than they know themselves, he has reached a point where he should be corrected or spared.



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

Barney says—

Last April I said something about Nedrow Coffee. Now I want to say something more.

From the amount of this going out it seems to me that we must have doubled our business on Nedrow Coffee, and I guess the people of Michigan are coming to realize more and more what a wonderful value we are putting in this package of Nedrow Coffee.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

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E. A. STOWE, Editor.

August 30, 1916.

PROSPECTIVE BOND ISSUE.

The American public is likely to examine pretty closely the offered explanations of the administration in justification for borrowing \$130,000,000 by floating a bond issue to meet the expenses of massing and maintaining the armed forces of the United States on the Mexican border to do merely police duty. Bond issues by the Government in time of peace to supply wholly or partly deficiencies in revenue and not to meet the cost of some great public work designed to benefit future generations equally with the present have not been popular with the American people. The money intended to be raised by the administration on bonds to meet in part its financial problems will foot the expenses of the border force only until the end of the year, according to the Secretary of the Treasury, whose advice is being taken in asking Congress to authorize the proposed loan. After that, the Secretary says, another \$86,000,000 must be provided in addition to the regular appropriation in the annual army budget to meet the expense at the border should the troops be kept there after the beginning of the year. Of course, the expense is "extraordinary," but it is not the kind of extraordinary expense the administration is justified in shouldering off upon succeeding administrations. The bill is incurred as the result of the present administration's Mexican "policy," and it should be its business to pay the expense of the policy and face whatever consequences may follow. The way to pay this "extraordinary" expense is to levy the necessary taxes to raise the \$130,000,000 and thus meet the issue squarely before the country.

The country is finding no fault with the largely increased appropriations made necessary by the proposed programme of preparedness. The complaint of the people, and it is a just complaint, is that Congress is not disposed to reduce its "pork" distributions in the least and apply the money saved by cutting off these purely political and wasteful expenditures and using the saving in defraying the Mexican "peace" bill or meeting in part the cost of preparedness. Without any of the so-called extraordinary expenditures and even with the

money from the so-called war revenue bill enacted two years ago, the Treasury faced a large deficit. But despite that deficit Senators and Representatives insisted in this year of presidential and congressional elections upon a larger distribution of pork than they ever before had voted themselves. The river and harbor bill instead of the same \$20,000,000 of a year ago, carried in this session of Congress approximately \$43,000,000, half or more of which engineer experts and students of waterway problems are agreed will be absolutely wasted when expended on the valueless projects specified. This is one of the glaring lump extravagances of the present Congress in the face of the common knowledge that in spite of the hundreds of millions of new taxation levied, the Treasury is facing a heavy deficit of many millions. Not even Secretary McAdoo's book-keeping methods can disguise or confuse that fact. The \$130,000,000 bond issue to meet partially the expense of the border mobilization is double the country's National debt after eight years of the Revolution which won for America its independence; it matches the cost of the war of 1812, or that of the war with Mexico seventy years ago; it equals the expense of the war with Spain by which the United States won freedom for Cuba. This measure to "keep the United States out of war" with Mexico has cost to date more than many previous wars accounted historically of great moment. And besides being as heavy a burden financially as those wars, this "peace" or near-war has been almost as sanguinary when American soldiers and civilians killed are considered. Floating United States bonds in time of peace to defray the expenses of military operations is an unfortunate and unprecedented financial proceeding. It is manifestly unfair to shoulder the costs of the deliberate mistakes of the present upon the future.

FEDERAL RESERVE.

The history of the National banks of this country since the Federal reserve collection system was put in operation indicates that there is to be no serious revolt against that device. If there were to be many withdrawals on that account, they would have made their appearance in much greater number than they have, for notice was given weeks or months in advance of what was to happen and the banks were in a position to determine how much they would lose on their exchanges. Instead of a general secession of country banks from the National system there has been only a gradual dropping out here and there.

WHERE IS THE HONOR?

The outcome of the gubernatorial contest leads the Tradesman to repeat the questions it propounded to its readers some weeks ago—

Where is the honor in obtaining a nomination which has to be bought and paid for in the coin of the realm and resort made to methods which no honorable man would use in ordinary business affairs?

PATERNALISM GONE MAD.

The Government at Washington is becoming more and more the father, uncle and schoolmaster of the citizen, and people who have had a horror of "paternal government" these many years must think that we are drifting farther and farther away from the simple principles of democracy under which the Government was supposed to have as its chief function that of merely seeing fair play between the citizens. Among the recent issues of the Federal Trade Commission is a pamphlet on "Fundamentals of a Cost System for Manufacturers" and a pamphlet entitled "A System of Accounts for Retail Merchants," which will be reproduced entire in the next issue of the Tradesman. In these pamphlets the persons addressed are instructed as to accounting in much the same way that a commercial college would do it. It is assumed that the authors of these pamphlets know what should be done and that the persons addressed do not know. That, no doubt, is true in many instances, although most people in both classes have some system of accounting on their premises and also are doubtless more familiar with the specific business in hand than the most expert Government employe can be. If even a little good can be done by such endeavor, it seems ungracious to take a critical attitude toward it, but surely there must be some limit to the participation of the United States Government in the details of the individual's affairs. Our Government cannot perform its broader functions satisfactorily if it devotes itself to these smaller matters, and many citizens feel that in those greater functions the work of the Government is often such that the individual could have given it profitable instruction.

This work is of a piece with many other undertakings of the present administration and to a less degree characterizes some previous administrations. The Government has recently established a rural credit system to help the farmer, it has had a marine insurance bureau as one of its attachments the past two years and the President has been trying for many months to get through Congress a bill which would make the Government owner and lessor of ships, with the idea of building up a merchant marine which has been found unable to exist under former conditions. The Government also has participated rather minutely in the management and accounting of the railroads greatly to their cost and annoyance, and with results of doubtful utility.

Curiously the one great participation of the Government in American business which has proved most successful and has placed this country in the foremost rank, industrially—the protective system—has been killed off by the party now in power. That is not very helpful to the citizen.

One cannot condemn sweepingly all these well-meant efforts to benefit the citizens, but it is impossible for the Government to do everything, and it is a fair question whether we are not going too far in that direction. In order to make these things fully effective it is necessary to have something like an imperial power to force the citizen to do what is good for him. Some of the

European governments stand over their subjects and tell them just where and how to dot the i.

Upon Germany, the effect of Rumania's declaring war on Austria will be both moral and military. Morally, it cannot fail to be a great blow to German hopes and German confidence. Only a few days ago we were told from Berlin that Rumanian statesmen, being among the shrewdest in Europe, could not think of siding with the Entente unless they were sure that the Allies were going to win. Thus we have the fatal comment supplied in advance by the Germans themselves! Take the lowest view of the motives of Bratiano and King Ferdinand, and it only shows that they believe the doom of the Teutonic powers to have sounded. Moreover, Germany cannot sit by this time in apparent indifference when war is declared on Austria, as she did when Italy took that course last year. For now the danger comes nearer home. Francis Joseph is entitled to call upon the Emperor William for help when the sword is thrust at Transylvania, and Hungary is threatened anew. It would be idle to make military predictions, but it is plain that Rumania will act in unison with Russia, and that together they can aim a mortal stroke at weakened Austria unless Germany comes to her aid. Besides, nobody knows what will happen to Bulgaria. Rumania seized the opportunity to bring her to her knees at the end of the Balkan war, and may do so again. German communications with Turkey may be cut, and the whole German dream of gorgeous Oriental expansion be left as only the baseless fabric of a vision. It is truly a critical hour for Germany; and it may well be that the future historian will describe the action of Italy and Rumania in August, 1916, as sealing the fate of the Teutonic Alliance.

Reference was made in the papers the other day to the fact that the Federal secret service men had discovered a band of counterfeiters with a very complete outfit and on the eve of doing what they anticipated to be a big and profitable business. Large loss to the public in general is thus prevented by the keenness of the authorities. The suggestion in this connection is inevitable that a man who is clever enough to be a counterfeiter could make a great deal more money by being honest and that without any danger of spending the balance of his life in prison. None but the most skillful engravers could engage in this nefarious business with any prospect of success. Those who could do so would have no difficulty at all in finding plenty of work at very remunerative wages. The making of counterfeit money and the illicit distilling of whisky seem to be the two things which have an irresistible temptation for some men. The moonshine still was a very popular institution in former days, with a reasonable likelihood that its owner would come to grief. The profit is measured by the revenue tax, and it would seem as if the risks run were altogether out of proportion with the prospect of reward.

A man's credit is seldom good if he is unable to make good.



Business Conditions Growing Better Out of the War.

(Continued from last week.)

In the readjustment that will come when the war is over, here is a Nation glutted with wealth suddenly thrust upon it, with a new mode of living, full of extravagances because of the high prosperity that was unexpected, more or less arrogant, as wealth always breeds arrogance, coming into a council of the nations of the world for a readjustment of world conditions. There is the serious thing. There is where the metal of the people of this Nation will be tried in the crucible, just so surely as the people of France, Germany and England are to-day being tried in a crucible of a different type, but one that just so surely tries them by fire. This great conglomerate population of ours, made up from the incoming people from every nation of the world, having had little opportunity to absorb of our principles, being still imbued with those things that are hereditary, arising out of their manner of living for many years in the countries whence they came, when we put them in the crucible which will try them for their patriotism, loyalty and integrity for America and for America's flag, then will come the question whether we are on the right lines and whether we shall pass through the crucible and come out a Nation solidified and fused, with a common purpose, common Americanism and common patriotism. There is our great problem. You, ladies and gentlemen, in your own localities, using the influences which you have, will have upon your shoulders great responsibilities; that so far as the principles of Americanism go, they may be inculcated in your communities as the great principles upon which America has a right to expect to retain her place in the world.

This Nation of ours was not born in selfishness. It was born in order that there might be here a free asylum for all who might choose to come; here where rights of property, where liberties that were unknown in other nations should be generously cherished under our form of government; and for that form of government, for that liberty and for that protection our forefathers laid down their lives.

When this time of readjustment comes and the United States of America travels through the trails of the wilderness that has been made during the last two years, finding along the pathway men who are trekking to find a goal of common adjustment where nations may again come to-

gether, where nations may again be involved, that will mean only prosperity, happiness and peace for the world at large, how is America, with her wealth, her influence and her unusual conditions going into that conference of nations? Certainly we should lay down principles that shall have for their basis the prevention of conflicts such as exist to-day, the arbitration of international differences, and that there shall be no more conflicts between two or more nations until the public opinion of the world has had an opportunity to express itself upon the merits of the dispute, and that thereafter if there shall be war without the proper delays and without the proper adjudication, that the nation declaring war shall be an absolute outlaw nation of the world and that all nations are her enemies, not only in the economic life of the world, but by military power, also, if necessary, so that such a nation shall not be the aggressor against the peace of the world and against the welfare of all of its people.

You say, "What has that to do with the nation's business?" Let me sum it up for you. There can be no business prosperity where conflicts exist; there can be no business success where there is uncertainty and unrest, either in a nation or in the world at large; there can be no amity as between the nations of the world until broad, international principles are laid down, so firm in their character and in their foundation, so true in their purpose, so well supported by nations like ours, that singly have the opportunity to support them at this time, that so far as business is concerned it will be prosperous and it will be stable and it will be continuous; labor will be profitably employed and generously treated; capital will be profitably employed and likewise generously treated and national conditions will be upon a basis of permanence only when there are amity and peace at home and abroad, and without these conditions there will be nothing but turmoil; we can not either guarantee to ourselves prosperity at home or prosperity for our trade over the markets of the world. And so the Nation's business is to-day bound up not only in conditions of peace and harmony in our own country, but in conditions of peace and harmony which must exist between our own Nation and every nation with which we come in contact.

We have learned that we have become the chief financial nation of the world; that we have become one of the greatest industrial nations of the world. Are we to allow ourselves to

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run to Europe for much of our supplies? We have gained economic conditions which will definitely rule the country in years to come. We have gained more than that still. We have gained a new idea of the sense of our need for defenses; and suddenly there has come as the result of the picture of England at war unprepared, the fact that so far as the United States of America is concerned her defensive position must be looked to and a broad and generous foundation laid for the defence of our own conditions at home.

Finally, out of the war there has come the finest spirit that has ever actuated the American people. It makes no difference whether our parentage be German, French, English, Italian or any other; there has come to our people a vision of what transpires in a Nation like ours, under a Government like ours, in comparison to what is transpiring in Europe; and loyalty to our flag, loyalty to our institutions and integrity to our conditions are more uniform to-day than at any time during the history of the Nation, even during the days of the Revolution; for in Europe we have an illustration of what may happen under a monarchy and here we have what is happening under a democratic form of government, where prosperity and peace almost unheard of occupy the time and attention of our people as against the sorrow and desolation in which the remainder of the world is concerned. So out of this war our business conditions are growing better and better, and out of this war our political, civil and social conditions are going to improve. To-day we are a Nation fused as never before in our loyalty, integrity and support of the institutions of America.

Harry A. Wheeler,

Vice-Pres. Union Trust Co. of Chicago.

Why Many Traveling Men Do Not Save Money.

Detroit, Aug. 28.—Why so many traveling salesmen do not save money is because they want to drink and gamble so much. When I started out on the road in 1871 I promised my mother I would not drink to excess or gamble and I never have been drunk or played cards or any games for money and so have made it pay. I brought up and educated eight children and all went through high school with good success. Besides my large family, I had to take care of my mother and father for twenty years while they were old.

Many times fellow salesmen have come to me and said, "John, how do you travel so cheap, for we cannot travel for the price you do? And how do you save money and keep your large family? We get as good pay as you do and have no family." Well, I would tell them that my wife did not want any money for running around and I did not want any money for drink and gambling.

I came to Detroit first in 1890 without any money, for I endorsed a note for a friend of mine and had to pay it and lost all I had. Since that time, in 1890, I have saved \$10,000 without any speculating, and many men here in Detroit are no better of now than they were in 1890 with no large families because they got in the habit of spending money whether working on salary or on commission and many of them seemed to disregard any future, whether they needed money or not and got in the habit of spending

money and time. When I first started on the road several salesmen told me I would never make a success if I did not spend money with my customers, as that was the great secret of success. I found however, I was right in using some economy, both for myself and the firm I was working for.

I do not support prohibition, but I believe in being temperate in all things. There are two men here whom I became acquainted with when I first came to Detroit and they adopted the same theories of living I did and are both in good shape financially. They are Arthur E. Harris, manager of the Home Rubber Co., and George McManus, who has a clothing and shoe store on Jefferson avenue, near East Grand Boulevard. This shows you what common sense will do.

John W. Schram.

Ship For Ship.

The principle of an eye for an eye and a tooth for a tooth will be adopted by the Allies in the post bellum settlement with Germany if the wishes of the shipping interests of Great Britain are carried out. There has been an enormous destruction of British vessels, and a mere pecuniary compensation will not be considered adequate, for all this time the merchant ships of Germany have been tied up in port and new ships have been built. That country will be in a position of great advantage over Great Britain in the competition for the overseas trade of the world. "Four million tons of good merchantmen is the bill," says the Liverpool Journal of Commerce. "Our present rate of construction does not permit one-tenth of that amount. And with every shipyard worker back again even the present deficit could not be made good in ten years. For that apparently modest requirement would mean in production an increase from the normal 1,370,000 tons to 1,770,000 tons per annum. It could not be done, and even if it could it would be too late. Germany is ready now. The whole four million tons is wanted as soon as the blockade is raised." Germany's losses are said to be less than one-tenth those of Great Britain, and before the war the German merchant navy totalled 5,500,000 gross tons. Out of this only 310,000 tons have been sunk or captured. Meanwhile a German authority is quoted as saying that the principal ship-owning lines in the Fatherland have over 750,000 gross tons of merchant ships under construction or about to be laid down. The aggregate in the country building or to be built is reckoned at 1,250,000 tons. The plan of demanding ship for ship is unique and interesting but several other things must happen before such a demand can be made.

Hard Luck Indeed.

A young man in Chicago had lost his aunt. He seemed so dejected thereby that a friend, aware of the true situation, asked:

"Why do you look so sad? You never appeared to care much for the old lady."

"I didn't," said the youth dolefully, "but I was the means of keeping her in a lunatic asylum for a number of years. She has left me all her money, and now I have got to prove that she was of sound mind!"

INSURE YOUR AUTO

Many automobiles have been stolen, a number burned up, and a number of accidents have happened resulting in some cases in death.

Glen Gillespie, Assistant Prosecuting Attorney at Pontiac, had his automobile stolen. Thomas Cavanaugh, a prominent Lawyer at Paw Paw, had his car catch fire while driving from Battle Creek home. Each had his automobile insured in the Citizens' Mutual Automobile Insurance Company, of Howell.

MR. AUTOMOBILE OWNER, Should you have an accident where-by you ran into some person or into some property, damaging it, even though you are not to blame, the injured party is liable to capitalize his injury and possibly sue you for damages. If you are insured in this Company you will have the protection of 11,500 members and a surplus fund of \$23,000. This Company has adjusted its claims promptly and will defend you against unreasonable demands.

Insure today, as tomorrow may be too late, against fire, theft and liability; we mean by liability damage cases brought against you. Cost only \$1.00 policy fee, plus 25 cents per H. P. Write

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

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Savings Certificates are a desirable investment

Not the Best Quality of Americanism.

The statement of the President that "there is no means now in existence by which arbitration can be secured," in which the heads of many leading railroads tamely submit to this view of the case, and in which also financial powers supposed to be back of the railroads give their assent, cannot be set up in our history as one exemplifying the best quality of Americanism or even a tolerable fidelity to principle. The President says that his plan "proposes that nothing be conceded except the eight-hour day, to which the whole economic movement of the times seems to point, and the immediate creation of an agency for determining all the arbitrable elements in this case in the light, not of predictions or forecasts, but of established and ascertained facts."

The President's statement that there are no existing means of arbitration is so obviously in defiance of facts known to everybody that it merits only the contempt of ordinary sensible people. There is arbitration all the time in matters widely known and in matters private, and there was no good reason why it should not have been resorted to in this case. The temporary advantage of maintaining intact the transportation service of the country is clear enough but it is at the cost of disregarding the principle of referring disputed matters to a court presumed to be as nearly impartial as any court can be. The country will pay for this huge error and a great portion of the payment will be made by the railroad companies which have thus pusillanimously abandoned their rights.

The President's statement that he concedes nothing but the eight-hour day is humorous, in view of the fact that the eight-hour day, that is the increase in the compensation of the workers 25 per cent., is nine-tenths of the case. Nor need one, in the face of the much greater error of the denial of arbitration, concern himself particularly in regard to the wages to be paid to the men. From the stand-point of principle that is a minor matter. It may be noted, however, that the fiction of a reduction in the hours of labor is clear enough inasmuch as the men generally speaking now work less than eight hours per day. The demand of the men is purely a pecuniary one. It appears, however, from well accredited statistics that the employes are well paid by comparison with those in other occupations, and it also appears that the roads can ill afford the \$50,000,000 or more per year that would be absorbed by the increased compensation demanded. It is thought to have been hinted in something the President has said that an increase in freight rates might be made as an

offset to this advance in wages but the President has nothing to do with freight rates and the presumption is that the Interstate Commerce Commission would listen to a suggestion from him as from anybody else. Then there was talk at one conference of legislation providing for an investigation of the whole matter of rates and wages. Thus does anything possibly affecting the companies favorably pass off into the mists of the future, and it may be a long future, for such investigations do not move at high speed.

This country would hold its head a little higher and the administration of its affairs would be easier in the future if this crisis had been met in a square, honest way and our people had submitted to the inconvenience and loss that a strike would have caused if strike came. The falsity of this disposal of the case will return to plague us hereafter. All kinds of activities except mere speculation are now at their greatest tension, and speculation itself has started up again with much vigor. This week sees the United States Steel stock at the highest point in its history and still looking low if earnings are to be the test. Other stocks have followed, and we are having another period of confidence in the "war brides." The railroad stocks have had a solid and sullen appearance in the main for many months, and with the exception of Reading they have achieved little in the market, but if the decision at the White House is perfected one may expect to see a considerable advance, for even the increased operating expense will be moderate compared with the big income the properties are having temporarily. Traffic is remarkably well maintained, the Western roads probably scoring an average increase over last year around 25 per cent., and the Eastern lines have plenty to do in the movement of munitions and all that pertains thereto. The industries show no relaxation, and it is coming to be appreciated that among the promising things of the future is the preparedness policy of the United States Government, while the shipping bill just enacted into law will call for considerable work. It may still be said of European orders that they seemingly are decreasing only because the companies are so occupied as to be unable to promise early deliveries.—Economist.

The man who claims or complains that there is no chance to get ahead, that competition is too strong, must be put to it for explanations of the growth of some of his fellow merchants.

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In Olden Times

Either relatives or friends were named as executors. Although usually conscientious they often lacked sound business judgment, and hardship to the heirs resulted.

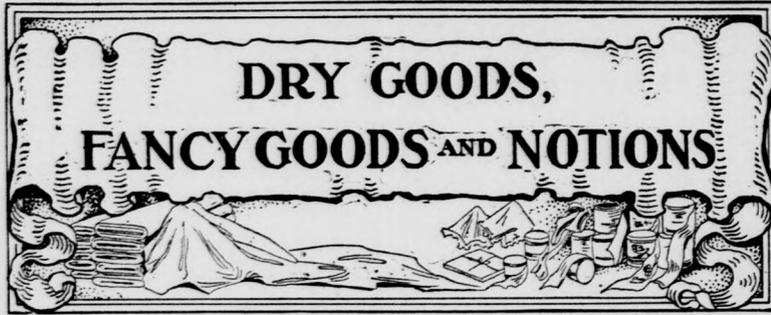
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As your executor insures both business fidelity and business judgment. Our officers will gladly confer with you. They are the MEN YOU KNOW.

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BOTH PHONES 4391



Story of a Dry Goods Dealer's Romance.

Chapter V.

Written for the Tradesman.

A bright dry goods salesman representing a down-East concern of National fame, once observed in my presence: "Aw, there isn't but one Fifth avenue; and it's in New York City." But that traveling man was mistaken. Centerville has a Fifth avenue as well as New York. Of course it isn't precisely in the same class—none of the 17,657 of the Fifth avenues in cities and towns and provincial burghs throughout the country are quite up to the New York standard. But some of our surplus Fifth avenues are a long shot more consequential than others; and the idea that I am trying to stipple in verbal pigments is that our Centerville Fifth avenue is some boulevard.

Centerville's Fifth avenue runs north and south, thus paralleling Vine street, which is four squares to the west. Vine, York, Main and Broadway, are all good streets in the down-town business section; but Fifth avenue is the big push north and south. East and west, Commonwealth is the main show.

I am at pains to give all this rather tedious detail for the reason that I want to tell you something about the Moore Dry Goods Store; and in order to proceed logically, you must first of all be told where it is located. In the dry goods business location means much. In this easy-going modern city life of ours, everybody shrinks from inconvenience. More and more the people of our cities are being fed up and pampered by time-, effort- and energy-saving devices and contrivances. Occasions for walking a block or two out of one's way—yes, and in many cases, for less appreciable distances—are not actively sought by our present day ease-loving city folk. On the contrary they are definitely avoided. Extra steps are troublesome; and troublesome things are the bugbear of the pleasure-loving citizenry of our big communities. Don't try to deflect the strong currents of the human tide from their well worn channels. It's far easier, and in the long run a whole lot more satisfactory, just to pick up one's retail dry goods establishment and deposit it on the rim of the populous White Way.

Elsworth Seaton Moore's dry goods store is located at the southwest corner of Fifth avenue and Commonwealth, diagonally across from the Government Square. Old man Samuel Moore had a good eye for locations. In the days of the elder Moore

it was one of the very best retail business sites in the city; and in succeeding years it lost none of its desirability. In fact, it seems to get better and better all the time. From the early morning hours, when the elevated, suburban commuters and tireless street cars begin to disgorge until 11 o'clock at night, the currents and counter-currents of humanity, flowing eastward and westward along Commonwealth, and northward and southward along Fifth avenue, swirl unremittingly around the southwest corner of Fifth and Commonwealth; and Moore's dry goods windows—designed and trimmed by a seasoned hand at the art—command a situation that is really strategic.

The building, although not exactly a 1916 model, is comparatively new, ample and up-to-date. Accommodating itself to the dimensions of the lot on which it stands, the structure is 60 x 80 feet. It has six stories and a basement. Is of pressed brick, trimmed with stone. Mr. Moore uses the basement for stock room purposes. The store proper occupies the first three floors of the building, the three remaining floors being let by Moore for miscellaneous purposes. Mr. Moore has all sorts of tenants—lawyers, doctors, dentists, life insurance agents, and what not.

The office of the dry goods store is located on a mezzanine floor to the rear of the first floor salesroom. You go up by a Lilliputian stairway, that, for all its diminutiveness, enjoys a landing. The office itself, as you discover when you get into it, is larger than it looks. And its equipment is ample and modern. If there's any accredited office equipment or appliance that Elsworth Seaton Moore doesn't have in that scrumptious little office of his, I couldn't name it.

"Three o'clock," remarked Billy Henke, head of the dress goods department, to Ralph Courtland, of juvenile footwear; "3 o'clock, an' the Big Cheese not back!"

"Tuesday, you know," observed Courtland, "he's with Lenier at the Phoenix."

"Sure!" replied Billy, "I know; but he's generally back by 2 or 2:30."

"Want to see him specially? If so, you can get him on the 'phone, you know."

"Nope! Nothing special; only Mr. Moore is so rarely off on punctuality I couldn't help wonder."

"Say, kiddo," said Courtland, grinning, "your stunt isn't to hang about this establishment wondering; your business is to sell dry goods."

"And yours?"

"So-long!" And Ralph Courtland laughingly made a dash for a lift.

At the precise instant in time when Billy Henke and Ralph Courtland, energetic and capable salesmen in Elsworth Seaton Moore's dry goods store, were wondering why their boss had not returned to the store, as, according to all precedent, he should have done, Mr. Moore's big, easy-going car was slowing down to a snail's pace at Vine and Sixth streets. He was still dwelling upon the things that he and his friend Curtis Lenier had been discussing at their luncheon. And the spell was unbroken: his mind was still dwelling upon the ways of adventure. Ordinarily he would have dismissed all such tommy-rot from his mind, and turned his thoughts to more practical and far more profitable topics. But to-day he couldn't. Had Lenier bewitched him? No; it wasn't Lenier; it was the age-old call of the gods of love and chance. The systematic and orderly things that Elsworth Seaton Moore had been doing all these years were a part of his business career; but business alone is a poor diet.

Why had Mr. Moore come down Vine street, instead of going west on Eighth, as he always did? I don't know. Neither does he. But the point is he did. He meant to turn west on Fifth avenue. But that is a congested street, and it's far better to avoid it, if one can without too much inconvenience. Why didn't the policeman give his signal half a second sooner? I don't know. Neither does the policeman. He might; for the way was clearing. But the point is, he didn't. And it was just then it

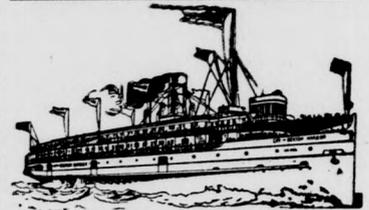
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Boat Flyers—Twice Daily

Leave Interurban Station, Foot of Lyon St., rear of Pantlind Hotel, at

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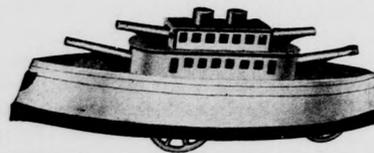
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HOLIDAY NOVELTIES

that will stimulate your sales during the Holiday Season.

Handkerchiefs — Ladies' and Men's Neckwear — Embroidered Aprons — Art Goods — Perfumes — Leather Goods — Jewelry — Suspenders — Garters, etc.

Most of these items are packed in attractive individual holiday boxes



Toys Big Values

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10, 15, 25 and 50 cents.

Paul Stekete & Sons

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Call Contract Dept. 4416.



Citizens Telephone Company

happened. Elsworth Seaton Moore, a retail dry goods dealer of most orderly and systematic and conventional ways, got a cue—a faint one, I'll admit; but a cue nevertheless—from the god (or is she a goddess?) of adventure.

Did the fair lady in black; the stylishly gowned lady, with blue eyes, which somehow occurred to him as being but recently filled with some great and tragic fear; did the fair, blue-eyed lady, with the rich auburn hair—actually level a glance at the man in the car? (our friend Moore, the dry goods dealer). She did. But a glance isn't a remarkable thing, is it—even though it comes from an uncommonly attractive woman? It all depends on the glance, my friend. This glance was more than a glance: it was an appeal; a facially-expressed wish—stifled almost instantly. Accompanying the appeal of her troubled eyes, there was a hesitating movement of her lips—as if she would speak, but refrained. Ordinarily Mr. Moore wouldn't have so much as seen—certainly he wouldn't have seen what he then saw.

So when the traffic officer motioned his hand, Moore, instead of crossing, brought his car to a full stop. Without knowing why, he doffed his hat and said: "Beg your pardon, madam; you meant to speak, did you not?"

"I was just wondering," began the lady in black, "if you would—er take me in your car. It is a matter of urgency. If you will, I—"

"Certainly!" replied Moore, and stepping out, he handed the lady in his machine; and the big car moved cautiously. Charles L. Garrison.

Live Notes From a Live Town.

Owosso, Aug. 28—The U. C. T. picnic held by Owosso Council was pulled off Saturday, Aug. 19, without an excess of preliminary arrangements. Notwithstanding the thermometer stood at 102 at 11 a. m., J. D. Royce, the Jupiter Pluvius of the standing committee, saw to it that there was an abundance of ice water, a thirty-gallon crook of ice cold lemonade and iced tea, in sufficient quantity for the ablution of the entire Mexican army, with a chunk of ice left over about the size of a large stone. The usual sports and games and some unique and unusual stunts, under the management of Secretary Frank Evans, were a success in every detail. In the quit pitching contest the honors were carried off by J. J. Brown and Fred Van Dyne. The \$10 radiogram lamp furnished by W. D. Royce, of the Superior Manufacturing Co., as a capital prize for the fat ladies' race, was won by Mrs. S. B. Pitts. We intended to have decorated the interior of our domicile with it and were on hand with the weights, measure and other specifications, but our better half either got in a pocket or couldn't run fast enough. Fred Hanifin's band was conspicuous by its absence. A rendition of the burial of Sir John Moore could not have been any more realistic, for not a drum was heard nor a funeral note, nor any other note. Fred's musical temperament has evidently oozed away with his perspiration during the late hot spell. Everyone contesting for prizes drew a winning ticket. Even J. D. Royce was represented with two cans of hominy for good behavior, and W. D. Royce, who was absent, was voted two more, not for services rendered, but on account of his relationship to J. D. and numerous other Royces.

The affair closed abruptly in due form, on account of rain.

W. S. Lamb, the hustling cracker man, better known as Bill, as well as being a good cracker salesman, is also some on poultry. Last spring while calling on his trade in Clare, Bill discovered two dozen extremely large white eggs on the counter of a customer and at once got busy and remarked that these were the largest hen's eggs he had ever met up with. He enquired the breed and was told by the merchant that they were from improved and imported Plymouth Rock fowls. Bill started negotiations at once and wanted to become the owner of a setting, but was told they were \$5 per dozen and were for a special chicken fancier, but he the merchant, would see if he could induce the customer who brought them in to let him have a dozen for Bill. When Bill got home Saturday night he found a box containing thirteen large, nice, imported Plymouth Rock eggs. Bill started right in by calling up Fred Hanifin and Jay Royce, experts, and proceeded to get posted. He borrowed the largest hen he could find, bought a piano box and a bale of straw and was in the chicken game before sundown. Best he could do he couldn't get but eleven eggs covered by the hen at one sitting. We didn't hear any more about the venture until one day last week, one of Bill's neighbors said he couldn't sleep very well in the morning on account of Bill's d—d ducks.

We notice by our local paper that the hog cholera is entirely subdued in the country. We don't know yet whether it refers to the road hog, the car seat hog or just a nice common hog.

Now that it is cooler weather, we hope this bracing breeze will remove that tired feeling from a few traveling men whom we know, so they will become energetic enough to pull the plug in the wash bowl.

Not very much news this week. However, we have a tent show weekly stand, county fair, five more shows, two camp meetings and a three day horse race. Most of the inhabitants who haven't steady jobs are standing around waiting for something to turn up. If anything of importance does happen, will hand it in next week. Honest Grocceryman.

You and Ambition.

Written for the Tradesman.

What are you trying to do?

Are you just jogging along, earning your pay, taking your income as it comes in, satisfied to save a little money each year and all the while to keep edging along toward the end?

Or are you trying to accomplish something with your life, trying to get somewhere, trying to be somebody worth while?

You either have an ambition to advance, or you are satisfied to stand still.

If you have no ambition, excuse me for breaking into your slumbers.

If you have ambition, let me encourage you to stick to your effort to climb.

Not every one who climbs gets to the top, but the man who keeps climbing keeps getting nearer the top.

The man who does not climb dies in the rut; he might better die in a trench.

Keep it in your mind that you are going to be something more than an average business man, that you are going to get your head at least a little way above the heads of those around you.

When you find yourself settling

back, taking it easy, thinking that perhaps after all it is not worth while to struggle so hard to get ahead, just take a day or a week off and get out, away from home, in touch with some of the people who are doing the bigger things, living the lives of wider horizon.

See what others are doing and how much worth while they deem it to keep trying to be something better.

You will get a renewal of ambition in this way and come back determined to dig in. Frank Farrington.

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We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.
CORL, KNOTT & CO., Ltd.
 Corner Commerce Ave. and Island St.
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SAFETY in Buying means getting the goods and the quantities of goods YOU can sell at a profit. It means knowing what to buy and getting it at the right price.

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

Butler Brothers

Exclusive Wholesalers of
 General Merchandise

New York Chicago

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TOWELS

We are offering unusual values in Towels.

Turkish Bleached at 1.25, 2.15, 2.25, 3.00, 4.50.

Turkish Fancy Band at 1.25, 2.25, 2.75, 4.00, 4.50.

Huck Fancy Band at .75, .90, 1.00, 1.15, 1.50

Huck Plain White at .90, 1.00, 1.65, 2.25, 2.75, 6.50.

Damask Plain White at 2.75, 6.00, 6.50, 9.00

Honeycomb Bleached at 2.15

Send us your Mail Orders

Grand Rapids Dry Goods Co.

Exclusively Wholesale

20-22 Commerce Ave. - Grand Rapids, Michigan

AUTOMOBILES AND ACCESSORIES

Auto Tramp No Dream of Fiction Writer.

There exists in America to-day the auto tramp. He is not a wild dream of some writer, but is a reality to be met with along the public roads of the country. No longer does the tramp look for a long, dirty and dusty ride on a freight train or on the brake-rods of a passenger train or blind baggage.

Your auto tramp walks along the highway and whenever he sees an automobile-coming he steps to one side and looks expectantly at the driver. Perhaps he may signal to the driver that he is going in the same direction.

As drivers of motor cars occupy the front seat alone they will oftentimes take him aboard. When another day comes around the wayfarer is likely to be ready to become a member of the party.

Tourists have had many interesting experiences in this way, according to a fund of information gathered during a tour through New York State. Some of these men who have been carried by the tourists have been gentlemanly enough to thank their benefactors. Others have been beggars and have also pestered the drivers to death after being taken into the car. One tourist ordered his passenger from the car and for doing so was reviled in foul and language even though he carried ladies in the car.

Tramps picked up along the road marred some of the cars by placing their feet on the painted parts. Others used tobacco to the inconvenience of the occupants of the tonneau, smoked foul pipes and acted insulted when told to stop.

From instances of the character related by the tourists it may be judged that many have fallen for the wiles of the wayfarer along the highway—once—but not again. "Jitneying" for the tramps, as one man put it, hardly proved profitable in many ways.

Britain Taxes Gasoline.

England has abandoned the threat-end double and treble taxes on automobiles in favor of a special war tax of 12 cents a gallon on gasoline. The amount will be reduced to 6 cents a gallon in the case of doctors and veterinary surgeons. The main features of the new law are the use of gasoline permits, supplied monthly for a specified amount of fuel, and the payment of the tax at the rate of 12 cents a gallon at the time of taking out the permit.

The recent automobile census has

paved the way for this scheme. Owners of cars will have to apply to a central authority for a permit to purchase gasoline, and obviously this authority will have power to refuse the permit or to restrict the amount to be purchased.

The tax will be paid at the time of taking out the permit and gasoline can only be obtained on presentation of this document to the dealer. These permits will only be issued for periods of one month. It is officially stated that the gasoline tax will only be in force for the length of the war. The revenue obtained from this source is expected to be \$4,000,000 per annum.

Every time some people bury the hatchet they dig up a hammer.

Week's Special in Used Autos

Paige, 4-cylinder, electric lights and starting fine condition; special ... \$395
 Overland, 4-cylinder, foredoor; special 95
 Hupp, 4-cylinder, running fine; special 185
 Overland, 4-cylinder, 1912; special .. 195
 Regal light 7-passenger, electrically equipped; special 495
 Ford 1913, electric lights, 2 new tires; special 245
 Brush runabout, very reliable; special 75
 Whiting roadster; special 175
 Krit roadster, unusually good; special 245
 Chalmers 30 speedster, very classy; special 395
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 At the long established and reliable place.
 Easy terms no extra charge.
 Dwight's Used Auto Ex. 230 Ionia, N. W.

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

United Trucks

1½ to 6 ton all worm drive

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

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

The United Motor Truck Company
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FOR GOODNESS SAKE
 BUY
Horse Shoe Tires
 Wrapped Tread System

They are guaranteed for 5000 miles with many a long non-cost extra mileage tour in reserve.

The Deitz Vapor System

will positively save 25% to 60% in Gasoline. It will keep your Engine absolutely free from carbon. May be attached to any car.

5-Minute Vulcanizer

will produce a quick, permanent patch for inner tube — without cement, gasoline or acid.

A full line of Batteries, Spark Plugs and Accessories

Wholesale Distributors:
Brown & Sehler Co.
 Grand Rapids, Mich.
 We have an interesting proposition to make to dealers.

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.
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The Great Achievement →

Of a Century of Research and Invention

Gas harnessed with One Working Part — no man will ever harness it with less.

The greatest improvement in gas engines in 50 years.

Parts are at full opening more than twice as long as in the poppet valve motor, which means More Power, Greater Efficiency and Economy.

No valves means No Leakage and No Trouble.

Operated entirely by Noiseless Gears, not depending on springs and cams, no metal striking against metal means silence and precision and long life.

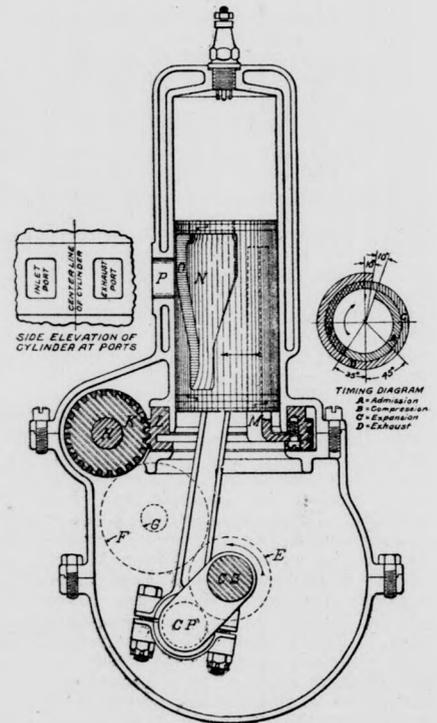
These advantages are offered in the Clark-Anderson Engine.

You are offered an opportunity to buy stock at par in their Greatest of Motors.

A small investment now offers a 100 to 1 chance in favor of an enormous profit.

Universal Valveless Four Cycle Motor Co.

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Woman Should Be Sure of Her Car.

Every woman who drives should become thoroughly conversant with the mechanical part of her car and should be able to overcome the ordinary troubles which may arise. Each, too, should prepare herself as far as possible in guarding against troubles which are likely to occur even with best motor.

Every woman who contemplates driving a motor car should make it her aim and ambition to learn the working features of the motor, to familiarize herself with the different parts and know what should be done in cases of emergency. It is necessary to use one's head much more than one's muscle.

Test the batteries occasionally; see that the spark coil buzzes in tune; keep the spark plugs clean, and see that the current passes through them; never allow the motor to run without lubricating oil or to become overheated; don't try to run the motor with the water circulation shut off.

Neither should the motor be over-lubricated; blue smoke from the exhaust is the sign of overlubrication, and black shows that too much gasoline is being consumed. Both cause sooted spark plugs and dirty valves.

Gasoline should always be strained before being put in the tank, as the merest trifle of dirt or grit is sufficient to clog up the carburetor.

Always avoid allowing the motor

to race, but keep at the speed at which it runs most efficiently.

If possible, never draw up with the brake; it wastes tires. Instead withdraw the clutch in anticipation of the stopping point and just make the standstill with the brake.

Don't go near the sidewalk too suddenly, a deaf person or one engaged in thought, or a child at play, may step off in your path. This is one of the greatest dangers of city driving.

When passing a car head-on, blow the horn loudly enough to reach the person walking across behind the other car. Always go too slow rather than too fast.

When a woman motorist has gained sufficient experience to be considered capable of operating her own car alone, she will have learned the necessity of watching her motor, and she will be able to detect any variance in the working of the motor at once. There should never be any pounding. If she hears any it will be more pronounced when the motor is running slow or when climbing up hill. An over advanced spark may be the cause, or the motor may be overheated from loss of lubrication or the absence of water in the circulation. A motorist should be most particular about throwing out the clutch when the car has been brought to a stop. With the clutch disengaged, the car cannot be started in any circumstances, but when left otherwise

no one can answer for the consequences. Accidents of a serious character have followed failure to observe this necessary precaution.

Many of the accidents which happen are entirely due to the failure of the owner to look over the car and neglect of some little thing which seems at the first to be a mere trifle, but which later proves to be a real source of trouble.

There is no position more embarrassing or inconvenient to any motorist than that of being stalled, and especially when a little knowledge of mechanics would set things right and permit one to continue on her way. It is good judgment to care for one's car on the principle that neglect and carelessness mean, not only the more rapid deterioration, but also the matter of protecting one's self and friends, which is surely a vital consideration. Thorough familiarity with the car in its different branches should be the aim of the woman who aspires to become her own driver.

Mrs. A. Sherman Hitchcock.

Worth the Careful Driver's Eye.

A very handy tool is a portable vulcanizer. With it the tube may be patched and this expense saved. It may also be used to close up small cuts in the tread of the outer shoe, thus prolonging its life. The method of using it may be easily mastered after a few attempts. Use an old tube to practice on and you

will be surprised at the good work you can do.

The use of the self-starter prevents one from keeping in as close touch with his motor as he should. Where we used to crank the motor to start it we found out if it was properly lubricated and if the compression was good or not. Whenever there is any sign of loss of power the starting handle should be used to see if the crankshaft turns freely and the compression is good. Do it now, while the engine is in proper condition, and then you will have a basis for comparison when something goes wrong.

Be sure to change the water in the cooling system at least once a week. This will carry off most of the rust and so assist in preventing a clogged radiator.

Do not neglect to put a wrench on every nut and bolt on the car at least once a month, and on the steering connections once a week. No other mechanism receives the racking that the automobile gets, and it is impossible to keep the motor together if the nuts and bolts are not attended to frequently.

Be careful in the use of the air-hose. It is so easy to connect to your tire and wait for it to be blown up that one often gets too much pressure. There is but little danger of the tire bursting. The harm is in making the tire too hard and so losing the benefit of the air cushion.



Guaranty

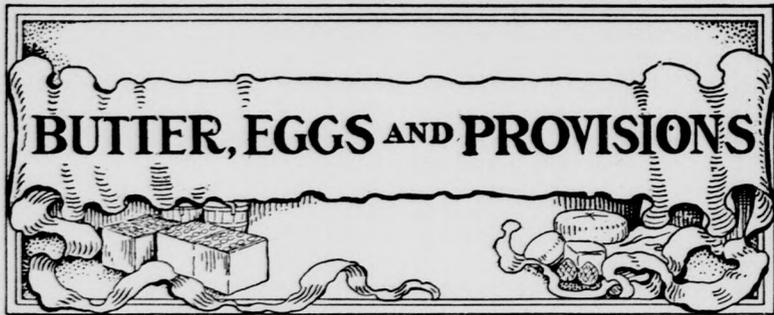
The undersigned, Anheuser-Busch Brewing Association, of St. Louis, Mo., U. S. A., manufacturer of BEVO, guarantees: that said BEVO is a beverage made from cereals, WITHOUT THE PROCESS OF FERMENTATION as usually practiced in the manufacture of beer or wine; that BEVO is NON-INTOXICATING, containing approximately 25/100 of one per cent of alcohol by volume (no more than is found in many grape juices, soft drinks, syrups, flavoring extracts and numerous other products containing sugar); that under the rulings of the United States Commissioner of Internal Revenue it is not similar to beer, lager beer, ale, porter or other similar fermented liquors, and a United States Internal Revenue License or Tax is not required for its sale; and that it is not adulterated or misbranded within the meaning of the Federal Food and Drugs Act.

That BEVO is not manufactured or offered as an evasion of any existing laws, but is advertised and sold upon its merits as a WHOLESOME, PURE, SOFT DRINK.

This guaranty refers only to BEVO in its original package as put up at the plant of the Anheuser-Busch Brewing Association, in St. Louis, Mo., in its distinctive bottle, with seal intact.

ANHEUSER-BUSCH BREWING ASSOCIATION

August Busch
PRESIDENT



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.

Portable Electrical Apparatus For Traveling Egg Collectors.

The requirements of the egg trade and certain state and Federal food regulations make it necessary for the shipper to know what quality of eggs he is shipping to consumers. This means that all eggs should be tested by candling in the producing section. Storekeepers and egg buyers in the towns can candle by means of a shielded light in a dark room. The traveling collectors, however, who gather eggs from the farmers lack these facilities. To assist these collectors, the egg-handling special-

To Build Case.
 The following directions and dimensions have been tested and found satisfactory in making these outfits: Make a light wooden box, 26 inches high, 18 inches wide, and 10½ inches deep, inside measurements (fig. 1.) This may be made from egg-case material, or a packing box may be cut down to these dimensions. Tongued and grooved boards should be used if possible, as the box must be light proof. Leave a space 11 inches high and the width of the box at the bottom of the front (fig. 1, P). Cut an eyehole 6 inches wide by 5 inches high in the top center of the front (fig. 1, O). When cut as shown, the hole is about the right distance above the candle to fit the height of an average man. Short men will prefer a lower hole and tall men may require a higher box. Cover the egg opening with three pieces of heavy

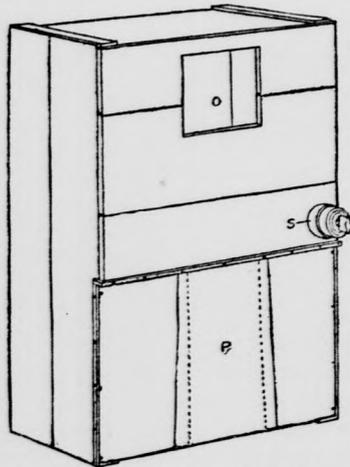


Fig. 1—Exterior view of egg-candling device.

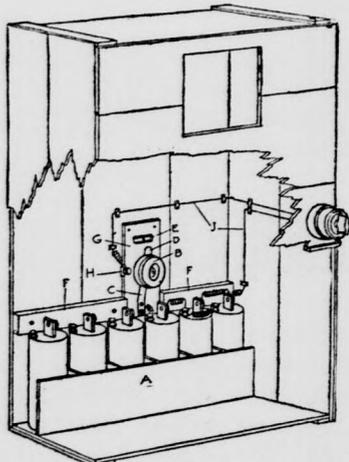


Fig. 2—Sectional view of egg-candling device.

ists of the Department have developed a simple home-made electrical candling outfit that can be used out of doors. The apparatus can be fastened to the side or back of a wagon or to the wall of a building at a height convenient for the candler. If hung on hooks, it is easily removed.

This device consists of a wooden case (fig. 1) painted black inside and out, in which is mounted an inexpensive egg candle lighted by a tiny electric bulb operated by dry batteries.

The eggs are passed into the bottom part of the box through an opening protected by black cloth curtains that prevent light from entering (fig. 1, P). As the eggs are held and turned before the candle the collector can tell their quality by looking through the eyehole in the front of the case (fig. 1, O).

black cloth or oilcloth, making the centerpiece overlap those at the sides (fig. 1, P). Each piece is 7 or 8 inches wide and 11½ inches high. The side pieces are fastened to the case at the sides and top of the egg opening; the centerpiece at the top only.

Electrical Equipment.
 Build stalls from thin lumber 3½ inches deep by 2½ inches square across the rear of the bottom of the box to hold the dry cells (fig. 2, A). This size box should hold six batteries, three for running the light and three in reserve.

The strips above, and resting on the tops of the cells (fig. 2, F), are not necessary unless it is desired to prevent the batteries from dropping out if the case is turned upside down. These strips should be screwed to the back of the cases so they may be easily removed when renewing the batteries.

G O L D B O N D

P R I Z E

PACKED IN CASES

BROOMS

Manuf'd by
 AMSTERDAM BROOM CO.
 AMSTERDAM, N. Y.

P R I Z E

G O L D B O N D

Watson-Higgins Milling Co.

Merchant Millers
 Grand Rapids, Michigan

Owned by Merchants

Products Sold Only by Merchants

Brands Recommended by Merchants

HART BRAND CANNED GOODS

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

Michigan People Want Michigan Products

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.

Peaches

Don't wait too long before writing us. You will have to look to Michigan for your supply this year. Buyers are already active in this section buying up the orchards of the growers who do not market with us.

Write us now. Our fruit and pack is as good as you can buy and arrangements in advance will save you money and trouble.

Fennville Fruit Exchange
 Fennville, Mich.

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

Fruits and Produce

Grand Rapids, Mich.

SEND US ORDERS

ALL KINDS FIELD SEEDS

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

Both Phones 1217 **MOSELEY BROTHERS** Grand Rapids, Mich.

The candling device proper is either automatic or constant; that is, it may be made to give light continuously or only when an egg is pressed lightly against it. Secure from any druggist a new round tin ointment box about 2 inches in diameter and 3/4 inch deep (fig. 2, B). Ream a hole in the center of the bottom just large enough to hold firmly the screw of a small 3 1/2-volt lamp, such as is used in a little pocket flash lamp.

The metal box, besides holding the lamp, also is needed to convey current to the screw around the stem of the bulb. Therefore do not ream the hole too large and do not use cloth or other nonmetallic packing to hold it in place around the stem of the bulb.

Cut a hole in the cover of the box 1 inch in diameter, against which the egg is held during candling.

To the bottom of the box solder one end of a strip of thin brass or steel 3 1/2 inches long by 3/4 inch wide. This forms the spring which breaks the contact when the candle is used automatically (fig. 2, C).

To the opposite side of the bottom solder a piece of metal to form a lip that passes under a button, which may be turned to hold the box firmly against the contacts when the candle is to give a continuous light.

Make the mounting board for the candle from a piece of wood 6 inches long, 2 1/2 inches wide, and about 1/4 inch thick, by boring a 1/2-inch hole through the center line 4 inches from one end. Tack over this hole, on the back of the board, a strip of zinc 3/4 inch wide and 2 1/4 inches long, bearing a connector that has been cut from a discarded dry battery (fig. 2, H). Bend the connector end of the strip up at one edge of the board. Be careful to see that the ointment box can not touch this connector or the zinc and thus make a short circuit. In candling, do not allow the hand to touch this connection and the metal box at the same time.

Mount the candling box on the face of the board by means of two round-head screws through the lower end of the spring (fig. 2, C) screwed at such a distance from the hole as will allow the end of the light bulb to pass through the 1/2-inch hole and come in contact with the zinc on the back. Care must be taken to see that the stem of the lamp goes straight into the hole. Only the metal contact point in the center of the stem should touch the zinc. If the metal screw plate around the outside of the stem touches the zinc, it will cause a short circuit and the lamp will not burn. The lower screw in the spring should have a close-fitting copper washer. Screw or nail the board to the middle of the back of the case so the light is 10 inches above the bottom.

Paint the case black inside and out.

Wiring.

Method 1.—Run one wire from the right of the batteries to the connector (fig. 2, H) on the board. Fasten the second wire (from the left of the batteries) beneath the washer under the lower screw that holds

the lamp spring (fig. 2, C). The device is then ready for operation.

Method 2.—If desired, a switch (fig. 1, S; also shown in fig. 2) may be mounted on the front of the box and one wire in the circuit (fig. 2, J) run through it. The operator, however, ordinarily will find it just as convenient to control the current by means of the button above the candle.

Connecting the Dry Cells.

Care should be taken to see that the batteries are connected in such a way that the voltage of the current is approximately that required by the lamp. If the voltage is too high, the lamp will burn out quickly; if too low, the light will be dim. Any dealer in dry batteries will have a voltmeter and can assist in connecting the cells so they will give the required voltage. If connected as shown in figure 2, the voltage from two cells only is applied to the light, nevertheless, has the benefit of the full amperage of the three cells.

If much candling is to be done, it is advisable to connect two sets of dry batteries to the candle, controlled by a three-way switch. Then the sets can be used alternately and their life greatly prolonged.

Simply holding an egg against the candling opening will press the contact in the stem of the bulb against the zinc contact on the back of the board, causing light to shine through the egg. When the pressure is removed, the contact is broken by the spring on the lamp box. If a constant light is desired, the contact may be made steady by turning the button (fig. 2, E) over the lip (fig. 2, D) on the back of the candle.

The materials for this apparatus, including three dry cells, should not cost over \$1.50, itemized as follows:

Box for case\$.10
Ointment box02
Spring05
Electric bulb10
3 batteries 1.05
Button02
Paint, nails, screws05
Cloth05
3 feet of wire for connectors06

Total\$1.50

These items do not include the cost of a switch, which, if used, would increase the cost from 10 to 25 cents, depending on the type of switch used.

Celebrated Completion of Depot.

Imlay City, Aug. 25—The Imlay City Business Men's Association pulled off a most pleasant affair in community building Aug. 23 by inviting all the surrounding neighborhood to a house warming in honor of the opening of the D. U. Railway's new electric depot, freight house and car inspection building. The event proved most popular. Nearly 5,000 people attended and were served to ice cream, cake and lemonade. The cakes were all home baked. About 500 were furnished gratis by the ladies of the village and nearby farmers. The D. U. R. officials were present coming in their special car. The programme consisted of speeches by W. E. Cann, assistant to Frank Brooks and Mr. Sarvis, assistant editor of the Electric Service News. Music was furnished by the Imlay City orchestra and Capac band. Vocal

selections were given by the Rankim family, James Weir and J. Fox, Jr., all of Detroit. Everybody enjoyed a most delightful time. At the close of the housewarming a dance was given at the Masonic Temple. Everything was free. The improvement to the grounds and buildings put up by the D. U. R. represents an outlay of over \$50,000. The affair is one which will be long remembered by all.

Frank Rathsburg.

Friendship.

Doctor—Did you sleep well?
Patient—Not a wink.

Doctor—That is too bad. Sleep is our best friend and especially to the sick.

Patient—It is a friend like all the others who abandon you at the moment when one has most need of them.

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

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

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

Reducing "Overhead"

The grocer who sells National Biscuit Company products increases his total volume of sales without increasing selling cost.

These goods are easy to sell—take less time and argument to sell—require no wrapping—there is no spoilage, therefore no waste.

Thousands of grocers who have put in the National Biscuit Company line have found that their total yearly profit is greater by far than when they sold goods of uncertain quality. Their salespeople have time to sell more goods.

Every sale means a clear profit and a consequent cut in the overhead expense.

Uneeda Biscuit

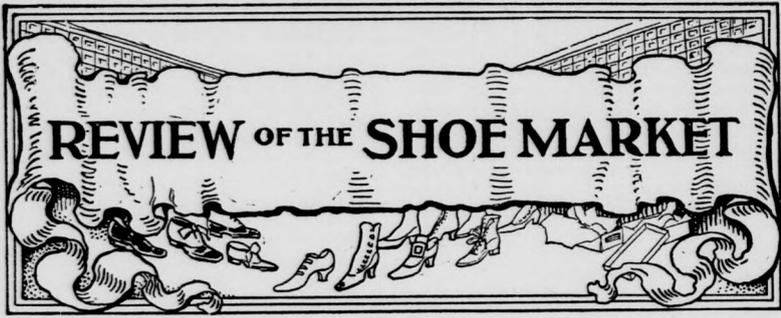
Uneeda Biscuit—the best known, largest selling, most widely distributed soda cracker.

NATIONAL BISCUIT COMPANY

"The End of Fire Waste"

COMPLETE APPROVED
Automatic Sprinkler Systems

Installed by
Phoenix Sprinkler & Heating Co.
Grand Rapids, Mich. Estimates Free Detroit, Mich.
115 Campau Ave. 909 Hammond Bldg.



Retail Shoe Store Furniture and Equipment.

Written for the Tradesman.

The physical equipment of a retail shoe store—its furniture, furnishings, decorative accessories and the like—is a very much more important matter than shoe merchants used to suppose. We now understand that the environment in which shoes are sold has an effect, for good or ill, upon the sale. The more comfortable, artistic, appropriate and adequate the environment of the retail shoe store, the better it fares with the sale of its merchandise. And that is the reason shoe dealers are vying with one another in the development of well-furnished, beautifully-arranged and charmingly-decorated retail shoe stores.

In the arrangement and equipment of shoe stores there has been much progress made during the last few years. Shoe store furniture has been improved and refined to a wonderful degree. Glass, metal and marble counters and cases for the display of shoe store merchandise have been devised and placed on the market. Upright cabinets of stock design can be had; while your local architects can help you in the planning of special interior and built-in cabinets, as well as in the elaboration of store fronts to meet individual requirements. There is no longer any excuse for offending and driving away discriminating customers of refinement because of unsightly, insanitary and unattractive shoe store furnishings; and the shoe dealer who is wise to the tendency of the time, will surely try to keep up-to-date in the matter of equipment as well as stock.

Where Equipment Begins.

Properly speaking the equipment of a shoe store begins with the front and runs clean back to the rear of the first floor sales room, and thence upwards to the second floor sales room (if there is an upper floor devoted to that purpose).

The front of a shoe store should be just metal and glass—and the more of the latter the better. The method of window construction most favored at present, and the method that can generally be adapted, is the deep vestibule plan, with long shallow windows on either side. A shoe store window ought not to be very deep. You don't require perspective in displaying shoes. On the other hand you want the near-view and strong light effects. So these long shallow windows along the deep vestibule are quite the thing. But of

course they require illumination at night.

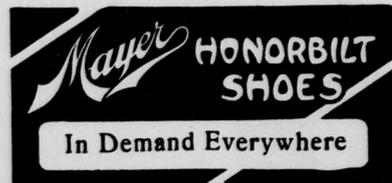
In your window you should have the right sort of fixtures for displaying your merchandise—and the kind of window fixtures you ought to have will depend entirely upon the size, depth and arrangement of your windows. Attractive and fetching stands come in wood, metal and combination of wood and metal stands; and in wood, metal and glass shelves and stands. The range of fixtures and appliances for windows is almost unlimited—but there is something that doubtless fits the requirements of your particular window or windows just a trifle better than anything else. It is up to you to find that something, and then, for the sake of letter-perfect equipment, install it—either now, or when you are able.

There is a men's specialty shoe shop in Cincinnati that has at this time a pretty nifty front. It isn't an unusually-fine front, but it is a good, average front—maybe a bit above the average. But the manager of that store has in his desk the blue-prints of a new front, which he hopes to get under way at no far-distant day. He insists that his shop has outgrown its old front. He demands a new one. With the price of plate glass and metal sky-rocketing, it will cost over three thousand dollars to build the kind of a front contemplated in his plans, but he will go ahead with it. He figures that it will be a good investment. He considers it a part of his store equipment.

Interior Cases, Cabinets and Mirrors.

Display counters, cases, cabinets, mirrors (both portable and built-in) etc., constitute an important adjunct of equipment. It is by virtue of these things that the shoe store is brightened up and made attractive. The old-fashioned shoe store was a very tame and unattractive place. Its merchandise was in cartons or wooden bins, and all you saw outside of rows and rows of cartons was an eager expression on the face of the proprietor. But those halcyon days have passed. Nowadays there is light and glamor and a flash of color in the shoe store.

The counter-case with its glass



Beautiful Shoes in

Battleship Gray

Beaver Brown

Pearl Top Blacks



Order by Mail Pairs or Dozens. Don't Put it off. Do it Now.

- 5250—Bright Black Kid 7½ inch Lace, Pearl Kid Top, Turn @ \$3.60
- 5252—Beaver Brown Kid 7½ inch Lace, Solid Color, Goodyear Welt @ 3.85
- 5253—Battleship Gray Kid 7½ inch Lace, Solid Color, Goodyear Welt @ 3.85
- 5251—Beaver Brown Kid 7½ inch Lace, Ivory Kid Top, Turn @ 4.00

Grand Rapids Shoe & Rubber Co.

Shoe Specialists to the Particular

The Michigan People

Grand Rapids

Shoes for the Boys

DRESSY—SERVICEABLE

A Good School Shoe



No. 6543—Gun Metal, Button, Matt Top, Half Double Sole, Sizes 1 to 5½ \$1.60

School begins soon. Order now.

HIRTH-KRAUSE COMPANY

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

shelves makes it possible to put on fetching trims of millinery, shoes, slippers, riding boots, novelty lasts, buckles and other footwear jewels, as well as findings. Cabinets are also coming rapidly into favor—and well they may. A good designer can plan a cabinet to suit any location and match up with any sort of an interior. In some cases it will be a simple and inexpensive piece; in other instances it will be massive, ornate and expensive—but it will, of course, have a big display capacity. Speaking in somewhat general terms, it may be said that there are two kinds of shoe cabinets, both of which are artistic and in good form. One is the table variety—i. e. a cabinet resting on legs, so that the bottom of the cabinet is on the level of a table; while the other variety of cabinet is built up from a shallow base—say some six or eight inches—on the floor. Interior arrangements of your store, and the style of your furniture and fixtures, will determine which sort of a cabinet would be best for you.

Built-in cabinets and built-in mirrors also offer inviting possibilities. The beauty about a built-in cabinet for displaying shoes is a sort of two-fold affair; it economizes floor space—which, in some instances, is a very important consideration; and then it serves to break up the monotony of a wall stock arrangement. Now there is nothing very artistic or attractive about a long, unrelieved stretch of wall, occupied by shelving and shoe cartons—no matter if they are uniform. The alcove stock arrangement undoubtedly is far preferable to this wall arrangement, if one has the room for it; but some haven't. And there you are. Some dealers simply have to stick to their present wall arrangement. If so, I recommend for your consideration the built-in wall cabinet. It will add just a bit of light and color to that rather grim and uninviting wall. Unless your store is extra light—and even so, on dark days—you will have this cabinet illuminated by concealed lighting units which will bring out the light and color of your trim.

The built-in mirror is also a good stunt, if it is correctly done. These are necessarily narrow mirrors—not of ten or twelve inches at the outside—and are built-in along the base. They shouldn't be over three or three and a half feet in length. And they ought to be built on the adjustable plan.

Decorative Accessories.

Decorative accessories of one sort and another are being introduced into the shoe store.

Time was when this was an unheard-of thing. Nobody ever thought of a shoe store and anything in the decorative line at the same breath.

But now, in many of our larger towns and cities, the Shoe Store

Beautiful has arrived, and everywhere along the line, among retail shoe dealers of the more aggressive sort, there is evident a tendency to brighten up the shoe store and add, here and there, a decorative touch.

Mural decorations, panneling, frescoing, furniture and furnishings of an artistic and beautiful sort, fine rugs and floor coverings, pictures, flowers, flowing fountains, dwarfed trees and shrubs, singing birds, etc., are being used for this purpose.

The initial cost of these decorative accessories is often rather high, but much of it is of a permanent nature.

The big city department stores have undoubtedly set the pace for dealers in exclusive lines. However that may be, the tendency is to beautify and enrich our retail establishments.

Quite a lot may be accomplished upon a fairly modest investment by way of transforming the interior of shoe stores through the introduction and arrangement of artistic decorative accessories. And there are many shoe dealers who believe that it pays to make such investments.

A whole lot can be said on the matter of furniture, equipment and decoration as an aid to shoe selling.

Cid McKay.

Sting Game.

1. A sting game that cures weariness—resting.
2. A sting that cooks our meat—roasting.
3. A sting that makes a loud noise—blasting.
4. A sting we get in winter—coasting.
5. A sting that adds much to our peace of mind—trusting.
6. A sting that sensible people avoid—boasting.
7. A sting much disliked by the prudent—wasting.
8. A sting we all need at times and should be willing to give others—assisting.
9. A sting we like for our matutinal slice of bread—toasting.
10. A sting of value to the careful dressmaker—basting.
11. A sting we like when ma makes preserves—tasting.
12. A sting that improves cake—frosting.
13. A sting that funny men enjoy—jesting.
14. A sting that makes the house tidy—dusting.
15. A sting that ruins the careless farmer's implements—rusting.

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



Here's Real Value

A fortunate contract of long standing enables us to offer these shoes at this seemingly impossible price.

No. 139 Men's Black Kang Tip Blucher, Bellows tongue \$2.00

No. 140, Same, only tan . . . \$2.00



The value is there in both UPPER and SOLE.

Order today by mail or from our salesman. You are going to have call for just this shoe and here is your chance to get it. So send your order early they are not going to last long.

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

R. K. L. Star Line Shoes

The "All Solid" School Shoe For Boys



- No. 8390 Boys'—
Sizes 2½ to 5½
- No. 8390½ Youths'—
Sizes 12½ to 2
- No. 8808 Little Gents'—
Sizes 8½ to 12

School opens next month. Your trade will want good durable shoes for school wear. Be prepared for this business by having a full line of R. K. L. "ALL SOLID" BOYS' SHOES on your shelves. Lack of sizes will mean loss of sales. Order now.

We carry them in stock—ready to ship.

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.



Drawing the Moral From Vacations Now Over.

Written for the Tradesman.

It is not difficult to find the lesson in Margaret Hinsliffe's experience. She made the common mistake of expecting too much from a vacation.

Last Friday she resumed her customary duties, not because she felt like going to work again, but because the sudden illness of her best helper made it practically impossible for her to be spared longer. This best helper came far from filling her place. For years Margaret has been the head of the office force in her father's business, and really the main works of the establishment. She is insatiably energetic. She has put in long hours. She has taken work home. When not engaged at the book-keeping or the correspondence, she was thinking and planning for the sales department. She is of the nervous, high-strung temperament that works at high pressure and does not readily relax.

"I felt jaded and tired for months back," she told me, "but I would think to myself 'I'll get along until the latter part of July, and then I'll go to The Springs and take two weeks of solid rest.'"

"Well, I found you can't accumulate that tired feeling for the whole year preceding, and then get all over it in a fortnight's vacation. When I had rested two weeks I was more weary than when I went away. I stayed ten days more, and should have remained longer yet, had Felicia not been taken sick.

"I've found I must turn over a big new leaf. I must cut out a lot I have been doing, or I'll be a nervous wreck."

She is entirely right. Becoming more exhausted with resting is a danger signal not to be disregarded. She has drawn too heavily on her reserve strength. No one can square with Nature for prolonged strain and overexertion, just by laying off a few weeks. Except for the wear of a monotonous calling, one ought not to be really tired at the beginning of the annual outing. For a vacation won't do everything.

I notice that many of my acquaintances seem to have no desire to get out of the customary channels of thought during vacation. Mr. East is a money maker. All that really interests him is the accumulation and investment of dollars. The only men he cares to talk with are those who have been exceptionally successful financially. When he takes a trip anywhere, he comes back with his brain filled with very shrewd observations of business conditions in

the places he has visited. Of everything else he has been almost wholly oblivious. All he gets from a vacation—all he tries to get—is knowledge of how to conduct his affairs so as to receive greater profits.

Mrs. Alger recently made a few weeks visit to her girlhood home in Pennsylvania. On the trip she went to New York City, Philadelphia and Washington, and was supposed to take in the sights of all three places. But what seems to give her most pleasure and satisfaction is getting from a cousin's wife a recipe for a new kind of catsup. Mrs. Alger has a dozen good cook books and a compilation she has made herself of several hundred of the best recipes of her friends, to say nothing of an expert knowledge of all kinds of cookery just in her head. And yet nothing delighted her so much as finding a way to make another sort of catsup.

I have seen tourists in places new and strange to them, who actually seemed disappointed because they didn't find everything exactly as it was at home. I knew a man who stopped for several weeks in a small city, from which many points, famous for beauty and interest, are only short distances away and very easily reached. But he paid no attention to these, preferring to put in his time at the moving picture shows.

This tendency is not confined to persons of meager intellectual attainments like Mr. East and Mrs. Alger, but is seen in cultured people as well. Every summer the Hinshaws spend July and August at their summer home, which is on the shore of a beautiful lake. Here nearly a hundred families, mostly members of the large city church of which Mr. Hinshaw is the well-loved (and well-paid) pastor, have formed a sort of colony. Both the minister and his wife are college graduates and almost all the other cottagers at Silverbow are highly educated and intellectual people. A two weeks Assembly is held in August. In this Mr. Hinshaw is one of the leaders, and being a brilliant and popular speaker, always is on the programme a number of times.

Very naturally the Hinshaws and the other colonists regard the life there at Silverbow as almost ideal. In many ways it is. The place is healthful and every one lives out of doors as much as possible. It is fine for the children, and their welfare certainly must be considered. What the Hinshaws do not see is that their vacation is too much all of a piece with the rest of their year, and that each vacation is almost identical

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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 Hilfer Co.
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DOUBLE YOUR MONEY

Put in a line of

PILLOWS

Get this Leader Assortment:

3 Pairs Leader Pillows	@	\$3.00
3 " Boston "	@	4.50
3 " Special Geese Pillows	@	6.75
3 " X X B Pillows	@	9.00

12 Pairs for \$19.00, in best grade ticking.

Grand Rapids Bedding Co.
Grand Rapids, Mich.



Large 10c, 15c and 25c
Sanitary Glass Packages

Nice Profit for Dealer

Sold by All Wholesale Grocers
See Quotations in Grocery
Price Current

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



KEEP YOUR STOCK
OF IT
'UP TO THE MINUTE'
— IT PAYS —
AND WE
CAN PROVE IT

Distributed at Wholesale by

Judson Grocer Co., Grand Rapids, Mich.

with those that have preceded it. While sincerely seeking the best and the highest things, they have gotten into mental and spiritual ruts. I won't say they don't get any new ideas as time passes along—that might be putting it too strong. But they haven't gotten a new kind of an idea since they left school.

A vacation, to serve its purpose most fully, should get us out of the ruts. We should gain from it something we are short on, not more of what we already have in superabundance. It should give us new points of view, broaden our sympathies, and furnish an opportunity for powers, grown dormant from long-continued disuse, to waken to activity.

Mrs. Rodifer has realized this ideal as completely and happily as anyone I have seen. She is a busy fashionable dressmaker and ordinarily finds little time for reading and study. Yet she has a keen, bright mind, ever hungry for knowledge. "With my two weeks off and just a little money, I had a splendid outing," she told me. "I went to a nice cool little place where I could forget that people ever want anything new to wear. I spent several hours every day in the open air, taking long tramps all through that country. I had with me a few books treating of two important sociological questions that I have long been wanting to read up on. I read different authorities on both sides of both questions and I shall have much to think about for months to come."

Mr. George Brainard has had an extra good vacation—judging by results. After fifteen years absence, during which time he has established himself successfully in a far Western city, he went back to visit his parents in Ohio. Like many other men devoted to wife and children and busily engaged in making a place for himself in business, he had been negligent of the old folks. He was not a bad son, but he forgot. He seldom wrote and he really knew very little about the trials and troubles in that far-away farm home. On his arrival he was amazed to find his father and mother grown so old and feeble, and pained to learn that they had been in straitened circumstances and obliged to deny themselves many comforts.

George paid off the mortgage and engaged a capable woman to care for the old people. Besides seeing that they lack nothing which he can supply, he will cheer their loneliness by a long letter every week. And he plans to go back each year while they live. Nice for the old folks!—indeed. And also wonderfully good for the son—the renewal of old ties and the revival of feelings that had become withered and nearly dead.

Quillo.

The Woman in Business.

One of the most significant phenomena of a social nature which has complicated modern business problems is seen in the constantly larger part that girls and women of more mature years are being accorded in the business world. This condition is the inevitable result of the invention of

every sort of appliance for office service which helps to make "big business" still bigger and more easy to handle. In this field feminine love of order and system gives the girl employe a vast advantage over her male competitor, but it is very often at the expense of her nervous system and to the enjuiroy of generations yet to be. The girl in business who is trying to do her full duty is sure to worry.

Touching this weak point, an eminent specialist, who has long studied the subject, says.

"Every woman needs all the strength and vitality she can bring to her aid to help her meet the day's work, and the greatest assistance she can give herself is to overcome, or try to overcome, needless worry. We all make mountains out of molehills. The smallest slip causes us hours of mental agony. Perhaps we did foot up a bill wrong yesterday. Well, send out a corrected one to-day to replace it. Every business office in the land has its batch of 'corrected bills' in every morning's mail.

"The girl or woman who is constantly worrying about her work instead of becoming efficient recedes in efficiency. It takes tremendous will-power to master this habit of 'nerves,' but to be a success at anything a woman requires nerve, not nerves.

"When the day is over and retiring time comes, put your work and all that refers to it out of your mind. Sleep is so wonderful, so refreshing and so health-giving that we should regard it is a sort of treasure, and we all need all the sleep we can get if we are going to be strong mentally and physically.

"The business girl and woman should make it a point to retire early. The girl who is on the go every night to dances and other entertainments does not get enough sleep, and as a result can not bring a bright, refreshed mind to her day's work.

"To worry all night about what happened to-day will only unfit you for to-morrow. To-morrow you're going to do some splendid work. Then you must sleep soundly to-night, so as to awaken bright and strong in the morning."—Confectioners' Journal.

Bought Auto With Egg Money.

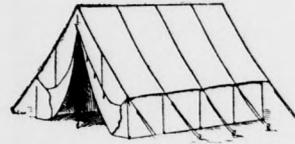
Lakeville, Ind., Aug. 28—E. B. Moon, who has made a conspicuous success of the general merchandise business at this place, says that a man came to his store some time ago asking if a certain farmer up the road would likely buy an automobile. "Not in a thousand years," Moon said to him, "but I believe his wife will." Two hours later the agent came back with the woman's check in his pocket—in full payment for the machine. "You were right—she was the one to see," the agent said. "Didn't consult her husband at all, did she?" Moon asked him. "Well," said the agent, "after she had written the check she called him in to tell him where to go to get the machine! She had saved the money out of her egg sales, and, while her husband believed he knew a good place to lend the money, she wanted the car." This was an opportunity for Mr. Moon to emphasize the billion dollar term, "egg money."

Never judge a man by his big automobile; it is possible that it isn't paid for.

Vose Pianos

THAT'S ALL
WE CHALLENGE COMPARISON IRRESPECTIVE
OF PRICE
SEE US AT WEST MICH. FAIR
SEPT. 18-22
THE HERRICK PIANO CO. WAY FROM THE DEPOT
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All sizes and prices. Write for catalogue.
CHAS. A. COYE, INC. Grand Rapids, Mich.

EVEREADY FLASHLIGHTS

are equipped with the wonderful EVEREADY Tungsten Batteries—a distinct advance over any other battery which has been used with flashlights. These batteries have a remarkable length of life—and at the same time are very compact and economical.

EVEREADY Flashlights give real satisfaction and help build up confidence in the store that sells them. Write us today for full information.

C. J. LITSCHER ELECTRIC
COMPANY
Wholesale Distributors
41-43 S. Market St. Grand Rapids



Grand Rapids Store Fixture Co., Inc.

Better equipped than ever to "outfit" your store with new or used floor or wall cases, scales, cash registers, coffee mills, refrigerators and soda fountain supplies.

The Place, 7 Ionia Ave., N. W.

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

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REGULAR COURSES—College Preparatory, Grammar, Intermediate, Primary.

SPECIAL COURSES—German, French, Latin, Spanish, Oratory, Voice, Elocution, Physical Culture, Defective Speech, Piano, Violin, Bookkeeping, Business Correspondence, Penmanship, Civil Service, Private Tutoring, Practical Dressmaking.

Call Citizens Phone 9281 or write Wm. E. Webb, Director

Lowney's Chocolates

in fancy packages

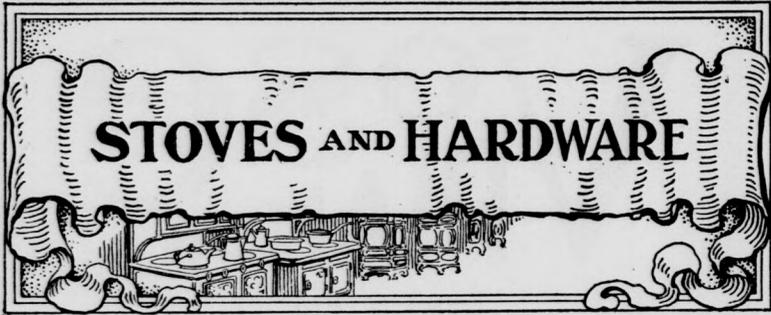
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A fresh, complete line in stock all the time

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Western Michigan Distributors



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 President—Karl S. Judson, Grand Rapids.
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 Treasurer—William Moore, Detroit.

Some September Suggestions For the Hardware Dealer.

Written for the Tradesman.
 The advent of September represents widening opportunities for the hardware dealer to push his sales. July and August have been comparatively quiet months. In September, however, householders who have been holidaying have for the most part returned to town. The farmers have harvested the bulk of their crops. The sportsman is busy getting his shooting paraphernalia ready. The man who realizes that the fall is a good time to paint is once more reading over the advertising literature the dealer has sent him.

These represent four of the many directions in which the hardware dealer can go after trade with good possibilities of securing returns.

To meet the resultant demand, however, he must have the stock. For instance, the paint stock must be replenished. In selling paint, the dealer can't stick to generalities. He usually has to put all his pushfulness behind some particular color combination that has attracted the customer. To make a sale and then to have to assure the customer that "We're just out of that color, but we'll order it for you" means often as not, the loss of the sale. So, too, holding up a painting job for several days just because the extra quart of paint which is needed isn't in stock at the time, makes an unpleasant impression on customers and helps to drive business elsewhere.

What is true of paint is true of any other seasonable department in the hardware store. The goods must be in stock if the merchant is to do profitable business. There is such a thing as buying too largely of this, that or the other line: but that is a matter of good buying or the reverse.

The merchant who has not done so should see that his fall requirements are pretty well covered. Good buying is largely a matter of knowledge of the business plus knowledge of the community—mixed with good common sense.

In September and October the enterprising merchant can do much to popularize his store in the community by taking advantage of fall fairs and harvest festivals. Some merchants fight shy of such events. There is, of course, a natural and strenuous ob-

jection to being called upon to donate prizes and buy programme advertising at every turn. Nevertheless, from the advertising point of view a harvest festival has its advantages as well as its disadvantages. The merchant who caters largely to country trade will find it worth while to take a considerable part in school fairs and entertainments, within his immediate territory. At such events the social side is predominant, and the merchant will be sure to meet people whose patronage he values, and get a new line on their needs.

The fall fair, of course, represents a good opportunity for reaching both town and country trade. Some merchants make a practice of donating prizes for such events. But perhaps the best results from a business point of view are secured where the merchant goes heartily to work on the fall fair executive, helps to get up a good exhibition, and himself puts on an attractive display in the main building or on the grounds. It is good business for the merchant to pick out and identify himself with all movements of importance to the community—aside from those of a purely controversial nature. Between the booster and the man who is quite indifferent, the general public will prefer the booster every time.

True, such work takes time. Anything that's worth while takes time. The individual merchant must be the best and the final judge as to whether it is worth while in his own particular case. I know one fall fair where a leading merchant has not merely served on the executive and as president but also has for many years rented an entire wing of the main building for his own displays. He pays the full rental, and in addition he gives time and effort that mere money couldn't buy. He is a shrewd, successful business man, and he keeps up this work year after year—which would indicate that he considers it worth while.

In the hardware store, strictly summer lines should be pretty well cleared out by the end of August. The midsummer clearing sale should dispose of such odds and ends of stock as cannot be profitably carried over. From September on through the fall the hardware dealer should put his selling energies strongly behind the seasonable lines.

The fall paint campaign has doubtless been long since planned and preliminary literature sent out. The watchword now is "Keep it up." In paint selling, persistence counts for a lot. The dealer must go after the customer and keep after him—by

newspaper and circular advertising and through window and interior displays and personal salesmanship. Very few paint sales are the result of a first appeal. It is steadily continued argument, determinedly hammered in, that converts the prospect into a customer.

The approach of the shooting season opens to the hardware dealer

TO REDUCE OVERSTOCK offer 100 rolls 10 lb. 16 lb. and 1-32 inch Asbestos Paper 2½c lb., worth 3½c by carload. Furnace men better cover needs as prices will be much higher.

VAN DERVOORT HARDWARE CO.
LANSING, MICH.

**AGRICULTURAL LIME
BUILDING LIME**

Write for Prices

A. B. Knowlson Co.

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

Sand Lime Brick

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

Brick is Everlasting

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

HARNESS

Made out of carefully selected No. 1 Oak leather. Stitched with best linen thread. Fully guaranteed. If your dealer cannot supply you write direct to us.

SHERWOOD HALL CO., LTD.
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Holland Ladder & Mfg. Co.
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High Grade Ladders of all kinds.
Write for Catalogue and Prices.

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APPROVED BY THE NATIONAL BOARD OF FIRE UNDERWRITERS
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SHINGLES

Reduces Fire Insurance Rates

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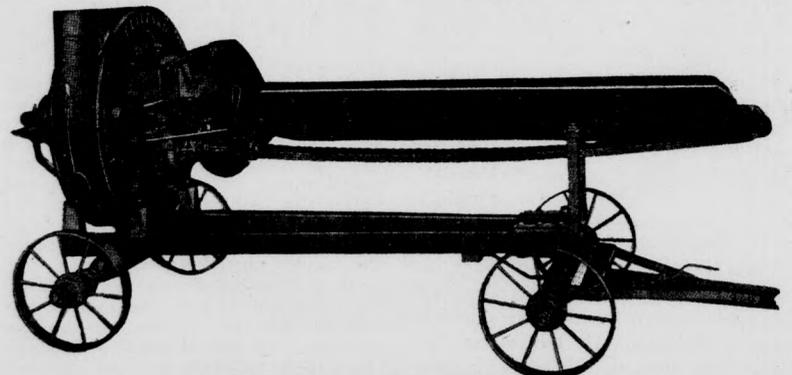
H. M. Reynolds Asphalt Shingle Co.
"Originators of the Asphalt Shingle"
Grand Rapids, Mich.

Foster, Stevens & Co.
Wholesale Hardware

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

Grand Rapids, Mich.

"Blizzard" Ensilage Cutters



CLEMENS & GINGRICH CO.

Distributors for Central Western States

1501 Wealthy St.

Grand Rapids, Michigan

another avenue of successful effort. To get the business in this department it may be necessary to go out after it personally. This is particularly so where the sporting goods department is just being built up. Outside work will, however, help more than anything else to put the department on a substantial basis. It is not enough to stock sporting goods and keep them in attractive shape—you must let people know you have them. One of the best ways to let them know is to identify yourself with sport organizations of one sort and another, invite them to hold meetings in your store, and get into personal touch with members. The department is one where novel selling kinks are very helpful. The offering of a prize to the hunter bagging the most game, or telling the tallest story—a trophy for the winning football team in the county league—these stunts help to play up the store and bring trade.

In the store, as well as at the fall fair exhibit, demonstrations are very helpful. It is one thing to show an article and another to explain it, and still another to demonstrate it; but the clerk who is normally content to bring out an article and let the customer look it over can be trained to explain and demonstrate. Demonstration is the quickest and most lucid form of explanation, and in most instances it fills the onlooker with a keen desire for possession.

So, it will pay to demonstrate the new or old device you are trying to sell. If it's a patent potato peeler, have a sack of potatoes to work on. For the carpet sweeper or vacuum cleaner, provide a stretch of very dusty carpet. If you are handling electric irons, get out an ironing board and some freshly laundered linen. Or with an electric toaster, make toast, and serve it, freshly buttered, with coffee from the electric percolator.

Anybody who can operate one of these devices can demonstrate it. Often the "home-made" demonstrator does more effective work from a selling standpoint than the imported demonstrator. Folks are apt to say, "She's specially trained for it and maybe there's some trick to it which we can't see"—but it's Joe Jinks' son or Ben Binks' daughter, they know it's one of themselves; and her explanations aren't so glib that they can't shoot in questions edgewise. A glib patter, by the way, isn't necessary to good demonstration or selling. The salesman who talks slowly, clearly, with occasional pauses, and who invites questions, is usually a business getter.

Just another point is worth remembering for September. It pays to put punch into your window displays. This is true all the year round, but September is a good month to take a fresh grip upon aggressiveness, and to determine that you will give the folks window displays that will make them sit up and take notice. A hunting or camping display advertising the sporting goods department is particularly in order. William Edward Park.

Bonus System Established at Alma Factory.

Alma, Aug. 28—The Republic Motor Truck Co. must increase its production and in order to accomplish this end has adopted the bonus system. This system is comparatively a new thing, but in the few years since it was introduced to answer a demand it has been adopted by the largest factories and has always worked out satisfactorily to the employes and managers.

The general plan of the bonus system is that operators are paid a bonus over and above the regular wage, according to their efficiency. A standard or unit is established for each and every operation and employes are urged to work towards that standard with two ends in view—greater efficiency and greater wages. Operators who reach this standard will be rated 100 per cent. efficient.

The men will commence receiving a bonus as soon as they become 75 per cent. efficient or are able to complete one operation in three-quarters of the time set by the standard or unit. The rate of the bonus for a 100 per cent. efficient man will be 20 per cent. of his daily wage. With the increase of the efficiency of the employe and, of course, of the output, comes an increase in the rate of the bonus.

The Republic Co. will not place a limit on the amount of work one man can do, as is the practice in many factories where the bonus system has been established. The managers appreciate the fact that the more the men do the greater will be the benefit to the factory in larger production. It a man can make \$3, \$5 or \$10 a day we are glad to pay him for his labor.

When once set, the standard or unit will not be changed for a period of one year, provided, of course, there is no change in the tools or methods of production. The standard must remain at a stated point before any benefit can be derived and the Republic Co. guarantees that there will be no change unless it be advantageous to all parties concerned. There will be no interference with the daily wage of the men by the establishment of the bonus system. Everything will go on as usual, except that the men will have the opportunity of becoming more efficient and at the same time increasing their wages.

To emphasize the actual gain to employers and employes, take as an example a man turning out 100 pieces a day. If he receives 2 cents for each piece his daily wage would be \$2. Add to this the overhead expense, which we will say also reaches \$2. The actual cost to the factory for the production is \$4 or 4 cents for each piece. If a man increases his efficiency to this point where he is producing 200 pieces, the overhead remains the same, the wage per piece remains the same, but the cost is reduced to 3 cents. So on up the scale, the employes' wages increase, the company is lowering the cost of production and, what is more important, the output is larger and the factory is able to keep abreast of the trade.

A later report from Mr. Orr after the bonus system had been in operation for a month indicates the following success.

At the first pay day, two weeks following the installation of the system, the factory paid out \$37.28 in bonus money. The checks last week showed that \$199.77 was paid to the men above their wages. This is an increase of \$162.49 in twelve days time. The highest bonus paid to any individual was \$17.09 for two weeks. Many of the employes made \$10, \$12 and \$15, while others were only able to make \$3 and \$4 over their regular pay.

W. A. Ewing.

A dentist finds work for his own teeth by depriving other people of theirs.

72nd Year



We extend a cordial invitation to all merchants interested to visit us and inspect our line of

Holiday Goods

in Toys, Dolls, Books, Games, China, French Ivory, Brass, Silver, Cut Glass, Novelties.

We invite you to come in and see our display in person because we realize that there is no such variety exhibited anywhere near us nor but few such stocks in the whole country; you would then be able to examine and handle the goods for yourself and consider your purchase with so much more satisfaction than if they are ordered in any other way.

It is more important this year than ever before owing to so many unusual conditions.

But we have our Holiday Catalog too. It will be ready Sept. 10th. A faithful mirror of our stock pricing in plain figures the most popular staple goods, so that orders from it will secure quick selling CHRISTMAS LINES guaranteed to please in every respect.

We make prompt shipments and give equal attention to small and large orders, mark all our goods in plain figures, and in every way strive to serve the trade as only a large and low priced wholesaler's stock can serve. We sell to merchants only and have no connection with any retail store.

Do not overlook the important fact **THE CHILDREN MUST BE SERVED AND THE TOYS DEMANDED TO-DAY ARE TOYS THAT TEACH.**

ERECTOR SETS } Teaches Electricity, Machinery and Construction. Retails 10c to \$15.00 per set.

TINKERTOY } Teaches Invention and Designing. Retails 50c.

PEG LOCK BLOCKS } Teaches Fundamental Building. Retails \$1.00 to \$6.00 per set.

WOOD BUILDDO } Teaches Self Instruction and Designing. Retails 10c to \$1.00.

STRUCTO SETS } Teaches Electricity and Correct Engineering. Retails \$1 to \$10.

BOY CONTRACTOR } Teaches Architecture, a complete cement block plant. Retails 10c to \$1.00.

MASTER BUILDER } Teaches Steel Construction and Machinery. Retails 10c to \$1.00 per set.

H. Leonard & Sons

Manufacturers' Agents and Wholesale Distributors

China, Glass, Crockery, Silverware

Bazaar and Holiday Merchandise

Grand Rapids

:::

Michigan



Grand Council of Michigan U. C. T.
 Grand Counselor—Fred J. Moutier, Detroit.
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 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. 28—One of the things very noticeable in Chicago to-day is the increased number of taxicabs. They are getting so numerous that it won't be long before a private owner of an automobile will have to park his or her car outside of the loop. It is almost impossible for any one at the present time to find space for parking purposes on the main streets. All one can see is taxicabs. Something will have to be done shortly to take care of private owners.

Frank Annibale, manager of the Morrison Hotel drug store, and sister, have returned from their automobile trip to Milwaukee. They report a very fine time, but say the roads along the lake shore are very bad.

The Bell Telephone Co. has in Chicago to-day in service 438,216 telephones. Some phones!

The colored folks sure had some big time in Chicago last week, especially along South State street. They had a street carnival and a regular old Down South time.

Most every vehicle of any kind in Chicago at the present time is carrying around some kind of an advertisement, soliciting votes for local politicians, and some vehicles are carrying musical instruments attracting the attention of the people to vote for Hughes and Fairbanks.

All of the hotels in Chicago are now doing business to their capacity on account of people shopping in Chicago.

One of the industries worth seeing while in Chicago is Butler Bros., the great merchants. Their building from top to bottom is completely stocked with merchandise of every description. There is nothing but what they carry. It is time well spent to pay a visit to this firm. They take great pleasure in showing visitors throughout the building. They not only look after their customers, local and out of town, but they look very carefully after their employes, furnishing them with all of the latest improvements pertaining to their comfort, maintaining at all times a rest room, a music room and a cafe. It will take a person anyway three or four hours even to get a slight idea of what is under the roof. In other words, it is a wonderful building and a wonderful house.

The vacation time of a good many employes in the loop of Chicago is about winding up. This can be readily seen by the increase of local business in the loop.

A good many of the restaurants and cafes in Chicago were hit pretty hard the last two months on account of the extreme warm weather. Un-

less the weather takes a turn for cooler very shortly, there will be a few less restaurants in the loop.

The topic of conversation right now in Chicago is the bankruptcy suit before the United States Court of one Edward Morrison, the eccentric millionaire. It seems that the court has been prying into his business, that all of his acquaintances, from reports, have secured their share of his wealth. In other words, he has been throwing his money away like an intoxicated sailor. One man alone says under oath that he has received \$200,000 from the old gentleman, for spending money only. The writer has been around Chicago nearly two years and has not seen any of this "easy money."

The beaches along the shore of Chicago are now having a little rest, for the reason that the last two or three days have been a little cooler.

After looking over a few of the registers in some of the hotels, and finding that there were so many people registered from Michigan that it would take up a whole page giving their names and addresses, we will forego the pleasure of referring to any Chicago visitors this week.

Around some of the cigar stores of late one can notice that the Tigers' stock in trade has gone up, and quite a few people are expecting them to take the pennant. Let us hope so.

One of the attractive entertainments in Chicago the past week was what is known as the Round up, held at the old Cub's Park, on the west side of the city. The actual entertainers were composed of people from all over the country, from the Far West and from the East, also from Canada. It was a regular old-time wild west blow out, breaking bronchos, tying down bucking steers, horseback riding and fancy shooting. Some of the most expert riflemen of the country participated. Buffalo Bill was one of the attractions. The crowds that this Round Up attracted ran up large numbers. It was something well worth seeing and will, no doubt, be repeated in Chicago next summer. Two of the country's expert riders participated in the Round Up, Mr. and Mrs. Thos. Kierman, of Chicago. They were very well received, which speaks very well for individuals, because of the many expert riders who participated.

C. W. Reattoir.

Dry Goods Failure at Manistee.

Manistee, Aug. 28—Hugh McKenzie, who has been engaged in the dry goods business at this place for the past twenty-five years, has uttered a trust mortgage securing sixty creditors whose claims aggregate about \$12,000. All the indebtedness is for merchandise except about \$1,300 due the Sands & Burr Bank. The stock is estimated at \$18,000 and the fixtures and book accounts are worth about \$500 each. John Snitseler, who is named as trustee, is having an inventory taken of the stock, which he expects to close out by Dec. 31. The creditors have nothing but pleasant words for Mr. McKenzie, whom they regard as the victim of circumstances over which he has no control, due to business conditions in Manistee at the present time.

A light diet is the best board of health.

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

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

The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

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.

Hotel Hermitage

John Moran, Mgr.

EUROPEAN PLAN

Grand Rapids, Mich.

Rates without bath 50, 75 and \$1.00

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

CAFE IN CONNECTION

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



Our Patrons:

Thousands are joining the Bell Community each month, and acquiring the popular Long Distance Habit.

As with the big mercantile houses, we desire to make them feel at home, and to cultivate their acquaintance, and cement a lasting friendship.

For their benefit we have inserted in each Directory a page of information about Telephone Service. This information is necessarily condensed. All the interesting and useful intelligence on the subject would fill volumes.

But each employe is courteous and well-informed regarding his department, and the spirit of the force is to offer every aid to the patrons and to rectify any oversight.

Michigan State Telephone Company

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, August 21—Orrin A. Peckam and G. Frank Whitwam, individually and doing business as the Quality Bake Shop, Grand Rapids, have filed a voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Corwin. Schedules show assets of \$285, all of which is probably exempt. The following are listed as the creditors of the bankrupt all of Grand Rapids except two:

L. & L. Jenison, Jenison,....	\$15.08
Peoples Milling Co., Muskegon,	37.50
New Century Flour Co.,	62.00
G. R. Paper Co.,	6.20
Swift & Co.,	24.30
Thomas Canning Co.,.....	6.25
Jennings Manufacturing Co.,...	3.50
Judson Grocer Company, ...	82.69
Mich. State Telephone Co., ..	3.82
Wolverine Spice Co.,	48.29
Mills Paper Co.,	15.14
Putnam Candy Co.,	4.00
Dirk Sluyter, 951 S. Division, ..	24.48
Kent Storage Co.,	15.00
Collins Northern Ice Co.,	6.97
Eli Cross,	5.00
E. T. Hirth,	30.00
Commercial Savings Bank,	13.46

A first meeting of creditors has been called for September 6, at which time creditors may appear, prove their claims, elect a trustee, if desirable, and transact such other and further business as may properly come before such meeting.

August 22—In the matter of George Roup, bankrupt, Grand Rapids, trustee has filed his final report and account showing balance on hand of last report, \$270.34; additional receipts, 75 cents; disbursements, \$197.49, and a balance on hand of \$73.40. A final meeting of creditors has been called for September 5.

Aug. 24—In the matter of the Fair, bankrupt, Grand Rapids, a special meeting of creditors was held this day for the purposes of declaration and payment of a first dividend. The final report and account of the receivers was approved and allowed and the first report and account of the trustee was approved and allowed. A first dividend of 10 per cent. was declared and ordered paid, and dividend checks will go forward at once.

Aug. 28—In the matter of Constantine Golembiewski, Grand Rapids, the trustee has filed his final report and account showing a balance on hand of \$294, total disbursements of \$181.84 and a total balance on hand of \$112.16. A final meeting of creditors has been called for September 7. There will be a small final dividend.

August 29—In the matter of William Dieters & Sons, Holland, the trustee has filed his final report and account, showing receipts of \$548.20 and no disbursements. A final meeting of creditors has been called for September 7. There will be a dividend for creditors.

Late News From the Boys on the Road.

A. R. Bliss, formerly Muskegon representative for the Fleischman Co., has engaged to travel for Roy Baker, of this city. His territory will include all the available trade of the house outside of the interurban lines. Mr. Bliss has entirely recovered his health and looks as pretty as a cherub with his pink cheeks and rotund form.

J. J. Berg (Pitkin & Brooks) is in Chicago this week selecting new samples and posting up for the fall trade. He is accompanied by his wife.

A Mother Goose rhyme tells about a boy who set out to catch a whale and all the water that he had was in his mother's pail, but a certain Grand Rapids traveling man whose name the

Tradesman is asked to suppress did better than that while on his vacation. He went fishing and had good luck, for besides catching fish he caught a plump chicken which was fried and eaten for supper. The credulous may not believe his story, but he vouches for its truthfulness. He put his fishing rod in a corner of the barn and a curious chicken saw the hook and thought it was a worm. The hook was gobbled and the chicken caught and eaten.

Detroit's city officials are discussing the practice of automobile salesmen of using the streets as salesrooms. The corporation counsel says there is no ordinance to prevent the practice and so the salesmen go on exhibiting their new models in the street. They assemble a crowd and then discourse on the merits of the car. Merchants who pay rent say this plan is unfair. Peddlers have to secure a license and all that can be done under present ordinances is to require the automobile salesmen to take out a peddler's license.

There has been a remarkable growth in the number of automobile trucks and commercial vehicles in regular use. The output in 1910 was only 10,374 of these vehicles. They proved so successful that during the first six months of 1915 75,000 more commercial cars were built, and the output for the whole year is estimated at 150,000. These even more than the pleasure cars are taking the place of horses. People by the tens and hundreds of thousands have passenger cars who never owned a horse, but the trucks in commercial use are taking the places of horse drawn vehicles very extensively. A paradox in this connection is that the price of horses is higher now than ever before, and the agricultural experts say that the best thing every farmer can do is to raise as many colts as possible with the assurance that thus more money can be made than for the same outlay in any other direction.

Every political party which hopes to get ahead with its work must have a campaign fund, for in politics as elsewhere it is money which makes the mare go. The Prohibitionists who claim to be the party with the greatest principle require a goodly sum to defray their entirely legitimate expenses. The other day Mr. and Mrs. Coffin of Florida subscribed \$50,000 to the Prohibition campaign fund, and a few days later doubled it. The gift comes in the form of Florida real estate which must be disposed of by the recipients and turned into cash, because nothing but the coin of the realm goes successfully in campaigning. Whether the sum mentioned is the donor's fanciful estimate, or the real figure put upon the property by the real estate expert is not stated, but it looks like a very generous donation, and the beneficiaries can be depended upon to put it to good use.

Patrons in the New York hotels are wondering if the portions of food are to be cut down to match the new menu cards which are to be reduced in size, beginning next month. The cards are to be reduced to save paper and no objection will be made to that if the food standard is not lowered.

How to Avoid Short Weight Ice.

Lansing, Aug. 28—The summer season has been very hot and the average ice man has been very careless in the past about the weight of ice he delivers. The housewife is not equipped to weigh the same and should complaint be made to the weights and measures inspector, the company claims that the ice melted and the inspector cannot weigh wet spots. Small towns and cities generally have but one iceman and some cities have a combine, so that if you are dissatisfied with the weight you cannot get another firm to deliver you any that season, which makes the average ice man as independent as a hog on ice.

Different complaints have reached this Department and on investigation we find that the only way a large number of people can get their weight in ice and get it delivered regularly is to leave a bottle of beer in the ice box for the ice man. The handling of ice keeps the ice men wet outside and lager beer keeps them wet inside, which seems to be necessary to keep his disposition good so that he will work.

Ice companies are subject to the Weights and Measures Law, and the housewife can determine whether or not she is receiving correct weight in ice by the following rule: Multiply the width of the ice by the length and thickness in inches and divide the result by 30, which will give you the number of pounds the ice should weigh. Honey combed ice will be lighter and the above rule will not apply. If, after measuring the ice, you find it does not weigh accurately, call up the nearest weights and measures inspector and enter a complaint. This Department is going to start a number of prosecutions for short weight ice.

Burr B. Lincoln,
Dairy and Food Dep't.

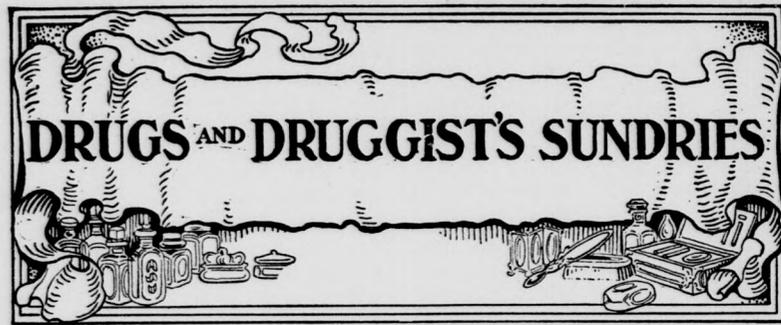
History should be rewritten from beginning to end for the benefit of persons who are not satisfied until they have found that the man who got the credit for a particular deed did not deserve it, but that it was due to some obscure individual who waited in vain for recognition. At present, we have the truth about isolated incidents only. It has taken us fifty years, for example, to find out that a woman came to the rescue in 1862 with the suggestion that resulted in the capture of Forts Donelson and Henry. Lincoln sent her—her name was Anna Ella Carroll—to St. Louis, to write about an expedition preparing to descend the Mississippi by gunboat. She reported that the river was frowning with fortifications and that the tides were unfavorable. Lincoln and the Cabinet were worried. Then Miss Carroll "suggested that the true strategic line was the Tennessee, which had not been fortified," and to make it plain to the stupid men in charge of the operations, drew maps and submitted a written plan of campaign. Lincoln—but any one would know the rest. Did not Grant capture Forts Donelson and Henry? Then came the tragedy. "Discussions were held in the Senate and House to try to discover how this brilliant plan originated. Miss Carroll sat in the gallery, quietly listening. The Cabinet had decided it would antagonize army leaders if they knew they were following the direction of a civilian and a woman." Undaunted, she showed how to take Vicksburg and Island No. 10. If Lincoln had not died so suddenly, she would have

had her reward and our history books would read very differently—and our newspapers could print other versions of the events, just as pretty.

San Francisco and Oakland are talking of a five-mile bridge to connect the two cities; plans, indeed, have been submitted to the Secretary of War, and a board of army engineers has been appointed which is now holding hearings in the two cities preparatory to a report upon the feasibility of the undertaking. It is stated that over 40,000,000 people are annually carried across the bay—and that at rush hours the ferries are uncomfortably crowded. Traffic is increasing at such a rate, too, that before the bridge could be completed, five years from now, it would have doubled. The proposed bridge would have two decks, one for steam and electric trains, the other for vehicular traffic. Four transcontinental railway systems now terminate in Oakland, and these would be carried across into the heart of the larger city. The estimated cost, \$22,000,000, is small beside the sum that New York is spending on her dual system, and it must be remembered that the bridge would be of infinite value in widening the bounds within which those who do business in San Francisco live. Two high spans near the San Francisco shore, each 600 feet long, would allow for the passage of shipping. The bridge would quite put that over the Firth of Forth in the shade.

All the politics in the world cannot divert Indiana from proceeding with the celebration of the centenary of her admission as a State. She began the celebration some months ago, and will keep on with it until she has satisfied herself that every Hoosier has been properly impressed with her greatness. Just now, centennial pageants are the feature of the programme. Other places in the country have had municipal pageants, but she is content with nothing less than county pageants, and even these are to be outdone by a State pageant at the State Fair. Indiana banishes a horse show in favor of scenes of La Salle and his companion explorers, of woodsmen blazing the way for the white settlers, of the building of the first log-cabin community, of the erection of log forts and stockades, of the battles of Vincennes and Tippecanoe, of the building of the first capital at Corydon, now an abandoned city. If a concession to politics is made by the representation of governors in the historic procession, it is a small one; they will not receive the tribute of absorbed attention which will be bestowed upon the Indiana warriors.

Georgians fear that the "meanest man in the world" lives in their State. Some miscreant stole the time-worn volume of the Bible that had occupied a place on the altar of a church in Buckhead for years. A man mean enough to do that evidently needs to read the scriptures and if he is captured it would be a good idea to see that he reads the Bible through a few times.



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 Meeting—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.

Successful Candidates at Last Two Examinations.

Detroit, June 27-30.

Registered Pharmacist—H. M. Carrier, Petoskey; Harry G. Heaton, Carson City; C. C. Hart, Brooklyn; David J. Jones, Detroit; Beatrice Keeley, Detroit; John G. Mead, Nashville; A. H. Lints, Detroit; Cecil McMillen, Ann Arbor; Gertrude M. Palmer, Detroit; Ernest Reinecke, Spring Lake; B. Estelle Tomlinson, Saginaw; Norman A. Weess, Frankfort; L. J. Breslin, Detroit; B. A. Bialk, Detroit; Harry F. Benson, Cadillac; P. J. Carris, Detroit; Ivan L. Fuller, Flushing; F. A. Gruenwald, Detroit; R. D. McDuff, Yale.

Registered Druggist—Saml. Asersohn, Bay City; Wilbur J. Behrens, Big Rapids; Gabriel D. Bos, Big Rapids; Thos. P. Cook, Big Rapids; Willard E. Dillon, East Tawas; Joseph I. Dillon, Benton, Ill.; Frank M. Eames, Grand Blanc; Andw. J. Gadawski, Detroit; Mark N. Kelley, Metamora; Joseph W. Levy, Munising; Paul Lenz, Pentwater; F. L. Martin, Saginaw; Felix B. Matthews, Detroit; H. N. Oelrich, Ann Arbor; Maurice L. Rushmore, Old Mission; Earl Smith, Edwardsburg; Karl A. Simon, St. Joseph; Howard Alleman, Shephard; Wm. D. Cochran, Houghton; Earl W. Cummings, Detroit; Clarence E. Decker, Deckerville; Arthur Draper, Port Huron; Aug. A. Grimm, Cheboygan; W. P. Harrison, Barryton; John A. Kerr, Trimountain; E. A. Lefevre, Warren; E. L. Klumpp, Pinconning; Amherst Merriman, Deford; C. A. McNeece, Morley; Reuben Rowe, Big Rapids; Hobert L. Shaw, Owosso; Israel Sofen, Detroit.

Marquette, August 10-11.

Registered Pharmacist—Willard Bolitho, Escanaba; Claud S. Clark, Elsie; Roy C. Spicer, Grand Rapids; Michael T. Bink, Escanaba; Harry Cooper, Detroit; Geo. A. Watson, Sault Ste. Marie.

Next examination at Grand Rapids Nov. 21-23.

The Board of Pharmacy adopted the following rules August 10:

1. Any candidate for registration as Registered Pharmacist who has appeared before this Board for examination and to whom has been accredited the required average of 75 per cent., but whose marks have fallen below the required minimum, 60 per cent., in one or more subjects, shall, in lieu of re-examination in all subject, be permitted to write on the subjects in which he received marks of less than 75 per cent. at any subsequent examination held by this Board within one year and shall be registered upon receiving a mark of not less than 75 per cent. on each subject.

2. In accordance with the spirit of the pharmacy law relating to tenth grade qualifications, the standard of papers with respect to penmanship, orthography, mathematics and the use of English shall not be inconsistent with such tenth grade requirements.

Charles S. Koon, Sec'y.

Your Own Make of Cigars.

When a man comes into your place and asks for a certain cigar, it is the part of good business to sell him that cigar. But it takes many brands to fill a cigar case. No one manufacturer has as yet succeeded in getting such a market that it is not necessary to stock other goods. So among the numerous other brands that fill the case there is no harm in having one of your own. A great many druggists run a cigar put up especially for them by some manufacturer. Such a brand has a name selected by the druggist. Possibly he uses his own name—for example, "Strong's Special." Some druggists pick out the street number of the store. For instance, if Strong's drug store is located at 505 Main street, the cigar will be called "Strong's 505." The idea is to fix the number of the store in the public mind through the cigar, and of course those who buy the cigar do learn to associate it with the number of the store to some extent. The numerical name of the cigar is also backed up by advertising of various kinds.

The plan of having your own make of cigar on sale among the other brands is an idea that has some advantages. Almost any manufacturer can get you up a good cigar to sell at a stipulated price. You want to give the buyer as much for his money as you can. You may not make as much profit on a single sale, but you need a really good cigar to build up an extensive following. It stands to reason that a cigar you propose to use as a store leader ought to be thoroughly good. A really good cigar

will gradually build up a substantial following all its own. Many customers thus become permanent. They can't buy your cigar anywhere else and must come to you. You also get an indirect profit from other goods sold. Sometimes a patron becomes a strong partisan. These make good boosters and advertisers. They spend much time in singing the praises of your goods, and may even find them possessing merits of which you were not aware yourself. Such are the workings of the human mind. Some partisans are very vehement about their likes and dislikes. When they like a cigar, it is the best on the market and no argument tolerated. You may not care to make such sweeping claims on your own account, but when enthusiastic boosters insist upon doing it for you, it does help business.

Having your own brand of cigar on sale will probably not make you rich. It is just a little side issue, a sort of filler. It does no harm to have something of the kind to help advertise the store. Now and then a booster brings around a friend; his friend has a friend, and so the circle grows. Some tremendous sellers have started in just this way in obscure cigar stores. All word-of-mouth advertising is good, and when it comes from a really enthusiastic customer, it is sometimes exceedingly impressive. It is therefore wise to have these little "fillers" in every department of your store. Cigars are a side line with druggists. As we say, your own brand will probably not make you rich, but the idea will make some permanent customers for you, and the patient builder along these lines is pretty sure of not going to the poorhouse.

Violet Ammonia Water.

Most preparations of this character consist of either coarsely powdered ammonium carbonate, with or without the addition of ammonia water, or of a coarsely powdered mixture, which slowly evolves the odor of ammonia, the whole being perfumed by the addition of volatile oil, pomade essences, or hankerchief extract. The following are typical formulas:

1. Moisten coarsely powdered ammonium carbonate, contained in a suitable bottle, with a mixture of concentrated tincture of orris root, 2½ ounces; aromatic spirit of ammonia, 1 drachm; violet extract, 3 drachms.

2. Fill suitable bottles with coarsely powdered ammonium carbonate, and add to the salt as much of the following solution as it will absorb: Oil of orris, 5 minims; oil of lavender flowers, 10 minims; violet extract, 30 minims; stronger water of ammonia, 2 fluid ounces.

3. The following is a formula for a liquid preparation: Extract violet, 8 fluid drachms; extract cassia, 8 fluid drachms; spirit of rose, 4 fluid drachms; tincture of orris, 4 fluid drachms; cologne spirit, 1 pint; spirit of ammonia, 1 ounce. Spirit of ionone may be used instead of extract of violet.

Men who give advice always save the best they have for themselves.

Uses of Artificial Colors in Food Products.

The uses of artificial colors in food products has greatly increased during the last decade, both in degree and in variety, that various countries as England, France, Germany, Austria and Italy have enacted specific laws regulating the use of these coloring matters.

Formerly a few well-known so-called vegetable colors and occasionally mineral pigments were used, now these are chosen largely from the coal-tar colors, so that at present the exact identification of these particular dyestuffs is very difficult.

The necessity of using these colors is only for the cheaper grade of foods, as in jellies, jams, ketchups and tomato paste, which flood the market in such intense and striking colors that these products in no wise resemble their pure uncolored prototypes, having a tendency in many cases to mislead the public into the idea that the genuine products are inferior, creating great detriment to the manufacturers. The colors generally used are of three varieties—vegetable, mineral and coal-tar derivatives. Among these colors we have the injurious and non-injurious colors.

Mineral have the toxic effects. While coal-tar colors are harmless in themselves, some are decidedly objectionable and should not be used in foods.

Some of these harmful mineral colors are blue ash, massicot, red lead, ultramarine yellow, vermilion and Scheel's green. Harmless are ultramarine blue, violet and manganese brown.

Harmful organic colors are ponceau, picric acid, anilin orange and methylene blue. Harmless organic colors are amareth, erythrosin. These under the food inspection decision of the U. S. Dept. of Agriculture are permissible.

John Lione.

An eminent surgeon is one who can open a man's anatomy and relieve him of his bank balance.

Malt and Hop Tonic

"Should quickly be found
 When the stork comes around."



Grand Rapids
 BREWING CO.
 For Sale by all Wholesale Druggists

SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes categories like Smoking, CIGARS, TWINE, VINEGAR, WICKING, WOODENWARE, and Baskets.

13

Table with 2 columns: Item Name and Price. Includes categories like CIGARS, TWINE, VINEGAR, WICKING, WOODENWARE, and Baskets.

14

Table with 2 columns: Item Name and Price. Includes categories like Butter Plates, Wire End, Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Mop Sticks, Palls, Toothpicks, Trans, Tubs, Washboards, Window Cleaners, Wood Bowls, WRAPPING PAPER, and YEAST CAKE.

15

TELFER'S ROASTED COFFEE

MADE IN DETROIT USA. List of coffee products and prices including Jamo, Eden, Belle Isle, Bismarck, Vera, Koran, Telfer's Quality, Mosan, Quality, W. J. G. Tea, and Cherry Blossom Tea.

AXLE GREASE



1 lb. boxes, per gross \$ 70. 3 lb. boxes, per gross \$ 23 10.

BAKING POWDER

List of baking powder products and prices including 10c, 15c, 25c, 50c, 80c, 10 lb. 1/2 dz., 12 lb. cotton mop heads, and Special Deal No. 1.



Royal 10c size 90, 1/4 lb cans 1 35, 6 oz cans 1 90, 1/2 lb cans 2 50, 3/4 lb cans 3 75, 1 lb cans 4 80, 3 lb cans 13 00, 5 lb cans 21 50.

Advertisement for FITZPATRICK BROTHERS' SOAP CHIPS. Includes text: 'The Only Five Cent Cleanser', 'Guaranteed to Equal the Best 10c Kinds', '80 Cans.....\$2.90 Per Case', 'SHOWS A PROFIT OF 40%', 'Handled by All Jobbers', and 'Place an order with your jobber. If goods are not satisfactory return same at our expense.—FITZPATRICK BROS.'

Advertisement for FOOTE & JENKS' Killarney (REGISTERED) Ginger Ale. Includes text: 'An Agreeable Beverage of the CORRECT Belfast Type.', 'Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns', and 'A Partial List of Authorized Bottlers: A. L. JOYCE & SON, Grand Rapids and Traverse City, Mich.; KALAMAZOO BOTTLING CO., Kalamazoo, Mich.; KILLARNEY BOTTLING CO., Jackson, Mich.'

16

Roasted Dwinell-Wright Brands



White House, 1 lb. White House, 2 lb. Excelsior, Blend, 1 lb. Excelsior, Blend, 2 lb. Tip Top Blend, 1 lb. Royal Blend Royal High Grade Superior Blend Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Lee & Cady, Kalamazoo; Lee & Cady, Saginaw; Bay City Grocer Company, Bay City; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.



Morton's Salt Per case, 24 2 lbs. 1 70. Five case lots 1 60.

SOAP Lautz Bros. & Co. [Apply to Michigan, Wisconsin and Duluth, only.] Acme, 70 bars 3 00. Acme, 100 cakes, 5c sz 3 60. Acorn, 120 cakes ... 2 50.

SEND FOR SAMPLES

17

Climax, 100 oval cakes 3 25. Gloss, 100 cakes, 5c sz 3 60. Big Master, 100 blocks 4 00. Naphtha, 100 cakes ... 3 90. Oak Leaf, 100 cakes 3 60. Queen Anne, 100 cakes 3 60. Queen White, 100 cks. 3 00. Railroad, 120 cakes ... 2 50. Saratoga, 120 cakes ... 2 50. White Fleece, 60 cks. 2 50. White Fleece, 100 cks. 3 25. White Fleece, 200 cks. 2 50.

Proctor & Gamble Co. Lenox 3 20. Ivory, 6 oz. 4 00. Ivory, 10 oz. 6 75. Star 3 35.

Swift & Company Swift's Pride 2 85. White Laundry 3 50. Wool, 6 oz. bars ... 3 85. Wool, 10 oz. bars ... 6 50.

Tradesman Company Black Hawk, one box 2 50. Black Hawk, five bxs 2 40. Black Hawk, ten bxs 2 25.

Scouring Sapollo, gross lots .. 9 50. Sapollo, half gro. lots 4 85. Sapollo, single boxes 2 40. Sapollo, hand 2 40. Scourine, 50 cakes ... 1 80. Scourine, 100 cakes .. 3 50. Queen Anne Scourer 1 80.

Soap Compounds Johnson's Fine, 48 2 3 25. Johnson's XXX 100 5c 4 00. Rub-No-More 3 85. Nine O'Clock 3 50.

WASHING POWDERS. Gold Dust 24 large packages 4 30. 100 small packages .. 3 55.

Lautz Bros. & Co. [Apply to Michigan, Wisconsin and Duluth, only] Snow Boy 100 pkgs., 5c size ... 3 75. 60 pkgs., 5c size ... 2 40. 48 pkgs., 10c size ... 3 75. 24 pkgs., family size ... 3 20. 20 pkgs., laundry size 4 00.

Naphtha 60 pkgs., 5c size 2 40. 100 pkgs., 5c size 3 75.

Queen Anne 60 5c packages 2 40. 24 packages 3 75.

Oak Leaf 24 packages 3 75. 100 5c packages 3 75.

BBLs. 210 lbs. 3c per lb. 250 lbs. 4c per lb. 225 lbs. 5 1/2 c per lb. 300 lbs. 6 1/4 c per lb.

COUNTRY STORE AND CHURCH

How One Can Work With the Other.

The exchange of merchandise is only one of the functions of the country store. Its uses are as many as its commodities are varied. With the passing over the counter of drugs and plough shares, sugar and fertilizers, face powder and harness, dry goods and groceries, for cash, credit and eggs, there is an exchange of ideas no less assorted and apparently incongruous. The great diversity of the exchange has its unity in the life of the people of the community. The store furnishes all they need. They find at the store all they need for the home and farm and also much that the city dweller finds in his club, literary circle, theater, multifarious church and social life. The store not only disseminates the small gossip of the neighborhood, but is a forum where all the great questions of the world's life are discussed with absolute freedom. Any one who has spent some time in a country store, listening with insight and sympathy to all the talk around the stove, must see that it is a vital, original, intellectual force in every community and therefore in the entire country. Around the tobacco-juice-soaked sand-box in which the stove sits there is a true democracy. The young man just home from college, the village wit, full of gossip and paradoxes; the postmaster, the slow-tongued, thoughtful farmer, the minister, the doctor, all pass out opinions freely. As each gives and gains from the other, ideas are crystallized into thought.

The value of the country store has been seen for a long time by the humorist, who plays up the endless discussions of all problems with amusing effect. The great advertisers recognize its value and spend thousands of dollars on garish lithographs that would have no place given them in city show windows, but are welcome bits of color to the dull crossroads store. The local politician recognizes the value and power of the country store, and during the campaign is to be found on the nail keg whittling in good fellowship. The pastor sometimes discounts the country store and looks upon it as a place of idle gossip of at least questionable moral and intellectual value. Although he may be right in his discount, the country store is what it is, and with all changes will probably remain as it is for several generations. A proper pastoral attitude will not be to abuse it so much as to use it, for the country store has a pastoral utility.

The most obvious use of the country store to the pastor is as a place where he can obtain information about the community life. The storekeeper will probably be the first to know of any sickness in the neighborhood. He will know who is in trouble and in need of particular and immediate pastoral attention. When a minister drives to a distant appointment on his charge, to drop into the store and enquire about all the folk will often save him much time and travel.

I make it a point, about twice a week, to call up the storekeeper in the village where my country church is located, to ask about any who may be sick, and in this way I can keep in touch with the people and know whether the bad cold of Sunday is pneumonia on Wednesday, that demands a long drive whatever the weather may be. I find it a good thing to spend a little time in the store on days when the men are there. There is an easy contact in the place that makes for friendship and mutual understanding. The pastor who can go to the store often enough to keep in good fellowship with the men of the neighborhood and yet not so often as to get the reputation of a "store loafer" has found a wise and profitable way of working.

In the fight for State-wide prohibition for Virginia during the summer of 1914, it was seen that there were many points in this county that could not be reached by meetings in churches or halls. It was also seen that there were many who should be reached who would not attend the formal mass-meetings held in such buildings. The wise general of this part of the field made arrangements for meetings to be held in the stores throughout the country. I was appointed to speak at several of these meetings and was surprised at the size, at the mixed nature, and the attentiveness of the audiences that gathered around the stores. After the fight was over I felt that an important part in the campaign that resulted in so splendid a victory was this unusual kind of a meeting.

The campaign showed me a possibility of doing a work at the country appointment on my charge that would meet one of the problems at that place. I had never been able to organize or maintain a mild-week service on this appointment. The men were all hard working farmers or watermen. They worked late and were compelled to wear rough clothes at their work. If I announced a meeting only a few of the most pious, and some of the least industrious, would be present. When I talked to the absent ones, they would say they were tired, or they had not shaved, or were afraid to take off boots and put on shoes, and give all the reasons that every country preacher gets from the men who do not come to meetings. However weak these excuses were and however foolish they may look in print, they were strong enough to make an insurmountable obstacle to the work I knew should be done. I found that the men would not put on their Sunday clothes during the week or come to the church wearing their every-day clothes. I could find the most of them around the stores for an hour each evening, but they would not go to the church. I quarreled about it a little, but there they remained. After the prohibition campaign I resolved that if the men would not come to the church I would go to the stores. The proprietors of the two stores in the little village gladly gave me permission to come on Thursday nights and hold a Bible class. To make it perfectly fair I go to one store one week and the

other store the next week in alternation. For six months this weekly Bible class has had an average attendance of more than fifty men and boys in a village of less than two hundred people. I now look upon it as a most important part of my work.

The method of the Bible class is very simple. When I enter the store they are buying and selling, laughing and taking, in the usual way. A short prayer, asking God to give to each one something from his Word that will make life better, turns the store into the sanctuary. I talk for about an hour, with occasional pauses for discussion. After the talk there is a time for open discussion on every kind of a question. I try to find an answer from the Book for all the problems that arise. During the winter I have been telling the stories of the Old Testament. I take long passages of Scripture and try to make them vivid to my hearers. I center the truth around the life of some great character. The application of the lesson comes here and there in a single sentence. The interest has been almost breathless. An astonishing unfamiliarity with the stories of the Bible that I had thought well known, has revealed itself. The men show an eager yearning for the simple Bible narrative. Men who never go to the village church come regularly. Boys who pay scant attention to the Sunday sermon are still with a lively interest. It is a fine sight to see these men with faces all rapped in attention in this strange place for a religious service. They are in their rough working clothes, sitting on boxes, standing or lounging on the counter, for there is no accommodation for an audience, but they are reverent and eager in their search for the truth.

This pastoral use of the country store has seemed to me to be one of the large things of my ministry during this year. A neighbor pastor has tried the same plan in two stores on his charge, with the same interesting results. I believe that there is large possibility for this kind of work throughout the country. It is carrying into the rural-church work the extension idea that has been so productive of good in the work of the city church in the form of shop meetings and services in jails and hospitals. It is one method whereby the Bible can be brought to many who will not go to the church. Any method by which the Word of God can be taken into the bosoms and business of men is worth a trial. Any success in this fundamental work of the Church of Christ will be fruitful of the highest joy. The much abused, the much laughed at country store can be truly used in the pastorate in a most practical way.—Rev. Richard L. Shipley in *Homiletic Review*.

In connection with the new coinage of 10 cent pieces, commonly called dimes, which is expected soon to be in circulation, there are some who are advocating that after this issue this coin be discontinued. It is argued that two nickels are just as good, and that the nickel is the most popular and nimblest of all coins. This is

probably true. It pays a carfare, the local telephone fee, and buys a 5 cent cigar. Anybody who has a dime, however, will have no difficulty in getting it changed. The dime is a much smaller piece than the nickel, it takes up less than half the room in a pocket or a pocketbook. When you come to think of it, there are a good many things which a dime will buy, even outside the 10 cent store. It seems rather curious that there should be such an argument advanced and entertained seriously in so many quarters in favor of abolishing the dime as a coin in general circulation. It is useful and handy, and the more anyone can have of them, the better.

For time out of mind the oyster has had a bad reputation with the timid who fear the bivalve may be infected, and that those who eat indiscriminately may suffer from ptomaine poisoning. Such cases have occurred, many of them; but, then, people have contracted disease from eating and drinking all manner of things, and it is said that everybody breathes in millions of microbes daily, but humanity still survives. The Agricultural Department has recently made an announcement which will be very gratifying to those fond of raw oysters. They say the danger incident to pollution of the beds has been or can be easily removed. In a word, the process is simply to put the oyster in clear water for a little while and the opportunity is thus improved to wash out all the poisonous substances and to make it harmless as a newly dug turnip.

Gum chewers have little cause to worry over any shortage in the supply of chicle. A syndicate of American men announces that the wild ocotilla plant, that grows profusely over a portion of Texas and in parts of New Mexico and Arizona, contains a large percentage of gum that is just as good as that raised in Yucatan. The syndicate has leased several million acres of land growing the ocotilla plant, which have been turned over to a gum company. Factories will be built for the extraction of gum from the plant and chewing gum may be cheaper instead of becoming a luxury.

An Irishman who arrived in New York a few days ago said that after working as a mural painter in England for four years he was arrested in Holyhead, Wales, as a German spy. He was plied with questions and at length was told to say "squirrel." He did and was told he could go. Enquiring as to the sudden change, the officer in charge said a German can't say squirrel and by the way the Irishman said the word his questioners knew he was what he claimed to be.

L. D. Wallace has engaged in the grocery business near Portland, (R. R. No. 5). The Judson Grocer Company furnished the stock.

BUSINESS CHANCES.

For Sale—Undertaking business and a good clean stock of furniture, rugs, carpets and linoleums. No competition. Reason for selling, death. Mrs. J. Coleman, Laingsburg, Michigan. 459