

MAN

1. Man that is born of woman is of few dollars and full of egoism.
2. He cometh forth like a flower but is wilted by the highcostofliving and shriveled by rent and taxis.
3. He hustleth for his train and misseth it by three-quarters of a minute.
4. He crosseth the street in the pride of his manhood and is tossed three blocks by a yellow honk-wagon.
5. Yea, even his stenographer leaveth her chewing gum on his desk chair by accident and he needs must wear his raincoat home.
6. What is man but the shuttlecock of fate walloped over the fence by the battle-dore of adversity?
7. In his infancy he stubbeth his toe and wailleth lustily, and in his maturity he acquireth the gout and curseth abominably.
8. Yea, his troubles do follow him in his young manhood and the first girl to whom he proposeth doth accept him.
9. Verily, what is a man but a stone-bruise upon the heel of existence?
10. Even is he but a freckle upon the face of Miss Fortune, for when he polisheth his silk hat he absent-mindedly turneth about and sitteth upon it, being therefore the man who putteth loss in gloss.
11. He runneth for office, nor can one guess what manner of man it was who cast the other vote for him.
12. He walketh in the street and a bulldog falleth upon him; he walketh in the fields and an aviator falleth upon him; he hideth in the cellar for protection and the gas meter explodeth and hoisteth him through the floorings unto the third floor; even if he diveth into forty fathoms of water he bumpeth his bean upon a water-logged plank.
13. The banister of life adown which he slideth is full of splinters, and the Hand of Fate leadeth him not but wareth brass knuckles and jabbeth him constantly.
14. Yea, verily, man that is born of woman is destined to bills and boils, toil and thirst, malaria and matrimony.
15. And when the end cometh he cannot even enjoy the epitaph provided for him, and the flowers sent to garnish his obsequies are by mistake delivered to the home of his bitterest enemy.

Lewis Allen.

"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, Mich. 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

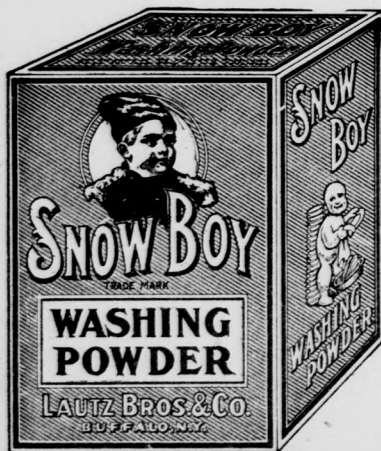


—Splendid Quality
at a
Moderate Price

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.

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

Yours very truly,

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 6, 1916

Number 1720

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RURAL VERSUS REAL CREDIT.

Why all this agitation about Rural Credit? Who understands it and who shall understand it? The people of course. The people are interested in cheap food, plenty of it, and better food, and the people want to go into farming if it means a better chance of life and health for them. Is Rural Credit a device to help the people? Is it a practical socialistic scheme, or is it to be exploited, advertised, monkeyed over so that the already strong will have a chance to build up and strengthen their fences and then tell the other fellow what he ought to do after we have got ours? Is it to go slow so as to give the agricultural colleges, with their monopolistic habits of educating, and banks a chance to defend their past neglect of the small man, the weak man who is trying to learn how to farm? Does it fit Oregon, or Ohio, or Iowa, where there are great stretches of good land, easily workable, and not fit, hilly, rocky, New England bewhiskered with bush and trees?

Rural Credits should do some of the things which our eager single tax friends say will happen under their system. It should stimulate farming, increase the number of farmers, and possibly, in a measure, affect city over-congestion. It must, at any rate, have its effect upon rural depletion and must bring into cultivation a greater acreage of wild and waste lands. It must make these pay the public something. The public after all is doing the hard work, making his five earn the other five, and that land which can only produce its one should be dug up, and turned over to the fellow with the five. Strange as it may seem, land which should be on top of the ground is as deep down as diamonds and gold in unexplored mines, hidden, so far as its true value is concerned, by crusts of sentiment, opinions, archaic ideas, and educational formulas.

Banks after all are progressive institutions, but like all human things may acquire bad habits. They may

not like to admit this any more than does the remainder of the public. They are willing to learn, but want a chance to live and such a chance they should have. It is a normal instinct of life. Wholesome life should be able to accommodate itself to the needs of the environment, the seasons and the times. A bank may take on too much the habits of the district, the community. Such a danger may be more apparent in the booming West than the conservative East. In the one case it may temporarily serve the community at the expense of interest elsewhere, and in its too vigorous living shorten its life. In the other case, once established, it suffers little from competition, and with its slow, deliberate habits characteristic of its environment, it may not realize the actual hardening of its arteries, that it is becoming decrepit, and is holding back, allowing in fact decay and degeneration to set in in its own neighborhood, and so it comes to serve the world beyond more than its immediate interests.

Banks in the future must do more work in public education and co-operation. In some districts the savings bank is regarded in the light of a fetish as the true repository for savings. So much is this so that the life insurance agent does not thrive there. Whether or not the life insurance companies are paying better dividends than savings banks may be an open question. It is true that life insurance companies through their aggressive agents must be credited with a far-reaching educational work. Their policy-holders are brought so into contact with their agents that their knowledge of things financial is at least broadened. Both savings banks and life insurance companies have unpaid boards of trustees. Those of the latter probably are more subject to cosmopolitan influences than those of the former, but have less comparative influence upon the institution they serve. Local influences and prejudices may handicap trustees of the savings bank in broadening their field of service, but such service should be broadened if it means the life and health of the region such a bank serves. Town governments cannot be run where the honest wages paid are limited to a maximum of 20 cents an hour, nor can under such a wage handicap good roads be built where they are so vital to prosperity. Bank boards must appreciate all the local coloring and effect of such things as these. The bank must do more effectively the work of the local practitioner or else the disease will have such a grip that not even the specialist from Boston or Washington can treat the case to any advantage.

From one town formerly agricultural, and still so listed, has flown many hundreds of thousands of dollars during the past generation through the near-by banks to be invested (in securities?) elsewhere. Practically nothing from the proceeds of nature's generous crop grown upon deserted mowing and sheep and cattle pastures has been returned for the agricultural-forestry development use of that town to keep it going. With the town well skinned of lumber, crops and people, there still flourishes a weedy crop of excuses or reasons, inspired or nourished by those who have had the benefit or use of this money, as to why "it does not pay to farm in this town." Be that as it may, we notice that many millionaires have financial head enough and money enough to give even such land a course of treatment that it does come back and return dividends. Possibly our new "Land Bank" specialist is going to be able to inject the right serum into the deserted hill town to prevent the further spread of inflexible paralysis. Let us hope so.

Labor Day—why is it that the tired business man looks forward to this holiday with particularly pleasant anticipation, plainly dissociated from any special regard for the cause which the day commemorates? Partly, perhaps, because it comes at a time of year, after the extreme heat of midsummer, when a day in the country is a peculiar joy. Now the tennis enthusiast should be at the top of his game, the cool waves have yet lost none of their capacity for refreshment, the fair green—well, it may be already a bit crisp under foot, but who cares? Who would not be at his favorite sport on a day like we had this year? Who, confined to the city by the rigors of business, does not envy his carefree, footfree brother? But there is another and more cogent argument for the primacy of Labor Day. It is so exquisitely fashioned that it falls always on a Monday, and is thus enabled to borrow from its churchly neighbor a splendor not its own and shine with doubled radiance. No wonder New Year's Day, and Lincoln's Birthday, and Washington's Birthday, and the Fourth of July, and all the other holidays cast envious eyes at their more fortunately situated sister, raised so far above them by what must seem to them a mere accident of birth! They can hope to attain to her glory but once in every three or four years.

Many an egotist who imagined his existence necessary to the world's advancement has been interred in a pine box without any trimmings.

LINCOLN'S GREATNESS.

While the log cabin in which Abraham Lincoln was born is being dedicated by a Democratic President of Southern birth—in itself a fitting symbol of the reunited nation for which the martyr President strove—there is one way in which Americans may fitly honor the memory of Lincoln, at any distance from Hodgenville and every day in the year. This is by refraining from the temptation to drag in the august name as an argument into our own little partisanship and prejudices. It is one of the real tests of Lincoln's greatness that his memory stands unscathed by all the foolish and narrow and ignoble things that Lincoln would have done if he were now alive and actively engaged in working with the fellows on our side of the fence, which, of course, there isn't the slightest doubt he would now be doing. From the ward politician who knows that Lincoln would have voted for him for alderman and the National politician who knows just how Lincoln would have pacified Mexico, the name of Lincoln might well be delivered. After all, he did his share of duty during his lifetime, and passably well. That should be enough. When it comes to suffrage or the eight-hour day or prohibition or the pure food law, there is only one safe prediction to make of what Lincoln would have done with regard to these matters. He would have cracked his knuckles and told a good story.

It is so seldom that it is possible to say a good word for the Turks that everybody ought to be glad to do so when the opportunity presents itself. It appears that Messrs. Butler and Hoffman, teachers at Beirut College in Syria, have just returned to the United States and are telling how the Turks treat their prisoners. They say that wherever brutal German officers are not in command the only difference between the fare accorded their own soldiers and those they have captured is that they give the prisoners a double portion of mutton. This is on the theory that Christians are heavier meat eaters than Mohammedans. Taken in connection with the stories of the hardships to which prisoners are subjected by their captors of other nations this makes an interesting exception. It is unfortunate in one view of it that the Turks have comparatively so few such prisoners. The latter, of course, can not complain if they get as good fare as the Turkish soldiers, and when they get better, they have every reason to be pleased and satisfied.

Only fools mortgage their opportunities.

HISTORY OF A CRIME.

Gompers' Gang Refuses to Abide by Agreement.

D. E. Loewe, head of the Danbury hat manufacturing company bearing his name, has announced through his counsel, and also by open letter to all the surviving defendants in the suit instituted by him against the Danbury Hatters' Union, that unless the American Federation of Labor and the United Hatters of North America make good their written agreement to hold the defendants harmless, by settlement of his judgment with interest, court costs and counsel fees, amounting now to about \$300,000, he will proceed to sell under foreclosure 140 pieces of real property located in Danbury, Bethel and Norwalk, belonging to the defendants.

Final decision of the Supreme Court of the United States in the Danbury Hatters' case ends that litigation, except for the collection of the judgment, which, with interest, exceeds \$280,000.

Suits were instituted against various savings banks in Danbury and Norwalk to recover the attached savings bank deposits belonging to the several defendants, and after the Supreme Court affirmed the judgment in the principal case, these various banks paid over the principal of the attached accounts, aggregating \$35,000, but withheld the accumulated interest because the United Hatters of North America claimed it, by virtue of an assignment from the individual defendants. Shortly after the accounts were attached in 1903, the United Hatters of North America paid each defendant the face value of his deposit, and took an assignment of the account subject to the right of D. E. Loewe & Co. as attaching creditor, and when steps were taken to collect the judgment the United Hatters contended that the interest which thereafter accumulated belonged to them and was not covered by the attachment. The amount involved in this dispute is approximately \$20,000, and the case was heard by the United States District Court, which decided adversely to the contentions of D. E. Loewe & Co.

Counsel for the plaintiffs were so confident as to the right of D. E. Loewe & Co. to recover this money, that an appeal was taken to the Circuit Court of Appeals, which was advanced for early hearing, and argued on April 3, 1916. A decision has not yet been rendered.

In July, 1915 foreclosure suit was started against 140 pieces of real property in Danbury, Bethel and Norwalk which belonged to the respective defendants in the original hatters' suit. The court directed that these various homes be separately sold at public auction; but no further proceedings will probably be taken in connection with this suit until the cases against the savings banks have been finally determined.

Meanwhile, the United Hatters of North America endeavored to reach a settlement of Mr. Loewe's claim, which now aggregates, with interest, about \$300,000, and made an offer of \$100,000, which was rejected as en-

tirely inadequate to meet the plaintiff's actual losses.

An appeal was made to the American Federation of Labor to have every member of that Federation contribute an hour of his pay on Jan. 27, 1916, in order to help the defendants, and since the proceeds of that appeal amounted to only \$132,138, a second appeal was issued by executive counsel of the Federation on May 9, 1916, calling on union men to contribute one hour's wages on June 15, 1916, to make up the deficiency.

"The importance of the case lies not in the size of the recovery, but in the far-reaching principles of law, established by the highest legal tribunal, for the protection of employers and workmen from the unfair aggression of organized labor. The case has led to an abandonment of the unfair list by the American Federation of Labor; a general restraint on boycotting activities of this character throughout the country, and it has provoked discussion and led to many political planks of various political parties," says counsel for Loewe & Co.

The principles established in this case by the Supreme Court in its original decision on demurrer in 1908 and in the recent decision are:

1. The Sherman anti-trust law applies to all activities of organized labor which seek to restrain or interfere with interstate commerce.

2. Members of the labor unions are liable for what is done by their union through its officers within their delegated authority.

3. In speaking for the court, Justice Holmes of the Supreme Bench said: "It is a tax on credulity to ask anyone to believe that members of labor unions did not know that these boycotts were means expected to be employed in the efforts to unionize shops."

4. Salesmen of a boycotted concern, it is held, may testify as to the explanations given them by customers as to why they discontinue patronage, without the necessity of securing the testimony of those reluctant customers from all parts of the country. Damages due to acts upon which this suit was based are recoverable even though they accrue after the suit had been commenced.

The problem of collecting the judgment has excited more comment than the decision in the Danbury Hatters' case itself. It did not seem creditable that the United Hatters of North America or the American Federation of Labor—which had pledged support and protection to the defendant, and were responsible for the unsuccessful defence—would be short-sighted enough to abandon the defendants in the hour of final defeat and allow their homes to be seized. It was pointed out that organized labor had a reputation for breaking its contracts with employers, but it was still believed that self-preservation would force it to keep faith with its own membership. In order to give the United Hatters a reasonable opportunity to perform its written agreement to hold defendants harmless, Mr. Loewe, on April 22 last, published an open letter to them which fully

sets forth the situation. After reciting the written pledges to save the defendants from liability, and offering to co-operate with the union if it desired to perform those pledges, the letter gave final notice that unless the United Hatters at its convention in May made some provision toward the satisfaction of the judgment, the law would have to take its course. When the May convention took place the union disclaimed all legal responsibility or other obligation to the defendants, but agreed to raise a sum of money to relieve those most distressed, claiming that "the necessity for such relief is precisely the same as though the houses and property of the defendant had been destroyed by some natural catastrophe such as flood, fire or earthquake." It claimed that the defendants were innocent and were being held liable for the acts of the union and its officers as the real wrongdoers, but contended that the men who were deprived of their property by reason of the union's wrongdoing were only entitled to relief as objects of charity. But the law is otherwise. If these defendants are innocent as the union contends, they have indemnity from any person or organization for whose wrongdoing they are held liable. When an innocent master is held responsible for the uncommanded wrongdoing of his servant, he may secure satisfaction from that servant. This same rule applies to organized labor.

Inasmuch as this labor organization will not recognize its obligations

arising either from its agreement or its peculiar relations to its membership, proceedings against the homes will be commenced as soon as the papers can be prepared. Meanwhile, some of the banks have already made payments on account of the attached bank accounts of the defendants, which were purchased by the union at their par value a number of years ago.

Any Order for Goods May Be Declined.

A seller of goods is not bound to accept every or any order that may be sent to him. An order is only the first step in the formation of a contract. There is no completed contract unless or until the order is accepted. A seller is always at liberty to refuse any order that may be sent to him. This he may do without assigning any reason. The buyer, upon his part, is not bound unless his order is promptly accepted. A seller always has a right to decline an order on any ground that appears to him to be sufficient. An order is simply an offer, and the person to whom the offer is made may accept or decline it without assigning any reason in either case. If he does not accept it promptly then the person who made it is not bound by a belated acceptance. In short, an order is open for acceptance only for a limited time, and the person to whom it is given is not bound to accept it at any time.

The Valley City Milling Co. has increased its capital stock from \$300,000 to \$500,000.

Announcing

A Change of Location

We wish to announce that we have changed the location of the King and Apperson salesroom and service station from

248-252 Michigan St., N. E.

to

131 Michigan St., N. W.

(Near Bond Avenue)

In our new quarters we will be prepared to give the same high-grade service that has always characterized our business.

See the new King Touring Sedan now on display in our showroom.

IMMEDIATE DELIVERIES

Phelps Auto Sales Co.

KING "EIGHT"

APPERSON

Traveling Man Willing to Run for Governor.

Traverse City, Sept. 5.—In view of the reluctance of the leading lights—and some who are not so leading—of the Michigan Democracy to stand hitched to the Democratic nomination for Governor, I deem it a matter of duty to announce that I will accept the nomination without any hesitancy whatever, providing a modest campaign fund of say ten to fifteen thousand dollars is placed at my disposition to do with as I see fit.

I am a life-long Democrat, notwithstanding the fact that I have not voted since 1896, when I was snowed under as a county candidate on the Democratic ticket along with all the other peerless leaders of those days, "Of Crowns of Thorns and Crosses of Gold." Incidentally, I might add that mine has been a crown of thorns ever since. I am a native of the grand old State of Michigan and spent my early youth as a barefooted boy among the sand dunes of Northern Michigan, and was raised on potatoes and salt pork interspersed with huckleberries to prevent scurvy. In spite of plenty of hard work as the son of a moss-back farmer, I managed to grow to manhood and attain the heroic proportions of six foot one and a half and 240 pounds avoirdupois. For the benefit of the thousands who have never heard of me I will say that, I have been a half rate school teacher, a bum country editor, a life insurance solicitor and am now a candy peddler known as Gum Drop Bill.

My policies are, First, as soon as elected to separate Henry Ford from \$15,000,000, to be devoted exclusively to good roads for rough riding jitneys. That would put Michigan on the map and ensure Henry undying fame for centuries to come.

Being a traveling man I stand for an eight hour day and time and half for overtime for all commercial trav-

elers instead of the present eighteen to twenty hour day. I would also recommend that a law be passed making it possible for all commercial travelers to be allowed at least one and a half days with their families.

I am in strong sympathy with the suffragettes, not because of political expediency like Hughes and Wilson, but from deep set convictions and sympathy. They want the ballot and are eventually going to get it and I believe is giving them what they want at once.

If elected Governor, the people need never fear that I will show executive clemency by any jail delivery at the end of my term of office. I will guarantee to keep every man locked up and will do my best to lock up a lot more that I know.

I am for preparedness, first, last and all the time, of the David Harum type, "Do unto the other fellow as he would do unto you, and do it first."

I am for the tonnage tax; that is, I believe the man who counts his money by the barrel should pay his taxes by the ton.

The above are some of my cardinal planks on which I seek the support of the proletariat.

Wilkie A. White,
Author of the Absent Voters' Law.

Boomlets From Bay City.

Bay City, Sept. 5—Dr. J. F. McCarty, of Bentley, has sold his drug stock to Dr. Harris, of Rhodes, who will take possession this week. Dr. McCarty has purchased the drug stock of Dr. Bretenbaker, of Richmond, Macomb county, and is getting ready to move to that city.

Nelson Cook, Gaylord, one of the pioneer grocers of that place, has sold his stock to Arthur E. Starks and Elmer L. Parks, of Onaway. Mr. Starks was until recently engaged in the elevator business at Onaway.

Joseph L. Reinke, Alpena, who has conducted a grocery store on Chis-

holm street for a great many years, has sold his business to Barney Zemke, formerly with A. J. Glinieki, retail grocer.

Jacob Oppenheim, of the shoe firm of Oppenheim & Levy, this city, died suddenly in Detroit, where he was spending his vacation visiting friends.

The Glennie Elevator Co. is the name of a new corporation recently organized with K. P. Kimball, of Detroit, as President and J. E. Martindale, of Twining, as manager. They have erected a building, 30 x 75 feet in dimensions, and will handle all kinds of grain, flour, feed, etc.

The Marcoux Co. is the name of the new business firm which has recently engaged in clothing and men's furnishings at 403 Center avenue, this city.

The Louis Drug Co. has sold its branch store, corner of Harrison street and Cass avenue, to Hugo J. P. Brackrogge, of Saginaw.

W. C. Brown, St. Clair, who has for several years conducted a shoe and men's furnishing goods business, has sold his stock to Becker Bros., of Marine City, who will continue the business. W. T. Ballamy.

Late News About Michigan Bankers.

Saginaw—The capital of the new Saginaw Valley Trust Company has been increased from \$150,000 to \$200,000 with an additional \$50,000 surplus. It had been proposed to double the amount, but it was voted to add \$50,000 to the total besides the surplus. This will make the \$100 shares cost \$125 each, and give the company a good surplus at the start. The offices of the company in the Goeschel building on South Jefferson avenue are being fixed up, and it is expected they will be ready in about a month. Preparations are being made to begin business, and the

prospects are reported to be good with the company having practically a clear field in this section of the state.

St. Louis—F. A. Bernard, Cashier of the Commercial Savings Bank of St. Louis for 25 years, retired from active business last week. Mr. Bernard will remain in St. Louis for the present.

Scottville — Lon Wilson, Assistant Cashier at the People's State Bank, disappeared from his accustomed haunts last week and a search warrant might have been sent out after him had not some of his friends discovered in the Ludington papers that a license to wed had been issued for Mr. Wilson and Miss Bernice Terwilliger. Not even his relatives are informed as to the plans of the young people, but expect their arrival here in due time with the report that they are hereafter to be addressed as Mr. and Mrs. Wilson and that congratulations are in order.

Scared Them Off.

The lady from Great Littleton was talking to a friend who lived in Lesser Littleton.

"I've often wondered," she said presently, "why you all combined to get your minister changed. What had the old one done?"

The Lesser Littleton lady settled herself more easily in the chair.

"Oh, my dear, he was quite impossible!" she explained. "Why, he used to preach and talk about the responsibilities of marriage so much that none of the unmarried men in the village had the courage to propose."

Teeth are like verbs—regular, irregular and defective.

ROYAL BAKING POWDER

ABSOLUTELY PURE

Advertising that has encircled the globe for generations has taught women everywhere that ROYAL BAKING POWDER is absolutely pure.

Wherever there is a grocery store there are also many women who will buy ROYAL BAKING POWDER more often and use it with more satisfaction than any other brand.

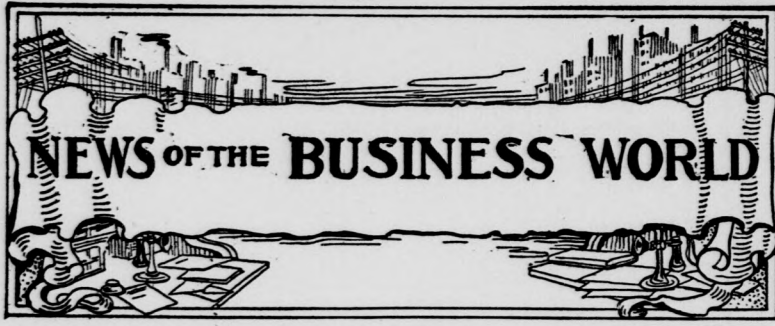
Contains No Alum—No Phosphate



ROYAL BAKING POWDER CO.

NEW YORK





Movements of Merchants.

Mendon—E. C. Stanton has added a line of shoes to his clothing stock.

Manistee—Mrs. Madge McLarty has engaged in the millinery business.

Constantine—Fred Castle succeeds James H. Slates in the poultry business.

Midland—E. J. LaCroix, recently of Bay City, has engaged in the shoe business in the Lewinstein block.

Hart—Gus Rost has engaged in the dry goods, women's ready-to-wear clothing and coat business in the Noret block.

Vicksburg—Claude Williams and Clair Dir have formed a copartnership and engaged in the cigar jobbing business.

Hawkins—W. E. Davis is erecting a store building which he will occupy with his stock of general merchandise about Sept. 30.

Zeeland—The Rief-Vanden Bosch Co. is closing out its stock of general merchandise and groceries and will retire from business.

East Jordan—The East Jordan Drug Co. has taken over the stock of the W. C. Spring Drug Co. who will continue the business.

Saginaw—The Style Shop, located at 113 South Jefferson avenue, has been incorporated with an authorized capital stock of \$10,000.

Ypsilanti—Mrs. Fred Rayworth succeeds John Hersey in the ownership and management of the Kumbak Inn on East Cross street.

Scotts—Walter H. Thompson, of Thompson Bros., dealers in general merchandise, was married recently to Mrs. Alta Forrester, at Kalamazoo.

Detroit—The Standard Plaster Co. has been organized with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Eaton Rapids—A. R. Boyd, who conducted a bazaar store here for the past two years, died at his home Aug. 28 as the result of a stroke of apoplexy.

Shelby—Shelby will celebrate her second annual Dollar Day Sept. 14. The one held last year was a big success and made a good impression on the farmers.

Eaton Rapids—J. T. Hall & Son have sold their agricultural implement stock to John Paulson, recently of Adrian, who will continue the business at the same location.

Detroit—The Clinton Motor Sales Corporation has been organized to handle and repair automobiles, parts, accessories, etc., with an authorized capital stock of \$30,000, all of which has been subscribed and \$15,000 paid in in cash.

North Branch—The Harper Elevator Co. has been incorporated with an authorized capital stock of \$10,000, all of which amount has been subscribed and paid in in property.

Blaine—The Blaine Co-Operative Co. has been organized to conduct a general mercantile and shipping business on a co-operative plan with an authorized capital stock of \$10,000.

Lansing—Vance Spaniola, wholesale and retail fruit dealer, will open a branch wholesale fruit store here.

Portland—Charles Towner succeeds William Ryan in the restaurant and cigar business.

Saginaw—The Saginaw Co-Operative Auto Supply & Enameling Co. has been organized with an authorized capitalization of \$10,000, all of which has been subscribed, \$200 paid in in cash and \$2,129 paid in in property.

Highland Park—The Armstrong-Beach Co., Inc., has engaged in the retail hardware business with an authorized capital stock of \$20,000, of which amount \$15,000 has been subscribed and paid in in cash.

Detroit—Sonnenberg, Tailor, has engaged in the general tailoring business with an authorized capital stock of \$25,000 common and \$10,000 preferred, all of which amounts has been subscribed and paid in in cash.

Detroit—The J. P. Scranton & Co. has been organized to carry wholesale and retail lumber, logs unmanufactured and manufactured with an authorized capital stock of \$28,800, all of which has been subscribed and paid in in cash.

Central Lake—Thurston & Co. lost their store building, stock of general merchandise and two warehouses by fire Aug. 31. The loss on the buildings amounted to about \$15,000 and was covered by insurance. The stock was a total loss.

Detroit—The Walker-Saxe Motor Co. has engaged in business to handle automobiles, accessories and operate garages, with an authorized capital stock of \$16,000, of which amount \$8,000 has been subscribed and paid in in cash.

Ypsilanti—J. M. Burkheiser and R. A. Fletcher have formed a copartnership and engaged in the men's furnishing goods and clothing business at the corner of Michigan avenue and Washington street under the style of Burkheiser & Fletcher.

Wakefield—The Sunday Lake Lumber Co. has been organized to handle wholesale and retail feed, grain, hay and other farm products, also fuel and lumber with an authorized capitalization of \$5,000, of which amount \$3,000 has been subscribed and \$1,800 paid in in cash.

Kalamazoo—Walter Hodges has sold a third interest in the Burdick House to his former hotel associate, William G. Nichols, of Madison, Wis., who will act as Secretary of the corporation and assistant manager and chief clerk of the hotel.

Port Huron—The Port Huron Company of Illinois has been organized to handle threshing machinery of all kinds, road making machinery, implements and vehicles with an authorized capital stock of \$100,000, all of which has been subscribed and \$10,000 paid in in cash.

Fountain—C. M. Gray, the druggist, has several anniversaries to observe this month. It was thirty-nine years last Sunday since he started in the drug business and on that day he also celebrated his 58th birthday anniversary. Mr. Gray is one of the oldest registered pharmacists in Michigan. He has held a certificate since the registration law went into effect in 1885. Mr. Gray has been a resident of Fountain for four years last April.

Ann Arbor—John Wahr, a leading shoe merchant of this city, died Sept. 5 following an operation for appendicitis performed last Friday. Mr. Wahr was born in this city, and had lived here all his life. He went into the shoe business in 1893 and at the time of his death, owned the two largest shoe stores in Ann Arbor. He is survived by two sons, Fred, an instructor in German in the University of Michigan, and Charles, who is manager of his father's State street store. Had he lived Mr. Wahr would have been 58 years old next week.

Manufacturing Matters.

Climax—Fire damaged the Climax creamery to the extent of about \$100 Sept. 1.

Detroit—The La Bell Funeral Motor Car Co. has increased its capital stock from \$25,000 to \$50,000.

Concord—The stockholders of the Crystal Creamery Co. have sold the plant to Elmer Vetter, who will continue the business.

Plainwell—Albert Dean is erecting a cement block building which he is equipping with machinery preparatory to opening a creamery about Sept. 30.

Coldwater—The Princess Manufacturing Co., of Detroit, will open a branch factory here about Oct. 14, when the building it is remodeling will be completed.

Ludington—Lubetsky Bros., cigar manufacturers of Grand Rapids, will open a branch factory in the Tubbs building. Max Lubetsky will be manager of the business.

Battle Creek—The American Steel Adjustable Screen Door Co. has increased its capital stock from \$50,000 to \$100,000, also changed its name to Steel Age Manufacturing Co.

Saginaw—The Nitro Products Co. has engaged in business to manufacture artificial silk, leather, horse-hair, varnish and other nitro cellulose products and chemical compounds, with an authorized capital stock of \$50,000 common and \$50,000 preferred, all of which has been subscribed and \$50,000 paid in in cash.

Detroit—Galvin-Gilmour has been incorporated to manufacture and sell women's and children's wearing apparel, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

Detroit—The Security Trust Co., as receiver for the Williams Bros. Co., has petitioned the United States District Court for permission to sell the remaining \$50,000 of the \$250,000 of receiver's certificates authorized for the purchase of raw materials for the pickle manufacturers. Hearing will be held Sept. 11.

Detroit—The Western Manufacturing Co. has engaged in the manufacture of electric welders, automobile horns, hood clamps, etc., with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Detroit—The Security Trust Co. has petitioned Philip T. Van Zile, Judge of the Circuit Court, for permission to sell at auction the assets of the P. R. Manufacturing Co., for which the trust company is receiver. Hearing will be held Sept. 15.

Detroit—The Detroit Ice Machine Co. has been organized to manufacture ice making and refrigerating plants and parts and accessories with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Marquette Machine Co. has been incorporated to carry on a general machine shop business and the manufacture of auto parts with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Ann Arbor—The C. A. Sauer Co. has engaged in the manufacture of all kinds of building materials and supplies and general contracting business with an authorized capital stock of \$200,000, of which amount \$153,740 has been subscribed and paid in in property.

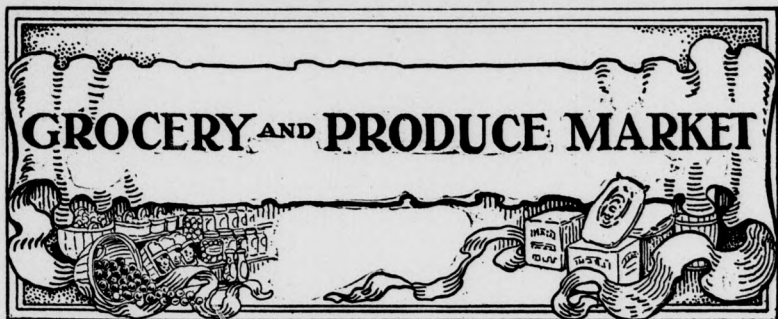
Adrian—The Economy Drawing Table Co., of Toledo, Ohio, has purchased the plant of the Gray Furniture Co., which has been in the hands of a receiver since last December. The Toledo company will re-open the plant and manufacture its entire line, heretofore jobbed.

Detroit—The Colonial Motors Co. been incorporated to manufacture and handle automobile parts and accessories with an authorized capitalization of \$150,000 common and \$50,000 preferred, of which amounts \$105,000 has been subscribed, \$5,000 paid in in cash and \$150,000 paid in in property.

Detroit—The American Ball Valve & Manufacturing Co. has been incorporated to cast and manufacture machine tools and deal in metal products with an authorized capital stock of \$50,000, of which amount \$35,100 has been subscribed, \$7,000 paid in in cash and \$28,100 paid in in property.

James M. Goldstein is unable to furnish his usual letter this week because of inflammation of the eyes which he contracted on his recent trip through the State.

Gold has benefited hundreds— and ruined thousands.



Review of the Grand Rapids Produce Market.

Apples—Duchess, Astrachans and Transparents command \$1.25 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—75c per bu.

Blackberries—\$1.50 per 16 qt. crate.

Butter—The market is firm but unchanged for the week. There is a fair supply and heavy demand. Considerable butter is still coming out of storage and more would have come out if the railroad strike had occurred. Creamery grades are held at 31½c in tubs and 32½c in prints. Local dealers pay 25c for No. 1 in jars and 21c for packing stock.

Cabbage—\$1.40 per bu.

Carrots—75c per bu.

Celery—20c per bunch.

Cocoanuts—\$6 per sack containing 100.

Cucumbers—50c per dozen for fancy hot house; 60c for extra fancy.

Eggs—Receipts are light and the consumptive demand is heavy. The fresh receipts show no improvement in quality as yet, and the withdrawals from storage in August are heavier than for years on account of the light receipts and large consumption. Local dealers pay 26c for candled, loss off, cases included. Their selling prices this week are 29c for candled extras, 27c for first and 26c for seconds.

Egg Plant—\$1.50 per dozen.

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, \$7 per box for choice and \$7.50 for fancy; Messinas, \$6 per box.

Lettuce—\$1 per bu. for leaf; \$3 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; Gold Coin, \$1 for flats and \$2.50 for Standards.

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.

Pears—Bartlett, \$1.25@1.50; Anjou \$1@1.25.

Plums—Lombards, \$1.25; Bradshaws, \$1.40.

Peppers—Home grown, \$1.50 per bu.

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

Potatoes—New \$1.75 per bu. Virginia cobbles, \$5.25 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.

Sweet Potatoes—\$3.75 per bbl. for Virginias.

Tomatoes—\$1 per bu.

Turnips—65c per bu.

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

Water Melons—\$3 per bbl. of 8 to 10.

Wax Beans—\$1.50 per bu.

Whortleberries—\$1.75 per 16 qt. crate.

The Grocery Market.

Sugar—Federal declined to 6¼c this morning; other refiners, 7c. The consumptive demand is still very poor. September is usually the best month of the year, but not so much is expected of it this year.

Later—Howell and Arbuckle have reduced their price to 6¼c.

Tea—The strike agitation at least has aroused the country to a realizing of the moderate supplies that grocers are carrying and even though the trouble is avoided temporarily, it is argued in the trade that orders will be forthcoming. Some circles look for a material improvement in business. Ceylon Indias are feeling a little firmer on the other side, and so are Moyunes. The market on this side is not materially changed; in fact, it is hardly changed at all, but if the advancing tendency continues on the other side, it probably will be changed before very long. August was an exceedingly dull month for tea.

Canned Fruits—The only movements in canned fruit are those of normal trade and consumptive demand. As a rule, the prices are firm but not changed from week to week, so long as green fruit is to be had. Apples show no change but are firm.

Some packers are holding for an advance. California canned goods are unchanged and quiet. Small Eastern staple canned goods are, in most lines, very firm on account of scarcity. This applies particularly to blackberries, cherries and strawberries.

Coffee—Speculators have advanced Rio and Santos grades ¼@½c. There was no reason for this whatever, as the market conditions are entirely unchanged. The demand has been rather fair. Mild coffees are very dull and entirely unchanged in price, as are Java and Mocha.

Canned Vegetables—The packing season for tomatoes is in full swing and the crop outlook is so uncertain and spotty as to change a weak 90c market to an 87½c basis, with occasional packers offering goods at 85c for quick realization of cash. Evidently some packers are storing away more goods than they anticipated and finding it difficult to finance any extra burdens, are ready to part with goods at a quick turn of cash, so long as they see the way clear to fill their obligations to orders placed weeks ago. There has developed some interest in peas but it emanates chiefly from packers' desirous of quick trades. The prices suggested are 80c for standards and 85c for extra standards, but there is no report of trading. Corn is inactive but the outlook is better than heretofore for a fair pack.

Canned Fish—There is no interest in canned fish, now that the leading grades of salmon are out of the arena of trading and other fish uncertain as to catch. There is a little enquiry for pink, but holders are too firm to encourage trading. Domestic sardines show no change. The price is comparatively high on account of scarcity. Imported sardines are about unchanged. New Norwegian sardines are being offered but at prices way above normal, and American buyers are not willing to take hold of them. Some of the advertised brands of Norwegian sardines have gotten so high that they are almost out of the 20c seller class. As a matter of fact, the ordinary brands can hardly be sold with any profit to the retailer at 15c. Tuna fish are firm and unchanged in value. All that comes forward is eagerly snapped up, frequently at a premium for selected packings.

Dried Fruits—The interest in dried fruits appears to remain in prunes, and that is confined to the Coast, where packers and growers are still fighting it out as to prices. The new fighting front remains at 5½c, and rumors will indicate that some packers have supplied their needs at that figure or better. Evidently the growers feel that the time has come to stiffen up, for the report is that trading shows an upward tendency in price. Some instances are reported of the anomaly where packers buy at 5¼c and sell at 4¾c, but, of course, this does not include the elastic leeway between bulk and graded basis prices and what can be done by the alchemy of the packing house. There appears no interest in raisins save spots, and those are out of the question, save through the beneficence and

grace of the kind-hearted "trust." Apricots take an occasional flicker of interest, but it ends in enquiry in most cases. Peaches refuse to budge at this end of the line, but reports from the Coast indicate a firm tone to the holders' position.

Cheese—The market is very firm at an advance of 1c per pound. The advance appears to be general. In some Western markets the price has advanced 1½c and in Canadian markets about 1c. The cause is the continuation of the export demand and the heavy domestic consumptive demand.

Rice—The situation shows little change. There is a hand-to-mouth buying, and the trade is not inclined to stock up for the present pending readjustment in the South. In New Orleans the crop is coming forward freely, but the quality is poor, due to rain damage. Foreign rice is quiet.

Provisions—Smoked meats are firmer and show an advance of ½c per pound. This applies to all cuts and is caused by the good consumptive demand and the light supply. On account of the continued high price of hogs, pure lard has advanced 1c. Compound has advanced ¼c in sympathy with pure. Cottonseed oil is about unchanged. Barreled pork is up about 50c in sympathy with hogs and is in fair demand. Dried beef is firm and unchanged with a good demand. Canned meats firm and unchanged.

Salt Fish—Shore mackerel have made no change since the last report. The supply appears to be fair, but on account of the scarcity of other mackerel the market in a jobbing way is around \$23 per barrel, and in Gloucester is about \$1 above that. Summer Irish mackerel are available at prices around \$18 a barrel. This is at least \$7 above normal. There is practically no old Norway mackerel about except a few 1s and 2s. It is expected that we will get about 15,000 barrels of new Norway mackerel in this country this year. This is probably about one-third of what might come over in a normal year. New fish is now being offered from the other side at prices which are almost prohibitive. Cod, hake and haddock are unchanged at the recently quoted prices.

Every once in so often the cry is raised that there are too many lawyers in politics and that men engaged in other professions and business ought to seek office. Out in Colorado one candidate for state senator is secretary of that State's retail merchants' association. The organization has endorsed two other members for state senator, and six others for state representatives. Most of these men are grocers and they are expecting support from the retail merchants in all lines.

The Commercial Credit Co. announces that its 400 page rating book will be ready for distribution in about three weeks. It will contain the names, locations, occupations and ratings of about 25,000 consumers residing in Grand Rapids and suburban towns.

Bankruptcy Proceedings in Southwestern Michigan.

St. Joseph, Aug. 14—In the matter of Louis Goldstein, of Benton Harbor, the first meeting of creditors was held at St. Joseph. Ara Weldon, of Benton Harbor, was appointed trustee, his bond being fixed at \$500. Loomis K. Preston, of St. Joseph, Frank Hammond and Wilbur Cunningham, of Benton Harbor, were appointed appraisers. The bankrupt was sworn and examined by the referee and the meeting adjourned for thirty days. The schedule of the bankrupt filed show the following:

Secured or Prior Creditors.	
Esie Goldstein, Benton Harbor ..	\$ 45.00
Bennie Cohen, Benton Harbor ..	45.00
Lillian Goldstein, Benton Harbor ..	15.00
Charles Goldstein, Benton Harbor ..	75.00
Sam Goldstein, Benton Harbor ..	40.00
Harry A. Plummer, Benton Harbor ..	60.00
Total	\$280.00
Unsecured Creditors.	
Wm. J. Ellis & Co., Chicago ..	\$351.45
John Fredricks, Chicago ..	225.00
Berrien County Bank, Benton Harbor ..	1,247.00
Podesta & Rafetta, Benton Harbor ..	125.00
Crutchfield Woolfolk & Clare, Chicago ..	210.00
Rivara Bros., Chicago ..	459.40
Cuneo Bros., Chicago ..	95.60
M. Piowaty & Sons, Chicago ..	273.25
Reed & Cheney Co., Grd Rapids ..	214.80
A. T. Johnson & Sons, Chicago ..	310.52
Baker's Asphaltum Ready Roofing Co.	45.00
Twin City Milling Co., St. Joseph ..	20.00
Bell Telephone Co., St. Joseph ..	43.00
Ira D. Kay & Co., Chicago ..	180.20
J. Ellis Slater, Chicago ..	674.05
M. Baker & Co., Chicago ..	81.00
Shafton Co., Chicago ..	873.70
Gridley Maxon & Co., Chicago ..	73.25
Welch & Welch, Chicago ..	22.25
Thomas S. Smith, Chicago ..	7.50
J. Shoenburg & Co., Chicago ..	123.05
Chicago Celery Co., Chicago ..	20.10
Charles Guhl & Co., Chicago ..	227.90
George E. Ford, Chicago ..	57.00
Horitz Bros., Chicago ..	612.40
Henry Martin & Co., Chicago ..	238.75
M. Lapisus & Co., Chicago ..	835.95
Coyne Bros., Chicago ..	1,146.40
F. E. Nellis & Co., Chicago ..	57.50
O. A. Watson & Sons, Chicago ..	315.17
S. F. Sbertoli, Chicago ..	403.20
J. Hartman Bros., Chicago ..	27.25
Storch Bros., Chicago ..	10.29
Graham & Morton Transportation Co.	200.00
Total	\$9,906.93
Assets.	
Real Estate	\$2,000.00
Household goods	250.00
Accounts receivable	2,933.24
Total	\$5,183.24

Aug. 15—In the matter of Warren & Company, a copartnership, George L. Warren, Frank Warren, Bessie Warren and William Layman, bankrupt, of Niles, the inventory and report of appraisers was filed, showing total appraised assets of \$4,110.28, whereupon the trustee was authorized to sell the same at public or private sale, and, if desired, without notice to creditors Charles E. White, the trustee, of Niles, filed his bond and the same was approved and the trustee directed to proceed with the administration of the estate.

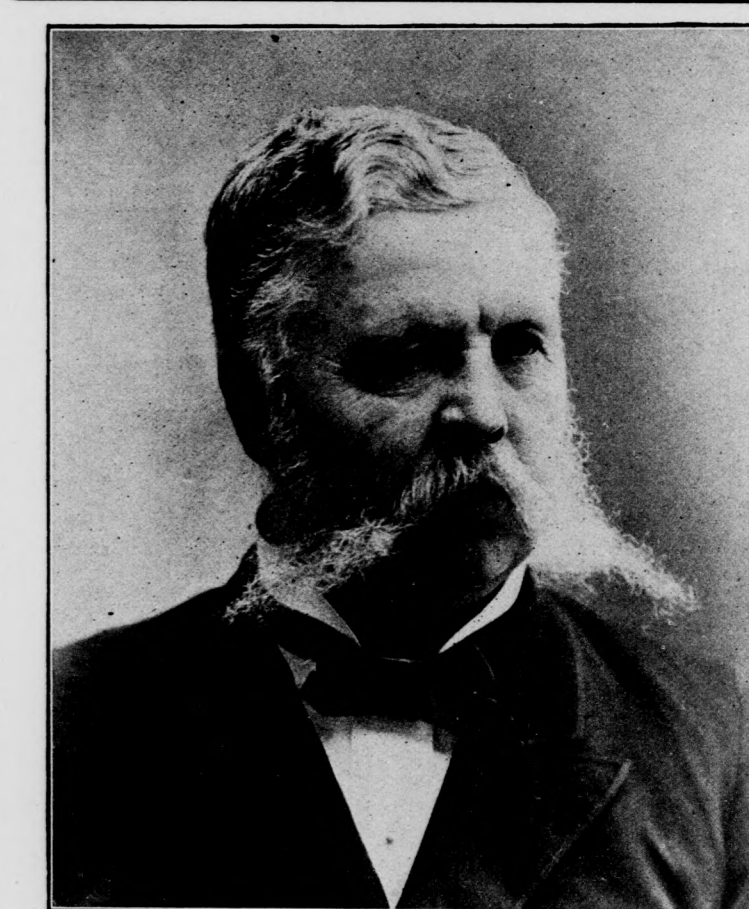
Aug. 18—In the matter of Louis Goldstein, bankrupt, of Benton Harbor, the trustee, Ara Weldon, filed his bond and the same was approved by the referee. The inventory and report of appraisers was filed showing assets of the appraised value of \$461, whereupon an order was made directing the trustee to sell the entire assets after notice to creditors.

In the matter of Marion J. Otis, doing business as the Otis Electrical Co., of Benton Harbor, the inventory and report of appraisers was filed showing total assets of \$528.30, whereupon the

trustee was directed to sell the same at once.

Aug. 17—In the matter of the Spencer & Barnes Co., a corporation, bankrupt, of Benton Harbor, the trustee filed his third report and account, showing cash collected of \$33,808.03 and disbursements of \$24,194.25, leaving a balance on hand of \$9,613.78, with request that a second dividend of 10 per cent. be declared and ordered paid. The report also showed that the trustee had claims for the recovery of preferences of the estimated value of \$7,000. If the preferences are recovered, creditors will receive from 35 to 40 per cent.

Aug. 19—Ezra V. Hayden, a farmer of Porter township, Van Buren county, filed a voluntary petition and was adjudged bankrupt and the matter referred to Referee Banyon. With the petition was filed a pauper affidavit, showing no assets at all, although property to the value of over \$400 was claimed as exemptions. The following are scheduled as creditors:



George W. Thayer, the oldest grocer in the city, died at his home at 446 Ionia avenue, N. W., Saturday night after many weeks of poor health. He had been confined to the house for the last week. Mr. Thayer was one of the most prominent pioneer residents of the city. He served as Mayor in 1877 and was President of the Old Settlers' Association for twenty-one years. He resigned last January on account of poor health.

Secured Creditors.	
First State Bank of Decatur ..	\$2,275.00
Estate of H. P. Waters, Paw Paw ..	1,000.00
Juan McKeyes, Lawton ..	165.00
Total	\$3,440.00
Unsecured Creditors.	
Ira J. Hayden, Lowell ..	\$751.36
A. Stern & Co., Lawton ..	200.00
Andrew Hall, Lawton ..	115.00
Charles H. Showens, Lawton ..	50.00
Lambert & Co., Lawton ..	100.00
Kalamazoo Tank & Silo Co., ..	165.00
John Andrews, Dowagiac ..	80.00
Estate of M. J. Hall, Lawton ..	100.00

Hayden, bankrupt, of Porter township, Van Buren county, an order was made calling the final meeting of creditors at Paw Paw on September 5, for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

Albert Maile, Kalamazoo	10.00
A. E. Dunn, Decatur	30.00
M. E. Chadwick, Decatur	20.00
Total	\$1,621.36

Aug. 21—In the matter of Elmer E. Stamp, bankrupt, of Cassopolis, the trustee, Donald Reshore, of Dowagiac, filed his final report and account showing total assets of \$1,309.60 and disbursements of \$595.62, with request that a final dividend be declared.

In the matter of Spencer & Barnes Co., a corporation, of Benton Harbor, bankrupt, the trustee's objections to the claim of the Manufacturers Exhibition Building Co., also claim for damages made by same corporation, was adjourned for ten days.

Aug. 22—In the matter of the Ross Cabinet Co., bankrupt, of Otsego, the trustee filed his final report and account, showing total assets of \$7,022.32 and disbursements of \$5,911.61, leaving a balance on hand of \$1,110.71.

Aug. 23—In the matter of Ezra V.

proving of claims, and the declaration and payment of a second dividend of 10 per cent.; also the transaction of such other business as may properly come before the meeting.

Aug. 25—In the matter of Warren & Co., a copartnership, George L. Warren, Frank Warren, Bessie Warren and William Layman, bankrupt, of Niles, the trustee filed his report of sale, showing that he had received an offer of \$900 for the assets of the bankrupt estate, consisting of the stock of hardware, and requested that the sale be disaffirmed and he be granted authority to offer the stock for sale by public auction. The petition was granted by the referee and an order made directing the trustee to sell the entire stock.

Aug. 26—In the matter of Elmer E. Stamp, bankrupt, of Cassopolis, an order was made calling a final meeting of creditors at the referee's office on September 7 for the purpose of passing upon the trustee's final report and account, the declaration and payment of a final dividend, the allowance of claims and the payment of administration expenses. Creditors were directed to show cause why a certificate should not be made by the referee favorable to the discharge of the bankrupt.

Aug. 28—In the matter of the Ross Cabinet Co., bankrupt, of Otsego, an order was made calling the final meeting of creditors at the referee's office on September 8 for the purpose of passing upon the trustee's final report and account, the declaration and payment of a final dividend, the payment of administration expenses and the transaction of such other business as may come before the meeting. Creditors were directed to show cause why a certificate should not be made by the referee recommending the discharge of the bankrupt.

In the matter of Marion J. Otis, bankrupt, of Benton Harbor, the adjourned first meeting of creditors was held at the referee's office and the trustee's first report and account considered. The trustee was directed to file a further report. Claims to the amount of some \$800 were allowed and the meeting adjourned for four weeks.

Aug. 30—In the matter of Spencer & Barnes Co., a corporation, bankrupt, of Benton Harbor, the trustee's objections to the claim of the Manufacturers' Exhibition Building Co., of Chicago, also its claim for damages, came on for hearing before the referee, who found that the trustee was entitled to damages in the sum of \$300, whereupon the objections to the claim were sustained, and the claim allowed less the sum of \$300.

Aug. 31—In the matter of Warren & Co., a copartnership, George L. Warren, Frank Warren, Bessie Warren and William Layman, bankrupt, of Niles, the adjourned first meeting of creditors was held at the referee's office and unsecured claims to the amount of \$767.41 allowed. An order was also entered confirming the trustee's report of exempted property and allowing Frank Warren and George L. Warren their exemptions as claimed.

Sept. 1—In the matter of the Whitcomb Hotel & Mineral Baths, a corporation, of St. Joseph bankrupt, upon the trustee's petition for Clarence E. Blake, former Secretary and General Manager of the bankrupt, to account for the sum of \$9,300 or thereabouts, alleged by the trustee to be the property of the bankrupt estate, the referee made an order finding that Mr. Blake was indebted to the bankrupt estate in the sum of \$1,301.67 and directed that the same be turned over to the trustee within ten days.

Sept. 2—In the matter of Louis Goldstein, bankrupt, of Benton Harbor, the trustee filed his first report and account with petition for leave to bring suit against several parties at Chicago and other places for the recovery of preferential payments. The petition was considered and granted by the referee. The trustee also filed his report of exempted property. The trustee was directed to file a further report, showing the condition of the bankrupt estate.

Honks From Auto City Council.

Lansing, Sept. 5—W. G. Curtis (Reliance Engineering Co.) and family have returned from a very pleasant two weeks' vacation, which they spent visiting friends and relatives in the Northern part of the State. They made the entire trip with their tin lizzie.

H. G. Gill (Bateman Manufacturing Co.) will again make Grand Rapids his home after two years of Lansing life. The transfer is made necessary by re-arrangement of territory. Mr. and Mrs. Gill are royal entertainers and have made a host of friends during their stay in our city.

Henry Palen, the popular young druggist of Comstock, was united in marriage with Miss Margaret Smith at the home of the bride's parents on Columbia street, west of Mason, at high noon to-day. Both bride and groom are well and favorably known in Mason and vicinity and a host of friends extend congratulations.

As predicted, the annual picnic of our Council held Aug. 12 at Pine Lake was a huge success from start to finish. The weather was ideal, everybody was good natured and there was no accident to mar the pleasures of the day. It was a jolly crowd that gathered around the tables at noon and those unable to attend missed an exceptional day's outing. The chairman of the committee on arrangements had everything in readiness and the sports were well arranged, with many beautiful gifts which were awarded to the winning contestants. Senior Counselor E. P. Oviatt won the boat race and R. W. Dunham the free-for-all running race. The girls' race was won by Hazel Alexander and honors were even between Mrs. Harrison and Mrs. Glancy, each winning two contests. The former is credited with both the napkin and shoestring contests and the latter with the nail driving and ball throwing contests. Mrs. Glancy is espec-

ially proud of her prizes, but her genial spouse hints that it cost half a keg of nails and several hundred feet of lumber for training purposes. An unusual amount of merriment was brought out by the napkin contest and a word of explanation might not be out of place. Each lady entering the contest was blindfolded, as well as her husband. Then, after a thorough mixing, each lady tried to find her own, aided only by the sense of feeling. We believe the contest was entirely fair, as none had any opportunity to use their favorite brand of perfume. The prize in this contest was the set of napkins used as blindfolds. R. W. Dunham (Alfalfa Products Co.) provided a large cask of ice cold "Alfa Lusa" for the occasion, which was greatly appreciated, as well as a very generous supply of fine watermelons which were donated with the compliments of Lowel Harris, of the Capital Auto Co. Logan's orchestra was secured and the pavilion reserved for two hours and those who wished to do so indulged in their favorite pastime of dancing. The large motor boat made several trips around the lake for the benefit of those who wished to ride and the entire day was full of enjoyment. A vote of thanks is due Mr. Glancy for the efficient manner in which all arrangements were made and carried into effect. H. D. Bullen.

Chamber of Commerce to Be Organized at Hillsdale.

Hillsdale, Sept. 5—With the pledging of 300 memberships the active work of building a Chamber of Commerce for Hillsdale have been brought to a close and organization will take place the fore part of next week. The climax of the campaign to organize a co-operative body to work for the betterment of the entire community came this morning when twenty citizens interested in the movement pledged the balance of sixty memberships considered by the cam-

paign committee necessary to the formation of a substantially financed organization, equipped to meet all the needs and prospective demands involved in advancing the interests of this city.

Preceding the action this morning, the campaign committee had secured 240 of the 300 memberships which, it had been unanimously agreed after thorough investigation, would be required to ensure Hillsdale a chamber of commerce with sufficient capital so that it could and would work as a strong, coherent body to remedy conditions tending to prevent the city from taking its proper place among the live communities of the State. These sixty pledged memberships will be sold later to individuals, as the demand for a share in the activities of the Chamber of Commerce makes its inevitable appearance as the value of the work and the privilege of joining in it impress themselves upon persons who have not yet joined. While held by this committee these memberships will not be voted, but the money for them is already guaranteed to the credit of the Chamber of Commerce.

Germs on Postage Stamps.

Despite the warnings that have been issued from time to time against the practice of moistening postage stamps by licking them, two investigators who have just contributed an account of their work to The Medical Record could find in scientific literature very little evidence of actual examination into the relation between stamps and bacteria. They, therefore, examined fifty stamps bought in various stores in Philadelphia, including the central post office. On forty-eight out of fifty bacteria were found, but with the possible exception of two cases no organism pathogenic in type was encountered.

The latter circumstance is encouraging, but it may well have been accidental. Where bacteria of any sort abound at least a few of disease-bearing propensities are apt to turn up from time to time. If forty-eight out of every fifty postage stamps have bacteria on them, one does not feel like taking a chance on all these bacteria being harmless. That, at least, is the conclusion which these investigators have reached, and they believe that their studies confirm very positively the general impression that licking postage stamps is not good for the health. They, therefore, advocate a movement to have installed in all places dispensing postage stamps a moistening device of some sort, and they suggest that the United States Government could start such a movement with beneficent results in its post offices. The suggestion seems to be an excellent one. Why shouldn't Uncle Sam take it up?

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Sept. 6—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, 32@33c, fancy henery 36@40c.

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

Beans—Medium, \$5.75; pea, \$5.50@6.65, Red Kidney, \$6.00; White Kidney, \$6.00; Marrow, \$6.25.

Potatoes—\$1.50@1.60 per bu. Rea & Witzig.



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

Barney says—

One of my friends thought the coffee at our house was so good that we must pay 40c a pound for it.

I told him it was Worden's Nedrow, which was worth 40c a pound, and retails for only a quarter. It's so good that I sometimes think we ought to charge more for it, but I guess I couldn't get the house to raise the price unless they had to.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

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E. A. STOWE, Editor.

September 6, 1916.

THE PUBLIC BE DAMNED.

When one of the Vanderbilts uttered the expression which serves as the caption to this editorial, the public took the speaker at his word, accepted the sentiment as expressing the ideas of all railway officials and, by agitation, legislation and litigation, proceeded to create an opposition which cost the railways of this country a hundred million dollars.

In thirty years railway officials have changed from arrogant aristocrats, responsible to no human agency and responsive to no human sentiment, to law abiding citizens who so shape their conduct and action as to conserve the interests of the public they serve and the stockholders they directly represent.

Unable to learn by the experience of others, the railway brotherhoods have now voluntarily assumed the mantle of the obnoxious Vanderbilt. To threaten to plunge the whole land into distress, if they did not at once win their case—especially to order a strike before the door of negotiation and possible sentiment was closed—was infallibly to forfeit popular approval. This is the danger which the unions needlessly run into. Their unprecedented and unpatriotic action necessarily meets with overwhelming public condemnation; and the end can scarcely be other than failure and the breaking of the power of the unions for a long time to come.

Another mistake which all along was latent in the demands of the railway unions is that they played a political game. They sought to take advantage of the fact that this is Presidential year and that the present incumbent of the White House was anxious to placate them in order to further his personal and political ambition, even to the extent of betraying the sacred trust reposed in him by the people to uphold the dignity of the Nation and the freedom of her institutions.

Not that political motives entered admittedly into the whole affair; but the implication was made perfectly plain that the labor vote was to be conciliated or offended. This is not a suggestion which the public will ever take to kindly. Let the dispute over wages and hours be settled on

its merits. To drag in politics is bad tactics for either side that attempts to do it.

The crowning blunder of the brotherhoods, however, remains to be mentioned. In addition to challenging public opinion they challenged the power of the Nation as vested in the President and Congress. They took the ground that there is not power enough in the American Government to avert the National disaster of a general railway strike, and pressed their case in such a manner as to disgust every decent man in the country and dismay every patriot in the Nation.

It is not so much Von Hindenburg the man as Von Hindenburg, the national hero and ideal whom the Kaiser has placed at the head of the German General Staff so soon after raising him to the post of commander-in-chief of the German armies on the Eastern front. It does not follow, because Von Hindenburg knew the Masurian swamps like the palm of his hand and bagged his Russians by the hundreds of thousands, that he can bring the same minute knowledge to bear on the couple of thousand miles of German war-front with the same decisive effect. About him is the popular halo of victory, to be sure, but the victories he has to his credit are by no means the greatest that the German armies have won in the course of the war. Rather it is the personality of the man that impresses his countrymen in these serious times. The great bulk, the massive, unemotional face, the curt economy of words—these would appear to the German people, in their present dire adversity, as the embodiment of the fundamental national traits of rugged strength and patience to which Germany must now look. Her brilliant strategists and technicians have failed her. For the problem of durchhalten which now confronts her, she has recourse to the man whose very physical dimensions suggest the feste Burg to which a nation encompassed with enemies would turn for refuge.

As to the future of the submarine, it is hard to prophesy. There appears to be no limit to her size and cruising radius. As a destroyer of commerce her future appears to be even more startling than her past. But the ability of a submarine to take part in fleet actions is still questionable. Above the water she is just an egg shell, and will always be one no matter what her size. Under the water she is wholly blind. Even with her periscope above water she is near-sighted. Future inventions which may increase her efficiency are equally likely to increase the efficiency of the fact surface boats, her enemies. All that can be said of the submarine today is that she has become a recognized sea type, possessing a sphere of usefulness which may either increase or decrease, but which will probably increase.

Quite a number of young men who graduated from college this spring are now busy trying to acquire an education.

GREAT GOLDEN STREAM.

The announcement that the Ford Motor Co. made nearly \$60,000,000 in profits on an output of 500,000 cars—an average profit of \$120 per car—looms large in the public mind. The Ford concern is making a net profit of about 1,000 per cent. a year on its original capital, and this rate is steadily increasing. Most manufacturing establishments have to work hard to make 10 per cent., are doing extremely well if they make 20, and have to be constantly taking into account the possibility of their profits in a given year being wiped out altogether.

The dazzling magnitude of the profit is itself sufficient to challenge imagination and to provoke reflection. The rapidity with which the scale of great fortunes, especially American fortunes, has changed in the past few decades is something the like of which the world has probably never before witnessed. Men now hardly past middle life were brought up with the idea that the Astor fortune represented the boundless possibilities of profit in real-estate investments, the Vanderbilt fortune the result of control of transportation opportunities, while the name of A. T. Stewart stood forth as that of the merchant prince par excellence. Two or three decades later, these were thrown into the shade, especially as regards rapid accumulation of colossal wealth, by the names of Carnegie and Rockefeller. But even the Carnegie and Rockefeller fortunes appear to have been piled up by a hard, slow and lumbering process when one sees this great golden stream flowing into the coffers of a man who not long ago was a simple mechanic, who has had no recourse to combination or manipulation or oppression or extortion, who has simply offered his wares to a public eager to buy them, and distanced his competitors by no other art than that of turning out his product by more perfect or more economical methods than they have been able to devise or execute. Mr. Ford has simply made automobiles and the public has bought them; and his own personal profit in this one business year was greater than the entire fortune left by A. T. Stewart after a lifetime of such strenuous endeavor as made his name a synonym for business success.

While the income of Mr. Ford stands alone in its startling and sudden magnitude, a little reflection will suffice to show that there are many examples not so far away from it but that they would have been accounted astonishing not many years ago. These successes have been due to the enormous scale on which any standardized kind of business can now be carried on, even without the aid of any privilege in the shape either of patents, control of natural resources, or any monopolistic devices. In a nation of a hundred million people, with the means of purchasing comforts and modest luxuries so widely diffused as they are among us, and with the facilities both of advertising and of transportation so highly developed, to be the foremost, or one of the foremost, in any line is to tap

a vein richer than the mines of Golconda. The veriest trifle, if everybody wants it, means much; to get an average of a cent a year of profit out of 100,000,000 people means an income of a million dollars to the man who finds himself in that position. Out of this state of things have arisen scores of great fortunes, many hundreds of lesser ones; and while the name of Astor still remains the single shining example of the possibilities of the "unearned increment" on the value of land, a list of great length might be made of those who have become not only millionaires, but multimillionaires, by the simple process of successful handling of industrial problems or successful catering to the wants of their hundred million fellow-citizens.

In the Decline and Fall of the Roman Empire, it is stated that the military party of the Roman Empire became so arrogant that it demanded obnoxious class legislation in its own selfish interest and accomplished its ends by intimidating the members of the Roman Senate. No loyal American ever expected to see a repetition of such high handed methods in this country, yet a handful of organized union labor men, represented by four unscrupulous union leaders, choked the 8 hour law for the so-called brotherhoods down the throats of Congress only five days ago. This is the first time in the history of the Republic that such a measure was ever enacted under threat of revolution and anarchy by a gang of organized intimidators. It is the first step in the downfall of the Republic and the subversion of free institutions. If this outrage is tolerated by the American people and a single man returned to Congress who voted for this contemptible subterfuge, the boasted liberty of America is a hissing and a by-word.

An interesting incident in connection with the threatened railroad strike was a conversation reported as having taken place among the presidents of the several companies, some of whom feared that they might be marooned in Washington and unable to get away if no trains were moving. Thereupon one of their number spoke up and said that if anyone would furnish the coal he would make up a train and run the engine anywhere, and that he knew another railroad president who in the old days sat on the other side of the cab with him and whose assistance he could count on as a fireman again. It then became apparent that there were others among the railroad presidents and general managers who had worked their way up from the cab and who were entirely able and competent to recall how it is done and to do it. It can be safely set down that those at present in the highest positions who came up through the several places along the line are the most competent, most masterful and most efficient.

It isn't that coal is not cheap enough, but dealers are willing to take too much for it.

THE COWARDLY SURRENDER.

The Tradesman invites the special attention of its readers to the letter from Professor Taussig on the present governmental crisis which is printed herewith. To comment on it would be superfluous. Its points are simple, direct and vital. They deal not with the sinuosities of a special situation, nor with the perplexities of a particular economic problem, but with principles as broad and as fundamental as democratic government itself. To the force which inherently belongs to what Professor Taussig says in this letter must be added all the weight which attaches to his eminent position as an economist and to his almost unique reputation as an impartial, mature, and humane thinker on the great questions of industrial society. When the present flurry is over and men's minds settle down to a clear and sober judgment of what has been taking place, we make no doubt that the view expressed in Professor Taussig's letter will be registered as the general verdict of the Nation.

With profound regret and disappointment, I enter a protest against the way in which President Wilson and Congress, following the President's lead, dealt with the railroad strike situation.

I protest because the policy is one of surrender. We are told the business of the country must go on, that arbitration has failed, that such a situation must not be allowed to develop again, but that now we are helpless. What does this mean? That a body of men may call on society to stand and deliver and that society must submit. This is a cowardly attitude and, moreover, one that invites continued recurrence of the same fatality. The men will naturally smother or put off the measures designed to prevent recurrence; they will keep themselves in the same dominating position. Ample machinery for arbitration is in existence now. It has been very lately remodelled in accordance with the very wishes of the railroad brotherhoods, but they will not allow it to be used, nor will they agree to any other that is suggested. The same attitude is sure to be taken in the future. If we submit to the threat of ruin now, we may be certain that the same threat under the same essential conditions will be enforced again and again; and not only by these men, but by any and every body of men who happen to be stationed at vital industrial points.

The justice of the men's demands is not material in such an emergency as the present. Nobody pretends that there is any obvious crying injustice, any intolerable evil which cannot be endured for a moment. Whether this particular demand for an eight-hour day, for these men under these proposed conditions, ought to be granted, I do not undertake to say. It is precisely the matter on which impartial investigation is needed. But one's attitude on the eight-hour question is not material. The essential question is: Shall any body of men be permitted to secure their demands

by threatening society with a complete breakdown of industry?

I say permitted—shall they be encouraged? The attitude of the Government has been one to encourage the policy of rule or ruin. We are told that a crisis of this kind must not be allowed to come again, which is an admission that it ought not to be allowed to come now. President Wilson's wise course would have been to urge the men, as well as the railroads, to get together; to tell the brotherhood leaders, not that the country was helpless before them, but that he would publicly urge their members to remain at work and would call on the entire community to stand by them in fulfilling their duties, and that a board of arbitration, or a Congressional commission, or Congress itself, could and should be trusted to consider their demands with equity. No one can predict with certainty what effect such a course would have had in heading off a strike or in preventing it from strangling the country if not headed off; but something of this sort would alone have been consistent with the principle of arbitration to which such unqualified adhesion is given. We are told—to quote from the message to Congress—that the eight-hour principle is one which "society itself or any arbitrators who represented public sentiments" would be likely to approve. Then why not urge it on the men that they should leave it for society or the arbitrators to approve and enforce, with deliberation and with careful consideration of the method of its application to the particular case?

Any organized body of men is likely to press for its own advantage, regardless, or perhaps ignorant, of what its selfish action entails on the community. No body of men can be trusted to act as judges on their own demands. I hold no brief for the railroads, and would not be supposed to endorse all that their representatives have said on this controversy. But they stand now for a sound principle, and the men stand for an unsound principle. And that principle, stripped of all essentials, is: We should not grant the demands of any set of men merely because they threaten great damage if we refuse.

F. W. Taussig.

JAPANESE TRADE.

In view of the fact that Japan is supplying Russia with a large percentage of its munitions, it has been commonly supposed that the phenomenal increase in Japanese trade was due to that particular line. This appears not to be correct. Japan is sedulously cultivating commerce with all parts of the world and will unquestionably come in close competition with this country in our efforts to enlarge our commerce after the war. In the past six months there has been a great development of Japanese trade with South America and Canada, but also we are buying more from the islanders than ever before. Our purchases of silk the first half of this year were \$25,000,000 greater than for the corresponding period of the preceding year. Japan is how-

ever still dependent on other countries for some of the most important staples. We supply that country mainly with raw cotton, and it will be many years before Asiatic cultivation of that commodity will reach proportions competitive with our supply. Iron is another commodity bought in this country. One must remember however that Japan is not acquiring control of China without a commercial purpose. The mines of China are rich and need only the intelligent development that will be given them by the Japanese. As to competition with us in the sale of finished goods we may be sure that nothing will be left undone by the Japs. They are quick witted, apt in adopting new ideas, industrious, and willing to work for a compensation which would look ridiculous to us.

Von Falkenhayn's dismissal is Germany's acceptance of a verdict of defeat around Verdun. It comes more than six months after the beginning of that gigantic adventure. Von Falkenhayn declared Verdun could be taken at a cost of half a million men. He has spent the men, the elite of the Kaiser's armies, and Verdun has only turned out a military defeat whose consequences may be observed in the west of France, in Russia, in the Trentino, and on the Isonzo, and a moral defeat whose consequences we now observe in the Balkans. But if Von Falkenhayn has paid the price of failure, it is still true that to his credit stand the greatest achievements of the German armies in the war—achievements large enough, one might think, to excuse even so gigantic a failure as Verdun. The conquest of Poland and a goodly part of Western Russia and the conquest of Serbia were carried out under his auspices. The Mackensen "phalanx" which smashed the Russian line in Galicia has usually been described as a Falkenhayn idea; and it was Mackensen in Galicia who made Von Hindenburg's advance possible in Northern Poland. Most German arguments about the assurance of ultimate victory are based on the enemy territories which the Kaiser's armies now hold, and of these five-sixths were acquired under Von Falkenhayn. His going, incidentally, has more than military significance. He has been spoken of as one of Von Bethmann-Hollweg's strong supporters against the Von Tirpitz crowd. It remains to be seen how far the Chancellor's position stands affected.

There is no money saved by hiring "bargain" help. Clerks who work cheap generally are cheap clerks and can not deliver even the cheap business.

If your stomach is wrong when you come down in the morning you are going to start the day wrong, and you will probably finish it wrong.

No incompetent proprietor ever succeeds in keeping for long the kind of help he most needs, the competent kind.

Policemen, like rainbows, are tokens of peace, and both have a habit of showing up after the storm.

FRENCH BORROWING.

So much of the financing for the Allies has been done through London that comparatively little attention has been given to the direct French borrowings in the United States but the aggregate has been \$500,000,000, including half of the Anglo-French loan. Of this total \$70,000,000 has been paid back. Arrangements have now been made in New York to grant a commercial export credit of \$25,000,000 for one year to ten private bankers of Paris. The loan is secured by French government defense bonds and is guaranteed by the Bank of France. Allusion was made to this loan in The Economist last Saturday. Its form is rather characteristic of the methods the French are preferring just now, which are of a temporary character and possibly indicate the expectation that the war will not last over one year longer. This particular one has no direct reference to the cost of the war but is rather of an exchange character. To the extent of this loan the French will be paying for their purchases in this country in obligations maturing in one year rather than borrowing on a large scale. Paris financiers advise that the government should not attempt any large war loans before October, at which time funds will be more plentiful than at the present time on account of payment of coupons and because also confidence in the outcome of the war is constantly increasing. Present financing is done in the main by means of treasury bills, and thus a great floating debt is accumulated. Each month something like \$200,000,000 is turned into the national treasury in excess of the amount paid out for maturing bills. The response of the French to the appeals of their government is handsome and shows no signs of flagging. It is nevertheless probable that this country will be called upon to make further purchases of French obligations. The foreign loans may be even a greater competitor with domestic issues the remainder of this year than they have been thus far.

CANADIAN LOAN.

The Dominion government is soon to keep its engagement to offer another loan and it is said that it will be well up to the \$75,000,000 offered in 1915. Of that loan Americans took \$10,000,000. It was understood at that time that Canada would not offer a loan in the states during 1916. For that reason objection is raised to having the coupons payable at any point in this country, although that has been suggested as a means of avoiding exchange fees. Canadian loans of all classes have proved highly popular in the United States and it is likely enough that a portion of this issue will be wanted here. As to government loans the amount of money available in this country appears to be nearly limitless although the British loan just marketed did not go so well as its friends expected. In view of the probable continuance of the war for some months our people will have plenty of opportunity to buy those government obligations.

MEDICINES CONDEMNED.

Courts Condemn Goods or Fine Patent Manufacturers.

More than half a hundred legal actions have been terminated successfully under the Sherley amendment to the Food and Drugs Act, which prohibits false and fraudulent claims as to the curative or therapeutic effects of drugs or medicines. Criminal prosecutions against the manufacturers were brought in twenty-five cases, but in thirty-one instances the falsely and fraudulently labeled medicines were seized while in interstate commerce. Claims made by the manufacturers for the curative powers of these preparations ranged from tuberculosis, smallpox, and diphtheria to coughs, colds, and scalp diseases. A number of other criminal prosecutions and seizures are pending in various Federal courts throughout the United States because of alleged violations of the Sherley amendment similar to those which have already been tried. The officials charged with the enforcement of the Food and Drugs Act are of the opinion that the evils of the patent medicine business can be stopped only by the most drastic action.

It is pointed out that traffic in medicines for which false and fraudulent claims are made is not only an economic fraud of the worst kind, in that a worthless preparation that costs but a few cents is frequently sold for a dollar or more a bottle, but that health and even life are endangered by failure to secure the service of a physician in such serious diseases as tuberculosis, diphtheria, pneumonia, and scarlet fever until too late, because reliance may have been placed in the curative powers of some worthless preparation which is claimed to be a neverfailing remedy. The deluded victim may not realize his danger until the disease has reached a stage too far advanced for even the ablest physicians to cope with it. Effective treatment depends in most cases on applying it during the early stages of the disease.

The Houchens Medicine Co., of Maltimore, Md., pleaded guilty to the charge that a preparation called "Family Physician" and shipped by them into interstate commerce, was falsely and fraudulently labeled. Among the many diseases for which this medicine was recommended by the manufacturers in statements appearing on the labels and accompanying circulars were diphtheria, scarlet fever, typhoid fever, smallpox, bronchitis, neuralgia, croup, and all diseases of the throat and lungs. The following quotations from the label, carton, or circular are interesting: "The public is hereby assured that this is the Genuine and Original Family Physician. * * * For fever you need not give anything else but this Medicine, it will keep the rash out itself. * * * For cases of Small Pox take plenty and often.—Use freely. Give no hot teas, just give the medicine and what pimples are under the skin will come out, the rest will be carried off by the medicine. * * * Also a wonderful and positive remedy

for dyspepsia, keeps measles out nicely, regulates the bowels without trouble, and by purifying the blood prevents your liability to disease."

Analysis of the product, which was claimed by the manufacturer to be effective in the treatment of so many virulent and contagious diseases, as well as a variety of minor ills, showed that it was a sirup containing 19.2 per cent. non-volatile matter, 8.9 per cent. alcohol, anise, and a vegetable cathartic drug. The Government, therefore, charged that the medicine did not contain ingredients or medicinal agents effective for the relief and cure of the diseases which it claimed to cure. The court imposed a fine of \$75.

A plea of guilty was entered by H. A. Ingham & Co., of Vergennes, Vt., to the charge that statements and claims as to curative powers of a product called "Dr. H. A. Ingham's Vegetable Expectoant Nerve Pain Extractor" were false and fraudulent. An analysis of a sample of the product by the Bureau of Chemistry showed the same to contain alcohol, 86 per cent; opium alkaloids, camphor, capsicum, and vegetable extractive matter. The Government, therefore, alleged that the medicine did not contain ingredients or medicinal agents effective, as the labels or circulars asserted, to subdue raging fever, or to cure typhoid fever, lung fever, scarlet fever, rheumatic fever, cholera, dysentery, sunstroke, diphtheria, bleeding at the lungs, nervous exhaustion, or piles, or to prevent fits of apoplexy and epilepsy, sprains, or burns, or to break up a felon, or to cure congestion of the lungs, pleurisy, fits of apoplexy, chronic rheumatism, paralyzed limbs, and croup.

It was also alleged by the Government that the statements "For teething and restless children, it is not only safe and harmless, but positively beneficial; it agrees with the most tender child or feeble infant," were false and misleading in that they were of such a nature as to mislead the purchasers into the belief that the article contained no harmful or poisonous ingredient, whereas, in fact, it did contain morphine and other opium alkaloids of a poisonous and deleterious nature, such as might prove harmful and deleterious to the health of tender children and feeble infants, and other persons, if consumed by them. The court fined the defendant \$100.

Four thousand and ninety-two bottles of "Father John's Medicine" were seized in Philadelphia, Pa., it being alleged in the libel that the labels on the bottles and on the pasteboard packages containing the bottles bore statements regarding the curative effects of the medicine that were false and fraudulent. Claims were made by the manufacturer for the efficacy of the medicine in the treatment of consumption, coughs, colds, croup, asthma, bronchitis, sore throat, whooping cough, pneumonia, catarrh, rickets, and a number of other ailments. A judgment of condemnation and forfeiture was entered, and it was ordered by the court that the prod-

uct be delivered to Carleton & Hovey Co., Lowell, Mass., upon payment of all the costs in the proceedings and the execution of a bond in the sum of \$5,000 to ensure that the goods would not be sold unless truthfully relabeled.

A verdict of "guilty" was rendered against the American Laboratories, a corporation located at Philadelphia, Pa., for shipping into interstate commerce a product called "Bad-Em-Salz," which it was alleged was falsely and fraudulently labeled. An analysis of a sample of the product showed that it consisted of common salt, Glauber salt, baking soda, and a small amount of tartaric acid. It was claimed by the manufacturers that this preparation reproduced the medicinal properties of the great European spring famous for centuries for the cure of diseases of the stomach, intestines, liver, kidneys, or bladder, and that it represented the medicinal agents obtained by the evaporating of the water from famous European springs. The Government alleged, among other things, that these claims were false and misleading. It was also alleged that the statements in the circular indicating that the preparation contained ingredients or medicinal agents effective for dissolving gall stones, for the prevention of gastritis, for curing diabetes, for preventing or checking chronic inflammation of the kidneys, and for relieving catarrh of the bladder were false and fraudulent. A fine of \$100 was imposed by the court.

The following list includes other preparations against which the Government's charge that they were falsely or fraudulently labeled was sustained by the Federal courts. Statements were made on the labels of, or on the circulars accompanying, the preparations intended to make the purchaser believe that the medicines were effective cures for a great variety of diseases for which they were recommended by the manufacturers or promoters. The main allegations of the Government were upheld by the courts and judgment accordingly entered in connection with each of the following preparations:

Radam's Microbe Killer.
Hilton's Specific.
Smith's Agricultural Liniment.
Dr. Sullivan's Sure Solvent.
Russell's White Drops.
Stramoline.
Wild Cherry Pepsin.
Moreau's Wine of Anise.
Dr. Herman Koch's Brand Phosphate, Celery and Gin Compound.
Swisco Hair and Scalp Remedy.
Cod Liver Oil with Syrup of Tar.
Dr. Mozley's Lemon Elixir.
Sa-Yo Mint Jujubes.
Gray's Glycerine Tonic Compound.
Dr. Martel's Female Pills.
Quickstep, Frye's Remedy.
Seawright's Magnesian Water.
Hill's Aromatic Ext. Cod Liver Oil (Hollander-Koshland Co.)
Black's Pulmonic Syrup.
Tetterine.
Laxative Quinine Tablets.
Mrs. Joe Person's Remedy.
Maignen Antiseptic Powder.
Cranitonic Scalp Food-Hair Food.

Dr. David Kennedy's Cal-Cura Solvent.
Schenk's Pulmonic Syrup.
Keller's Flaxseedine.
Tutt's Pills.
Universal Rheumatic Remedy.
Green Mountain Oil.
Weber's Genuine Alpine Herb Tea.
Montague's Liniment.
Coe's Cough Balsam.
White Stone Lithia Water.
Kalamazoo Celery and Sarsaparilla Compound.
Quality Damiana Compound.
Dennis Eucalyptus Ointment.
Cassidy's 4X, the Healing Oil.
Ballard's Horehound Syrup Compound.
Dr. Shoop's Night Cure.
Dr. Shoop's Cough Remedy.
Dr. Shoop's Restorative.
Rheumatacide.
Rice's Mothers' Joy Salve.
Milam.
Old Jim Fields Phosphate Dill and Gin.
Stuart's Buchu and Juniper Compound.
Ozomulsion.
Jones' Break Up.
Carswell's Liver Aid.
Dr. Shoop's Twenty Minute Croup Remedy.
Rogers' Consumption Cure and Cough Lozenges.
Rogers' Inhalant.

Card Phrases for Use in Grocery Stores.

Finely flavored fish.
Candyland.
Choice groceries chosen wisely.
Come in if you can. (For fruit jars)
High quality at right prices.
Full strength ammonia.
Short credit makes long friends.
Your husband will like this cheese.
We stand between you and high prices.
Our clerks are mobilized and at your service.
Hams and cigars—smoked and unsmoked.
These goods are top-notchers in quality.
Most everybody's trading here—are you?
Fancy, full-head, choice rice.
Shine up your shoes and stove—here's the polish.
If there was better coffee than this we would sell it.
In serving you well to-day we ensure your trade to-morrow.
We sell three kinds of salad dressing—all good.
We solicit your trade and will treat you right.
We are fighting high prices.
Peanut butter that is pure, wholesome and delicious.
Particular flour for particular housekeepers who want particular bread.
Smoked meats in great variety.
Brooms that lessen housework drudgery.
Be friendly—come in.

Don't advertise goods as bargains when they are not bargains. The word "bargain" is not a very good word to use anyway, except in connection with some big, obvious offering.

The Troubles of the Grocer and How to Stop Them

Nothing on the market today does so much to help grocers and butchers make money as the modern National Cash Register

Some things our complete new model does

It accurately records all transactions between clerks and customers.

In two seconds it prints a receipt or sales-slip showing the amount paid or charged.

It gives the merchant the cheapest, most direct, and most effective advertising of his store and service.

It prints a visible list showing 42 of the last transactions. This tells the merchant what is done when he is away from the store.

It stops disputes with customers about money and accounts.

It tells the total number of customers daily.

It tells how many customers each clerk waits on and the amount of his sales.

It saves the merchant's time.

It frees him from work and worry.

It attracts trade and increases profits.

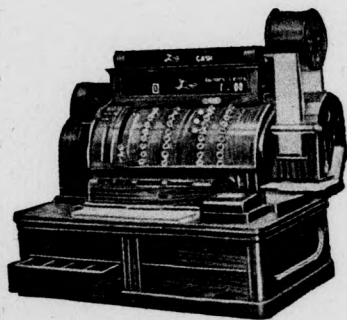
A good location is important. A clean, well-arranged store is important.

A good volume of trade is important.

The most important thing of all is to take care of the money customers give you in exchange for goods.

National Cash Registers do this, and do it better than it can be done in any other way. And this particular "National" is the one we recommend to grocers and butchers and general storekeepers.

For further information mail in the coupon today, or write



The National Cash Register Co.
Dayton, Ohio

Please send me the "Hints for Grocers" booklet. I saw your "Troubles of the Grocer" advertisement and am interested. This does not obligate me to buy.

Name

Address

The National Cash Register Company
Dayton, Ohio

SELL DRUGS TO WELL PEOPLE

Why Wait For People to Get Sick?

James Wombat (that name will do as well as another) had an uptown drug store, and yet he was located in the business center of a well-populated neighborhood. This section was a long way from the actual business center of the city, where the great hotels, department stores, theaters and newspaper offices were grouped. So we say that he had an uptown store. A dweller in his bailiwick, after planning a shopping tour of some magnitude, would go "down town" and there revel in the delights of the big drug and department stores. But for ordinary shopping it was not necessary to go down town. The facilities of the local business center sufficed. In this little uptown center were grouped a number of retail shops, and Wombat owned the leading drug store. He did a fair business, but thought he ought to do more, and one bright morning he told his clerk to assume charge for the day, that he was going down town and take a few observations.

He went down town, and after roaming through the business section for awhile, wound up at the leading drug store. This store was run by a man who sold tons of stuff every month; cigars by the box, and candy by the bucket. He was something of a "cutter" and used newspaper space in full-page lots. Altogether, he was a wonder to many druggists and a big fish in the drug world. His store was so crowded that you had to push yourself forward if you wanted to get waited upon, and if you didn't care to do this you had an excellent chance to stand and take observations. This just suited Druggist Wombat, and he watched proceedings for a long time.

"How does he do it?" was the question revolving in our friend's mind. Such things as powdered alum and bicarbonate of soda, for instance, were going in pound boxes. Druggist Wombat saw more borax sold in an hour than he got rid of in a week. "Cut prices," he said to himself, and then his eye caught the full-page advertisement which proclaimed that day's offerings. They had it pasted up in a glass case. He looked it over. Everything was priced, and it was evident that the alleged king of cutters wasn't getting such bad prices. He wasn't making the profits that usually accrue through selling cheap commodities in two-ounce packages, but on many drugs he was making a profit that was plenty good enough for anybody. And he was selling a stack of stuff, too. People were coming in from all parts of town. Druggist Wombat saw some from his own bailiwick. Prescriptions weren't piling up so fast, but other stuff was going like the proverbial stock of hot cakes.

"I have it," finally murmured the interested observer, "he's selling drugs to well people, not to the sick."

And, when you boiled things down, that's what he was doing. The art of merchandising has changed considerably in the drug world, and opportunities for getting business are

much more numerous than they were. Plenty of druggists could boom merrily along without apparently having any sick people at all upon the buying list. You see them every day selling soda water, cigars, candy, perfumery, stationery, and so on; and doing a bustling business, too. There are more chances for selling to well people, anyhow. A sick man wants enough medicine to get him well, maybe a few magazines after he gets better, and that's about all. But a man who is feeling good is apt to want anything he sees. We see this illustrated in the quantities of sundries and novelties that pass over drug counters every day. And the principle may also be made to apply to the sale of drugs. We ought to sell more drugs. We sell them to sick people, when they fall ill. But why can't we sell more to well people?

It can be done. It can be done anywhere. If you live in a large town take a look at the methods of some of the big fish down town. You will find them selling plenty of drugs and getting pretty fair prices. If you can get people to buy stuff in pound lots that they have been buying in two-ounce packages, you can afford to quote a price that will look attractive, and still allow yourself a fair margin. It can be done, and plenty of druggists are doing it. This is an era of neat packages and attractive containers, remember. A pound of borax in a substantial box, with a pretty label, looks much more attractive than a pound of borax in a paper bag. This is the way to catch the customer's eye, and catching the customer's eye means increased business. You've got to push your goods forward these days, not wait for the customer to come after them. One keen business man says that the trend of the times favors the druggists. He claims that the grocer is selling in smaller quantities than in times gone by, and the druggist in larger quantities.

Neat containers may be made very useful. Take a staple commodity and box it in quarter pound, half pound, and full pound containers, with a good label and an air of finish to the entire package. Then you have something with which to dress a window, something to display on a table, something that you can pick up and show to a customer, something to mention in your advertising. And yet it is staple stuff, carried in your bins for years. Any druggist can get out a full line of such stuff and price it so that he can meet ordinary competition. Some people are running around to see where they can save a cent or two, but thousands buy what they see when they see it because it looks good. The quality argument interests many and it is always a strong argument for the druggist. A neat circular, describing a line of "quality" staples, with prices attached, would be a good thing to pass around the neighborhood. Back up your advertising with inside and window displays, keep at it, and you ought to get a considerable amount of extra business.

Timeliness means much in making your displays count for full value. We all know this, but we don't always fol-

low the seasons up. The department stores do. They know how much it means in moving merchandise. In the spring careful housewives pack away woolen blankets, winter clothing, and such articles; in the fall, the summer finery goes through the same process. Here we have two distinct seasons when there is a big market for camphor, camphor compounds, moth balls, tar bags and all such goods. The careful housewife will proceed to the drug store and purchase this stuff without any urging, any advertising, or any display propositions. But how many housewives come under this category? Possibly 10 per cent. We know how careless people are. They don't think. They need certain goods at certain times, but most of them won't buy unless

the goods are put right under their noses. When they see the goods they buy readily enough.

Take the modern tar bags for holding dresses. They are very handy and convenient. Plenty of ladies do not like to fold dainty gowns. The tar bag fills the bill. Our grandmothers knew nothing about such things. Plenty of people do not know that they are on sale now. Here is where a window display counts. You can sell a raft of such goods "on sight." There isn't much use in coming out with a straw hat cleaner in May, when every man has a nice new hat. But along in July, when hats are getting grimy, a window display devoted to hat-cleaning compounds will jostle practically every man who comes along. And that is the time

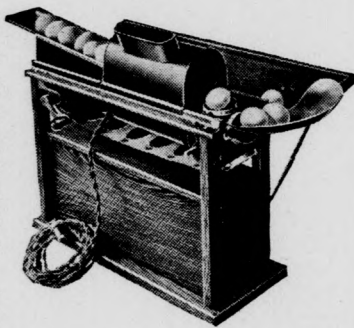
THE weather is hot, eggs are bad, and down goes your profit unless you use our "Electric Daylight" Egg Tester.

This machine can be used either with electric current or batteries. Can be used by one person or two. Two persons can candle a case of eggs in eight to ten minutes.

We are overstocked and while they last will ship either the electric or battery machine for the astonishing low price of \$10.00, which is less than half the price three years ago.

Send your order immediately, before it is too late. All prices f. o. b. cars Ann Arbor.

A. E. JENNINGS CO. 435 Detroit St. **ANN ARBOR, MICH.**



Bell



System

Action is the motive power of purpose and achievement.

In business or pleasure, joy or sorrow, peace or strife—whatever the cause, action is necessary to produce the effect.

Action is what you get when you telephone; prompt, quick action. The question and the answer, over the telephone, follow so close upon one another that delays due to time and space are practically eliminated.

The Local and Long Distance Lines of the
Bell System
are the ever-present adjuncts of
Quick Action

Michigan State Telephone Company

to fire your heavy guns—when the season is right. Make the seasons count. Get your displays and your advertising matter ready, and turn things loose just before the proper season arrives. Of course, you could sell a little straw-hat cleaner in May, by pushing it strenuously. A few forehanded people might buy, and there might be a few hats left over from last season. But it would be better to plunge on something more seasonable in May, and spring your cleaner a little later.

The seasons will undoubtedly sell goods for you. That is palpable. There are many things on which we can watch the seasons, too. This means some trouble, and there are some things which may be overlooked. A good advertising service will be found extremely helpful in this regard. The advertising service watches the season for you, gets you ready in plenty of time, and will see that you overlook no bets. It tells you how to prepare your advertising matter, and advises you in a score of useful ways. Make the seasons count—an advertising service should pay for itself on this point alone.

Preparedness and Prevention.

Here we have a couple of good, timely words, which ought to fit in well for advertising purposes. Under the head of preparedness come such compounds as the hydrogen preparations, peroxides and dioxides, so called. The sale of these preparations has increased enormously during the past ten years. A great many families keep something of the kind constantly on hand, and do not need to be told much about their potential value in time of need.

Still, it is advisable to keep up advertising and display campaigns all the time. Make them a part of your monthly routine. Now and then you will pick up a new customer, and persistent campaigning will keep sales to old customers from falling off. These compounds are invaluable in case of incipient sore throat, as mouth disinfectants, and particularly when there is a cut or puncture of the skin, something likely to happen in any time.

Preparedness is the word. Every household ought to have something on hand, and most households are willing to do so. Getting this trade means literally selling drugs to well people. Bandages and gauzes are good things for families to have on hand. Absorbent cotton comes in here. Burns are liable to happen at any time and should be treated immediately. This classification also includes remedies for such things as cramps, colic, and "summer complaint."

Prevention compounds fit in with various seasons. Cold prevention, chapped hand prevention, sunburn prevention, and many others will suggest themselves. It all means selling drugs to well people. Every family ought to have a good atomizer in the house; also a hot-water bag, and a clinical thermometer. The time to buy them is when everything is all right, not in the middle of the night when some member of the family wakes up with a sudden pain. Dental

supplies should sell in much larger quantities and now is just the time to feature these goods. During the past few years doctors have traced many ailments to imperfect teeth. The newspapers have cited some notable cases. The schools are waking up and many dental inspectors have been appointed. The fact is that few people take care of their teeth as well as they should. You can find some good points here to put into your advertising matter, and it will pay you to keep hammering. If you can get your customers to take better care of their teeth, you will do them a good turn, and at the same time you will sell many more drugs to well people.

There you have the slogan. What's the use of waiting for people to get sick? They can't come to you then. Somebody else has to do the buying. Sell them drugs while they are well. Go over your stock with a fine tooth comb and you will find dozens of articles that might fit into an advertising campaign. Don't pass an article up simply because nobody else is featuring it. It ought to be good fun to see if you can't sell stuff that other people are not selling largely. The times are fine for "prevention" talk. It is hard to tell just how easy it is to acquire a case of lockjaw, but we all know that the disease is something to be sedulously avoided. The children frequently step on a rusty nail, and we frequently puncture ourselves with an old pin, or cut ourselves in some manner. Perhaps we would not get lockjaw, but it is very comforting to have a bottle of some antiseptic on hand with which to treat the wound. The feeling of relief is well worth the money. Most people feel this way and it is therefore not a difficult matter to sell them drugs for prevention purposes. And it does seem that such drugs are cutting down disease more and more every year.

Think it over. More than one druggist has gone down town, watched the big dealers for awhile, and then started in to sell drugs to well people. There's a field for it.

Wm. S. Adkins.

An Odd Witness.

During the trial of a case in a Philadelphia court it became necessary to take the testimony of a curiously reserved witness.

"What do you do?" asked the lawyer having him under examination.

"I am very well," was the unexpected answer.

"I am not asking as to your health. I want to know what you do."

"I work."

"Where do you work?"

"In a factory."

"What kind of a factory?"

"It is a rather large factory."

"May I venture to enquire what you make in the factory?"

"You want to know what I make in the factory?"

"Precisely. Answer without further circumlocution. Tell us what you make."

"I make \$10 a week."

Wisdom is merely common sense in an uncommon degree.

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 BUILDO } 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

AUTOMOBILES AND ACCESSORIES

Worth the Careful Driver's Eye.

If the car is not equipped with an extension trouble lamp it is well to provide among the accessories a pocket flash lamp. For making repairs at night such an accessory is almost indispensable. It is not expensive and will pay for itself many times over in service if much night driving is necessary.

Experiments with a mixture of benzol and kerosene as fuel indicate that some little trouble is likely to arise from the partial separation of the two liquids after standing all night. The kerosene goes to the bottom and makes starting a difficult matter. While on the road vibration keeps the fuels well mixed.

All connections of the steering mechanism should be carefully inspected. They should be adjusted and lubricated at frequent intervals. One's life depends upon each connecting link being kept in perfect condition, hence the necessity of frequent inspection.

Driving over rough roads at the slowest possible speed is not always the best plan. It often happens that a very slow rate will result in the setting up of much more severe vibration than a slightly higher speed, which would tend to interrupt the swing of the body on the springs.

Owners who are driving cars with electric-lighting system should remember that in taking long trips it would be advisable to carry several extra electric light bulbs in the tool kit.

Some motors require grease in the timing gears. Others are lubricated by means of oil from the crank case. Where grease is required it is advisable to use a lubricant which will not affect the lubricating oil in the crank case. When the main bearings have become worn the grease from the timing gears is bound to work into the crank case. The manufacturer of your motor usually recommends a certain type of grease to use.

An extra electric horn or light fuse is a very valuable accessory to the supply kit. It is an easy matter to install a new fuse, but a very difficult matter to improve one. A piece of copper wire may do temporarily, but when the fuse box is not very accessible it is not a very pleasant job.

Old garden hose may be used to protect spark plugs by cutting it into the correct lengths and forcing into place around the projecting part of the plugs. This forms a good method of carrying plugs loose in the tool box.

When the water is kept in motion

by thermo-syphon action it is quite important that the radiator be kept reasonably full in order to aid in forcing the water upward. It is good practice to add a little water frequently instead of waiting for the engine to knock for water, especially in summer.

With cars using the igniter system care should be taken that the points are cleaned frequently. If this is not done the motor will refuse to throttle down and pull evenly.

Some Advantages of Driving Solitaire.

There are compensations in touring through the country alone, with no passengers in the car whose wishes must be observed. Passengers are more often a nuisance than otherwise when the tourist is anxious to keep moving on his way. Some who travel as supercargo on long tours seemingly feel that the owner, who is driving, has but to obey their slightest wish, await their pleasure when it comes time for morning start, await again at noon until they are ready to start and stop at any time they want to stop when on the road.

Touring is a matter of pleasure to the man back of the wheel. He starts upon a journey driving his own car with the general plan of making a certain schedule, to meet which he must keep right on moving from the time of the start until the successful accomplishment in the evening. Meeting schedule means constantly going forward at some speed and means also a leeway for difficulties which may arise such as punctures, car troubles, detours and so on.

By touring alone the car owner may seem selfish but he is at least able to go his own gait, go where he wills without questions being asked and he may stop should he so will, at any point short of the scheduled night stop and without criticism. Touring alone is not so selfish after all and it is a real pleasure to many to just go out in a good car and do as they please day in and day out, taking any chances they may see fit without criticism and incidentally traveling in a car not littered with great amounts of baggage.

Tourists nowadays do not clog their cars with baggage, that is, most of them do not. Occasionally there will be seen a touring car with four people or five in it and with dress suit cases and other cases piled between the passengers in the tonneau and packed on the side and in the back of the car. Uncomfortable and not up-to-date, for people do not carry enough clothes with them en tour to enable them to maintain style for

all occasions. They ship ahead as a rule and live in the clothes in which they start with changes carried in small grips in the way of underclothes and laundry.

The tourist alone and with no extra baggage to litter up his car, preferably a roadster and with no necessity of special driving outfit, with roads oiled throughout the country, is "comfy" at all times and happy.

Autos Cradled on the Warships.

Washington, Sept. 1—Armored automobiles cradled on the decks of warships, in sea-going rafts, for use of detachments of the United States Marine corps in shore operations, may soon be added to the regular equipment of naval vessels.

Experiments at the Boston navy yard a few days ago demonstrated that these indispensable cars can be stowed aboard by the means of electric cranes on war vessels, in a very few moments, and that the deck space they occupy is very little.

United States marines found great need for armored cars in their operations in Mexico, Haiti and Santo Domingo, but the cars they used had to be shipped to them by regular naval transports.

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

EVEREADY FLASHLIGHTS

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

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

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



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



"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.



Tonnage Tells the Tale

In the final analysis of what constitutes efficient hauling, tonnage tells the tale, because real hauling economy results only when big quantities of material are transported at the least possible cost.

Big loads—fewer trips—less help—with minimum depreciation and upkeep is the modern method.

United Trucks

are designed essentially for heavy duty hauling. They have ample strength for the most severe service—plenty of power for quick trips—and the stability to endure in hard daily work of any nature.

Made in 2, 3½, 4 and 5 ton sizes, and furnished with standard stake bodies or special dumping bodies with hydraulic hoists.

We will be glad to demonstrate United Trucks at any time, and show their remarkable adaptability to any business where there is heavy hauling to do and lots of it.

UNITED MOTORS COMPANY

673 North Street

Grand Rapids, Michigan

Dying Through Use of Automobile.

There are twelve ways—twelve good ways—of getting killed by an automobile. There may be more, but after an exhaustive investigation of the ways and means of getting one's own goat with the aid of a motor car, experts on the subject have compiled a dozen of the easiest and most efficient methods which are calculated to meet all requirements. These experts have also compiled a list of twelve good ways of becoming involved in automobile accidents. Both lists follow:

Ways to Get Killed.

1. By trying to "beat out" an approaching automobile.
 2. By dodging under safety strip limits instead of walking to safety lane.
 3. By crossing behind street cars.
 4. By standing outside the safety zone while waiting for a car.
 5. By alighting from street cars without looking for approaching automobiles.
 6. By approaching street cars from the wrong side of the street.
 7. By crossing the street in the middle of the block.
 8. By becoming confused at the sudden approach of an automobile.
 9. By stopping to gossip or to adjust dress while crossing street.
 10. By losing one's head at night in the glare of flaring headlights.
 11. By loitering or playing on the streets.
 12. By disregarding traffic signals.
- Figuring in Accidents.**
1. By speeding.
 2. By joy-riding.
 3. By driving past standing cars.
 4. By dashing from side streets without proper heed.
 5. By zigzagging at speed in and out of traffic.
 6. By driving on slippery pavements without chains.
 7. By driving on the wrong side of the street.
 8. By employing glaring headlights without proper use of dimmer.
 9. By speeding around corners.
 10. By trying to pass others in line while waiting traffic signal.
 11. By passing a preceding machine on the wrong side.
 12. By disregarding traffic signals.

Art and the Motor Car.

This self-respect or pride-value in a car depends upon the authority of the vehicle's design, its social standing, and the degree of art involved in its make-up; the appeal of its appearance. The art of motor-car building is thus resolving itself more and more into a studio task for the artist and for the coach builder in his atelier working to produce into the new models a new appeal of the eye, a new attraction of beauty.

If a car is designed for a certain excellence or standard of mechanical performance then its body lines and contours must be so disposed as to proclaim and suggest that performance to the observer and to the prospective buyer. If a car is designed primarily for comfort, then the art lines should suggest comfort; if the main feature of the design is the motor, then special attention should be

given to the lines to emphasize in the observer's mind the importance of what is under the hood.

There are certain definite rules and principles to art which rarely have been applied to motor car design, but which are vitally important. These principles may be used by the designer with as much authority as the engineer assumes in the use of his slide rule, or the teacher in his statement that 2 and 2 make 4; yet these very rules have not been made use of in motor-car layouts until the past two seasons. Even yet few companies are employing artists on their engineering staffs.

The day will come when bodies will be designed by artists of National reputation in this line who spend all their art study to make motor-car bodies express in their lines, contours, and arrangements the individuality and performance that the car possesses and that the sale and advertising departments want to express to the public in handling that car commercially. If the car in body lines backs up, in its appeal, the statements of the advertising, and if the performance and life of the car back up the appearance, then will that car be a success, and the marketing of it to the people be accomplished along lines of least resistance and cost.

W. B. Stout.

Recognized Her.

"But I don't know you, madam," protested the paying teller to a woman who had presented a check. The woman merely gave him a glassy smile and said:

"Oh, yes, you do. I don't need any one to identify me. I'm the 'red-headed hen' next door to you, whose 'imps of boys' are always running across your garden. When you started to town this morning your wife said: 'Now Henry, if you want a dinner fit to eat you'll have to leave me a little money. I can't keep this house on Christian Science.'"

"Here is your money," interrupted the paying teller faintly.

Not Reckless.

Jake Penticoff came to seek aid from the city fathers.

"I goota haff a sack of flour," said Jake. "I'm all out, and my family is starfin'."

"All right, Jake," said the official. "If you need flour and have no money, we'll get you a sack. But see here, Jake, there's a circus coming, and if we get your flour are you sure that you will not sell it and take your family to the circus?"

"Oh, no," said Jake; "I already got dat safed up. Yas, I got money to go to the circus."

In all probability the Haynes car offered for the oldest Haynes running in America at the present time, will be awarded to Walter E. Smith, Bound Brook, N. J., who has an old two-cylinder car that was built in 1897. The car is in operation to-day and this spring it won a prize as the oldest car in a county contest. Its nearest competitor was a 1902 two-cylinder car.

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
 - Franklin speedster, very classy; special 325
- At the long established and reliable place.
Easy terms no extra charge.
Dwight's Used Auto Ex. 230 Ionia, N. W.

Diamond Tires

Black Squegee Tread Red Wall
VELVET RUBBER

Are built up with the toughest of fabrics and the strongest of beads into a scientifically balanced tire—strong in every part—is a big reason for its success.

Distributors
Sherwood Hall Co., Ltd.
Grand Rapids, Mich.



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.

"Certainties Are Penny Earners"

So-called safe investments pay minimum returns.

Only the venturesome dollar multiplies.

Real profits are where risks are.

He who ventures nothing gains nothing worth while.

The man who waits till a new idea is an established success must pay the other fellow for the chances he took.

Many a man has lost a fortune by waiting for an idea to pay dividends.

The day you ride behind a Clark-Anderson Motor you will have lost the last chance to buy stock at par.

Universal Valveless Four Cycle Motor Co.

405-6-7 Murray Building Citizens 7645 Grand Rapids, Michigan

Nokarbo Motor Oil

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

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

The Great Western Oil Co.
Grand Rapids, Michigan

SKIMMED MILK.

Prominent Chemist Shows High Cost of Prejudice.

In these days of high food prices, rapidly increasing population and threatened diminishing production in our beef supply the conservation of any food material, especially an animal food, is of the greatest importance.

The main sources of this supply are meat, eggs, milk and milk products. Meat possesses the unique advantage of being the only form of animal food that man can continue to take with pleasure in sufficient quantity to satisfy the body's demands for albumin.

Whole milk naturally suggests itself as a relatively cheap source of animal protein, but the often condemned, rarely appreciated, skim milk is even cheaper for this purpose. Skim milk is the lower layer, comparatively poor in fat, which remains when the cream is removed from milk. Its composition naturally is affected by the process used for its production. Many of the states provide that milk containing less than the standard amount of fat is skimmed milk and therefore adulterated milk. The Federal Government and those states which have adopted the Federal standard are confronted with the necessity of condemning as skim milk rich Jersey milk from which a portion of the fat has been removed to permit the producer to compete with milk of lower but still standard quality. This anomalous situation will continue just so long as milk continues to be sold on the present irrational basis regardless of its composition and its richness.

The prejudice against skim milk is apparent in some of our state laws. It is this removal of fat, this apparent debasing of the product, that has brought upon skim milk undeserved and unintelligent opprobrium. Skim milk of course, must not be sold as whole milk, or skim-milk cheese as full milk cheese, or frozen condensed skim milk as ice cream. But here we have a valuable food product, a cheap source of animal protein in a peculiarly digestible form, a most valuable culinary adjunct, whose sale is discouraged in practically every state in the Union, whose sale is prohibited under any condition in the great cities of New York and Brooklyn, and whose sale when permitted is hampered by such restrictions as to discourage both the seller and the buyer of the product.

At least 1,600,000,000 pounds of butter are made annually in this country, and from this are obtained about 28,000,000,000 pounds of skim milk, and about 2,000,000,000 pounds further are obtained from cream sold as cream; 30,000,000,000 pounds annually of a useful, valuable, nutritious and digestible food the sale of which is discouraged almost universally by restrictive legislation.

It has been pointed out that in Germany 25 cents will buy 538 food units in the form of beef, 552 in poultry, 1,614 in whole milk, 2,311 in butter-milk and 2,562 in skim milk, and yet with us this valuable product is largely calf food, pig food or chicken food.

So great is the popular prejudice that in many localities it can be purchased only with extreme difficulty.

As an illustration of the nutritive and economic value of a combination of skim milk and bread, let me cite the comparison made in a Farmer's Bulletin of the United States Department of Agriculture between a lunch composed of bread and skim milk and an ordinary lunch as supplied by a restaurant. Eight ounces of bread and one pint of milk yield 859 calories with 0.09 pound of protein for 5 cents, while a lunch of eight ounces of soup, two ounces of beef, two ounces of potatoes, one ounce of turnips, three ounces of bread, 0.5 ounces of butter and 1.5 ounces of coffee with milk and sugar yields about the same number of calories, 865, with 0.05 pound of protein for from 15 cents to 20 cents. The above simple lunch of bread and skim milk yields about one-third of the required daily nutriment at a cost of only 5 cents. In the penny luncheons supplied to the Boston school children one of the successful combinations was skim milk, bread and butter.

The second form in which skim milk may be used is in the form of milk powder. There are two general methods of production: (1) Drying on steam heated rotating drums, and (2) spraying the milk into a chamber through which a current of warm air is passing. These milk powders, of course, may represent milks of different degrees of skimming. Aside from the convenience of these milk powders in the home or in the camp, their keeping qualities and freedom from bacterial contamination still further emphasizes their usefulness and value as food products.

Skim milk cheese is another form in which skim milk may come into popular use. Undoubtedly in the past there have been grave abuses in the sale of skimmed or partially skimmed milk cheeses as full milk cheese. This form of commercial dishonesty, however, should not cause us to lose sight of the great nutriment value of cheese of this sort. The State of Washington considers any cheese containing less than 30 per cent. of milk fat to be "skimmed cheese," and prohibits the sale of any cheese containing less than 15 per cent. of milk fat, except certain specified fancy types. In the manufacture of American cheese of the Swiss type, for instance, it is often impossible to use whole milk and obtain a product that can compete with the foreign article. In this instance a partially skimmed milk yields a superior product, and yet this superior product under certain laws and regulations must be stultified by the label "skimmed milk cheese." Such varieties as Backstein, Brie, Camembert, Cottage, Edam, Gouda, Limburg, Issigny, Neufchatel, Parmesan, Sap Sago and Swiss are commonly, if not always made from skimmed or partially skimmed milk.

Condensed skim milk is still another commercial form in which skim milk may be purchased. In some states its sale is prohibitive altogether, in others a label is required stating that it is not intended for infants' use, but in most cases it may

be sold under its true name. There is no reason why this product should not find the same wide use suggested for the uncondensed article.

The last class of preparations from skim milk which I shall call your attention is the casein products. Scientists agree on the importance of animal albumin in the human dietary and the difficulties in relying on meat for the supply of this protein. A substitute for meat albumin in our daily ration is therefore highly desirable. Such a substitute must be tasteless, inodorous, and for most purposes of the character of a flour, it must be free from micro-organisms and capable of keeping for any length of time without undergoing adulteration.

John Philip Street,

Chemist Connecticut Agricultural Experiment Station.

Why the Trade Journal Is the Merchant's Friend.

The business of the trade paper is to give away the secrets of the business. The editor finds out the best, most economical way of doing things and explains these things to his subscribers.

Some years ago when I was in the soap business I bought a book of formulas.

This book cost me an even hundred dollars.

It gave secret processes. It was bound in red morroco and had a chain around it with a brass padlock, like unto the old time invention used in the Middle Ages known as a chastity belt.

I think I was more impressed by the chain and padlock than by anything in the book.

In any event I wanted secrets.

Later I subscribed for a trade paper, and found that in the course of the year every recipe in the wonderful hundred dollar book was in my trade paper.

The business of the trade paper is to give away the secrets of the business. Nothing is hidden, or can be.

The editor of the paper finds out the best, the most efficient, most economical way of doing things and explains these things to his subscribers.

He does what is most useful to him for the subscriber.

A few miles from East Aurora there is a brickyard, devoted to making face brick. To my certain knowledge, the man who runs this brickyard paid \$3,000 for a formula for making and burning these bricks.

He could have got the whole thing from his trade paper, gratis.

The man in business to-day who does not subscribe for and read his trade paper is as the yesterdays that were—tramping his way down to dusty death.

To succeed now, we need all of the help we can get and there is nobody and nothing in the round world that is as good and loyal a friend as the trade paper.

"Defend me from my friends," says the old aphorism.

"Use your friends by being of use to them," replies the trade paper.

And by this usefulness, this friendliness, it has made itself practically indispensable to the life of its subscribers.

Notwithstanding our boasted independence of will and initiative, we are all interdependent.

The sooner we let that idea soak into our woolly convolutions the better.

Unification—oneness, fraternity, cooperation, mutual helpfulness; this is the flag we must raise and carry onward and upward.

The trade paper has these principles emblazoned on its standard, and the vast army of its subscribers—alert, vigorous, red blooded men and women—are following it to victory.

To join the ranks of the trade paper subscribers is to link hands with the most positive force of our time, to become a well drilled, well informed citizen, radiating energy and power.

The primary need of this country is education—education in economics.

The very word "economics" throws a scare into some people.

They imagine it to be an exclusive subject, an abstruse question far beyond their comprehension.

Economics is simply the exercise of economy and common sense in the management of the affairs of life.

Economics is not primarily a political question, for it is based on equity and honor.

Its object is to eliminate waste, to endow with the spirit of usefulness and endeavor.

The trade paper is in the vanguard of educational propaganda.

Every field and condition, every phase of commercial activity is touched and vitalized by its specialized publications. Whether the subscriber be a blacksmith hammering out his ideas on the anvil, a mason building for time, an iron worker materializing beautiful things from sheets of metal, a merchant marshalling his campaign, a clerk at his desk, or a salesman behind the counter, he will find that the suggestions and demonstrations given in his trade paper will increase his usefulness, his confidence and his power.

The trade paper is unquestionably the most reliable medium for the education of the craftsman or business man.

It substitutes nerve and prosperity for nerv: pros.

It helps the subscriber get rid of factory melancholia that everything is going to the bow wows.

To its pages he turns for counsel and is rewarded by sound, practical, intimate information.

The trade paper has a menu that is wholesome and strengthening. Wind pudding is tabooed.

Everything is carefully selected and presented in tabloid form. The trade paper is concentrated energy, ingenuity and brains.

Past masters in modern thought and methods control its policy and contribute to its page.

Elbert Hubbard.

The man who does his best will hold his job longer than the man who could do better but doesn't.

The more money a man has the more he dislikes to waste any of it paying taxes.

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Pettijohn's Flour differs greatly from so-called whole-wheat flours. The white part, which forms 75 per cent., is ground separately. It is a very fine grade of patent flour.

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It is packed in large round 25c tubes with removable cover—20 packages to the case.

We ask your co-operation particularly in filling customers' first orders. We will guarantee the sale on a trial case.

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The Price We Pay For Our Deposits.

The man who expects something for nothing deceives himself; there is always a price that must be paid, and the longer the account remains unsettled, the heavier the cost is sure to be. So with the banker, the deposits out of which his profits are made, must be paid for either in money or in service, but the question that is perturbing many a banker to-day, is whether he is not paying more for his deposits than they are worth.

It is about fifteen years since the custom of paying interest on bank balances became general. Before that time, some commercial banks paid interest on some bank deposits; now all commercial banks pay interest on all bank balances. By a process not quite understandable, the rate generally adopted was 2 per cent. per annum. This rate was not the result of any analysis, nor was it determined by careful calculation of cost plus expense of handling; it was in fact just a piece of guess-work and it may be said that the guess has on the average worked very well.

Of course, interest could not be paid on one class of deposits and withheld from others equally profitable, and it was not long before the bankers found the insurance companies, the railroads, the capitalists, in fact all who carried accounts of unusual size, demanding and receiving interest on their balances. The process, once begun, spread rapidly to smaller accounts, to less profitable kinds of business, until the time came when many bankers found it easier to make rules applicable to all and to pay interest on every account that exceeded a certain very modest minimum, rather than to consider individual cases.

The Rise of Trust Companies.

The period during which this development was going on, was characterized by the rise of the modern trust companies, financial institutions differing in character from any hitherto known. The trust company was at first just what its name implied, a corporation authorized by law to exercise a great variety of trust functions, but without any banking privileges. It was not long before the handling of funds coming into the trust company's hands, through the operation of its powers, suggested the receiving of deposits from its customers. When distributing legacies to the beneficiaries of a will, what is more natural than that the money should be left on deposit subject to check, rather than it should be paid out to be deposited in banks? For a time, this function of the trust company placed it in a position intermediate between the commercial bank and the savings bank, but it was not long before the trust companies began to take on purely commer-

cial business and to make loans without, as well as with, collateral. The idea of the departmental bank was rapidly developed, and we now have trust companies doing commercial, savings and trust business on a very large scale and, in fact, numbered among the largest and strongest of our financial institutions.

The sections on the Federal reserve act which permit National banks to take on trust functions and to accept savings deposits are not broad enough to enable the National banks to compete with the trust companies in their special field but it is not unlikely that in the near future congress will so amplify the legislation as to make real competition possible.

I have not recalled these most familiar facts with the intention of charging the trust companies with responsibility for the general payment of interest on commercial or quasi-commercial accounts, but I believe that they had much to do with hastening the general adoption of a custom that was already prevalent. It is no doubt true that in the early stages of the development of banking practice in connection with trust business, some mistakes in policy were made by the managers. It took some time for this new variety of bank to find itself, to strike its gait, and while the process was going on, it was just a little severe on the commercial banks. No doubt, some of these institutions were sleepy and needed waking up, but whether needed or not, the awakening was certainly accomplished. Trust Companies Charge for Services.

Instead of paying interest on balances, the commercial banks had been in the habit of performing various services, for which no charge was made. Out-of-town checks were accepted on deposit as cash; exchange was in many cases given free; securities were accepted for safe keeping; and documents in escrow were held without charge. The trust company, on the other hand, had from the beginning made a substantial charge for every service, so that when the commercial banks began to meet the trust company competition in the payment of interest, they were placed at a distinct disadvantage.

The general statements just made are subject to many exceptions, and are not intended to be accurate as applied to all banking institutions, or to all parts of the country, but rather to illustrate a condition which has developed in many cities.

As the banker found his profits diminishing, he naturally tried to ascertain where he was losing and where gaining, and so the analysis department was born. The analysis of accounts

developed startling results; balances apparently substantial vanished when the float was deducted, and justified the gibe that some banks paid interest on overdrafts. Free exchange and other premiums were found quite without justification, while accounts thought to be of but little value, showed up as steady earners.

I am informed that in certain favored cities banking affairs are so stabilized that the banker is able to insist on a normal profit on each account, that is the account must not only pay, but pay up to a fixed standard. I can only say that in the city where I do business we are not yet in that happy position.



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Whatever the limitations of account analysis may be, we can all agree that it is the only true method of ascertaining the value of business, and that after leaving out the cases on the borderland, the results are clear and definite. It is in fact the only method of protection which the banker can properly apply against the increasing and often unreasonable demands of depositors. Most depositors do not wish to carry unprofitable accounts or to make unreasonable demands, and when convincing figures can be shown them, they are usually willing to have their business put on a proper basis.

During a long period of active business, with a good demand for money, bank earnings have been in the main quite satisfactory, in spite of the gradual increase in the price that we are paying for deposits. Without warning, a condition has arisen which is abnormal and without precedent. The European war created an unusual demand for the products of our fields, factories and shops, which have been sold at very profitable prices. The usual balance between exports and imports having been destroyed the result has been an unusual increase in bank balances in this country. There are, of course, other causes contributing to this result, among which we may mention the state of uncertainty produced by the war in the minds of our citizens. While they hesitate about new enterprises, their capital remains in the form of bank deposits. Whatever difference of opinion there may be as to the cause, there can be none as to the increase, and increased deposits with no corresponding increase in the demand for loans, naturally lowers rates. This dropping of rates on loans has gone on for nearly two years, with no marked tendency towards a rise, until the bankers have grown accustomed to rates of from 2½ to 3½ per cent. per annum for grades of paper that hitherto would have sold at from 4 to 5 per cent. The natural result should be a corresponding reduction in the rates paid on deposits, but such action has not taken place. In fact, at no time has there been more active solicitation for deposits with all the interest, free exchange and other premiums that have heretofore pertained to such loaning of credit.

Apparently this is an ideal time to introduce the custom of paying interest on a sliding scale, varying with the rise or fall of the average rate obtainable for commercial paper, or possibly with the discount rates of the Federal reserve banks, but for some reason no one makes the move. Perhaps the standards mentioned are not definite enough, but more probably, most bankers are willing to pay too high a price for money for a period believing that when the war is over and business is again normal, the 2 per cent. rates will be more favorable than any rate rising and falling with the rate on loans. In the meantime, they keep as cheerful as possible under burdens that must be onerous. No doubt, all cherish the hope (which will, I am afraid, prove illusory) that when money is again in demand, depositors will remember, to their credit, the load carried for them. The fact that the Federal reserve act will be in full effect by November of

next year, after which date balances carried with National banks in reserve centers can no longer be counted as reserve, has, without doubt, had its influence in causing the bankers to bear the burden patiently. Had not the working of this act been much impeded by the extraordinary conditions growing out of the war, the results of its coming into full effect would be more apparent than they are at this time. It seems most probable, however, that the relations between banks and their corresponding banks in the various financial centers will not be seriously interfered with, and in fact, it is on those relations that the free interchange of capital from one section to another still depends.

Had the Federal reserve banks been in operation at the time of the opening of the European war, there is no question that they would have responded to the unusual demand for liquid credit, in a way that would have given a convincing demonstration of their efficiency. As it happened, they began business when the financial strain caused by the beginning of the war was almost over, and since then, their rediscount business has been so small as to have little effect upon the money market. The bankers will have to wait for another emergency in order to obtain the needed proof that the reserve banks will do the work, or they may become gradually accustomed to the working of those banks in normal times.

Charges on Exchange.

During the period of the rise in the cost of doing business, brought about by the eagerness of banks to get business more rapidly than it was coming to them, many attempts were made to check the over-ambitious and prevent their ruin through too great generosity. The favorite method was by an agreement among the banks of certain cities to maintain a fixed schedule of charges for exchange, on the collection of country checks, and interests on deposits (in some cases, to pay no interest on deposits). These agreements worked with varying degrees of success, the results depending on the character of the men who entered into them, and still more on the reasonableness of the charges that it was attempted to enforce. One vice pervades them all. They are in fact a combination with competitors against customers. No matter how carefully an agreement of this character may be drawn, it cannot equitably cover all cases; it ties the banker's hands in dealing with his clients, and in the end, or often in the beginning, it is broken. Human nature being what it is, the result cannot be otherwise; it is absurd to expect a banker to enforce an unreasonable charge against a good customer, and if he does so, he is under the fear of losing desirable business, for there is always a way around. If the agreement is among the clearing house banks, there are banks outside the clearing house, or outside the city, or just across the state line, that will take on the business cheerfully. It is the fate of such agreements to be so riddled with exceptions that they amount to nothing, and in the end, they fail.

When the Federal reserve act was being framed, the matter of charges on country checks was considered of such

importance that the attempt was made to impose the burden of their collection on the reserve banks, but it was done in such a manner as to have but little force and also to indicate some confusion of mind on the part of the framers. In one paragraph, the reserve banks are ordered to receive such checks on deposit at par, and in another, they are permitted to charge the cost of collection, which is not at all the same thing. Charges made for the collection of country checks were spoken of as a burden on the industry of the Nation, and it was asserted that there was no more reason why a charge should be made on the note of a Florida check circulating in California, than on the note of a Florida National bank. Now, a check circulating out of a region in which it has some exchange

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value is a burden, and the only question is who should bear the burden. In most cases, it is the man who sends his check outside of its legitimate district, who should pay the tax, as he usually does it with a full knowledge of the circumstances, and with the desire to shift to others what pertains to himself. Unfortunately, it is not always easy to place the responsibility where it belongs, and in too many cases, some unoffending bank is the victim.

The Federal Reserve Board has just announced a plan for the country wide clearance of checks at "par" but with certain reservations, such as allowing member banks to ship currency to the reserve bank at its expense, in default of exchange and crediting proceeds of collections only when they come into the hands of the reserve bank in the form of cash. It is needless to say that such delay in credit is not at all the treatment which banks have grown to expect from their metropolitan correspondents, although it is unquestionably sound banking practice. The country banks which have been accustomed to deriving a considerable revenue from exchanges on the collection of checks are naturally alarmed at the loss of revenue threatened, and on the other hand the governors of the reserve banks look with some dread on the heavy expense that will be imposed on them through this plan.

If the plan reduces the expense of check collection it must in the end prevail, and we must admit that present methods are wasteful and involve a great amount of duplication of work. From what I have heard of the disposition of the Federal Reserve Board I am convinced that the present plan is tentative, that it will be amended or even abandoned if found wanting and that there is no intention of working hardship or injustice on any of the banks.

Recently it has been urged that a law should be passed prohibiting commercial banks (National banks particularly) from paying interest on deposits, and especially on the deposits of other banks. Here we have an attempt to save the banker from the results of his own generosity, just as we have laws passed to save the people from his cupidity. I delivered an address quite recently, in which I tried to persuade an audience of Texas bankers that laws against usury were vain and futile, for the reason that the growth of the country, the accumulation of capital, and the consequent competition abolished usury much more effectually than it could be done by law, so that it would not be fair to ask me to support a movement for legislation to protect the banker. Besides, I do not believe that it would protect him.

Payments on Deposit.

Now it is just and proper that business should be paid for, and the successful banker must pay for his business. Laws and agreements are clumsy expedients at best, and as a matter of fact, are not needed; there are no transactions between a banker and his depositors which cannot be made the subject of bargain and be settled on the basis of value. Some commercial accounts justify the payment of interest, while others do not; one man is entitled

to free exchange and freedom from collection charges; the next should pay for every transaction which he brings to the bank. By no other method can the interests of the depositor and of the banker alike be adequately protected. If the banker is getting the worst of it, he can close the account; if the depositor is not getting a fair deal, there are plenty of other banks to do him justice.

The analysis department must be appealed to for exact information, and with this in hand, it is not difficult to arrive at the value of any given account. We have inherited our banking practice from England, and there is but little doubt that the modifications which we have made are not always improvements. For instance, there is the question of branch banks; we decided in favor of the isolated small bank managed by a local board of directors and generally by officers of limited experience. This has advantages, to be sure; the bank is more responsive to local needs and its directors know more of local conditions than is possible for the directors of a large bank, with a branch, serving the community. On the other hand, the local bank does not have the strong backing of the big bank serving a large territory with diversified seasons, whose resources can be shifted from one section to another as occasion requires. It is rather gratifying to see how, in the absence of such a system, the metropolitan banks have been able to supply the needs of their country correspondents, either through rediscounts or through direct loans.

Why Not Charge for Every Service?

The Federal reserve banks constitute a binding force that, as far as the National banks are concerned, will tend to unite the small scattered banks, give a certain amount of direction to their business, and, if possible, raise the standard of their loans. We find the Federal Reserve Board recommending that National banks be allowed to open branches in the city in which they are located, and as a method has been discovered of providing branches for National banks through the absorption of state banks already so provided, it would seem that before long we may have both systems working together. There is not logical reason why the National Government should not permit the banks to do directly what it allows them to do indirectly. This is all preliminary to saying that, in other ways, we may find it necessary to return to English practice. English banks pay interest on practically all deposits, but at the same time, they charge for every service they perform, and if the account does not carry a substantial balance, the charge will exceed the interest. To charge a commission on the debit side of an account, and to include postage with the telegrams and other "petties," would, I am sure, strike the average American depositor unfavorably, and yet if we have adopted a part of the practice, why not adopt it in its entirety?

Here is a thought for the analysis department: Losses have always occurred and will always occur, no matter how careful the management nor how perfect the credit department. The losses over a period of, say, five years,

can be reduced to an average which will diminish by a small fraction of 1 per cent., the rate of earnings on loanable funds. The figures used in estimating the value of an account have certainly been reduced by this fraction, but should there not be another and a larger allowance for the unexpected, the unknown loss coming from or through some great disaster or some unforeseen reversal of business conditions. The surplus of a bank, what the English call the Rest, is such a fund, but it has come to be looked on as capital, and a reduction is looked on almost as an impairment of capital, which is a strong reason for carrying a concealed profit account as an insurance against unrealized and therefore concealed losses. Whether concealed or carried on the books as a special reserve against losses, every bank should accumulate such a fund, and the percentage on the loanable funds necessary for this purpose will form another reduction from the earning rate.

It is only by considering the problem in all its bearings, and by making sure that every expense and every source of loss has been taken into account, that we can be sure that we are not paying too great a price for our deposits. The bank that does consider these questions most carefully, is the bank that will be ahead in the long run, and will give the best service to its depositors and confer the most lasting benefits on the community. James K. Lynch, President American Bankers Association.

A Kalamazoo man has learned that there is danger in a bottle when it is

filled with water, despite all commendation of that liquid by the Prohibitionists. He was carrying a bottle of mineral water when he chanced to meet a friend. He stopped for a friendly chat and suddenly felt a stinging pain in one leg. The bottle had been held in the sun in such a way that it acted as a powerful lens and a hole had been burned through the man's trousers and the sun's rays had blistered his leg.

There are times when loquacity tells nothing and silence tells much.

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Advertising is written salesmanship, and if one is able to write well, you might say that they should be able to talk well, yet you know how many a merchant is an excellent salesman and always knows just the right thing to say and when to say it. In order to make a sale, still, he may make a very poor job of it when he goes to write an advertisement.

It is a fact that ten seconds is all the attention the average advertisement gets. Obviously, then your ads have to command considerably more than the average amount of attention if they are to produce results. You've got to make ads leap right off the printed page or out of the envelope and speak in tones that can not be resisted and won't go unheeded. How to do this is your problem.

This brings us to the question: "What is necessary in one's advertisement copy to accomplish all this?" One may answer, "Catchy illustrations;" another says, "Good position;" yet another answers, "Get the right medium;" another replies, "It is what you say and how you say it;" still another says, "It is the right use of white space and unusual display that counts." I recall reading not long ago of an advertisement man lying on his death-bed; the doctor had notified them that the end was near; the wife was sitting nearby, holding his hand, and asked, "John dear, what do you want put on your tombstone?" John replied, "I don't care so much about the text, so long as it is well displayed and has plenty of white space."

And so it is, I find, with a great many advertisers. They have a hobby that some one little thing is the all essential thing of advertising. Of course, all of these things about an advertisement is important, but don't lose sight of the important thing—the thing that counts above all else—the thing that must be right or all the rest is useless. The most important thing about any advertising you write is not the illustration—not the display—not the words it contains—it is the goods, the service and the reputation behind it.

One of two thoughts I want to impress on the reader is that the most important things about any advertisement that you put out over your name are the goods, the service and the reputation behind it.

Men unconsciously read into your advertisement copy what they already know about your store, your goods and your service. If you get their attention to an advertisement so that they read it, be sure that your goods back up the advertisement. If the goods aren't right, you had better not advertise them. Advertise something else that you know is right. It pays to be honest in everything, but in advertising it not only pays, but is absolutely essential. Why I see advertisements every once in awhile that might better not have been published. The store would have profit-

ed more to have paid the paper to leave the space blank. Why? Simply because the store advertised something it could not deliver—the public knew it, so the advertisement simply "Rubbed it in" and proclaimed to all, "see what liars we are. See how we misrepresent. You can't believe anything we tell you."

The brainiest advertising man on earth can not make a success of your store, if you don't make it the right kind of a store. Advertising is not a cure-all for all business ills, and it won't make up for slipshod methods, even if you have good goods. Neither will it atone for back-number, second-class goods, even if your methods are right.

Now for point number two: Too many merchants, I find, want to take advertising like they take epsom salts—a big dose to-night and expect results to-morrow morning. Advertising is not like quick action pills at all. Instead, it is like liniment. It must be correctly applied and gently rubbed in. One application in itself will not do the trick. You must rub until you touch the right spot. Rub until you find prospective customers coming your way. Then apply some more of the lotion and rub it in again and again. For results, you have got to have good advertising just as you have got to have good liniment. It takes steady rubbing to cure the case and do the trick, but rub it in with brains and you will take it out with dollars.

All permanently successful merchants have the right idea. They know it costs too much to pull a man to their store by the slender thread of low price that may snap any minute and let him go back to the other fellow next time. It is not the individual sales you want to make through your advertising so much as it is to make friends and permanent customers. Make men like your store so that they will just naturally think of you when they think of shoes. You can't do that in a minute any more than you can change a Presbyterian to a Baptist in a minute or a Democrat to a Republican. Even a big dose of advertising won't do the trick. You must keep everlastingly at it, remembering that your early advertising is a seed which you sow in the minds of the public, and your future advertising is the irrigation that makes them grow. You must allow time to allow the seed to grow. You know that if a seed starts to grow and then is retarded from growth for several weeks, it is a difficult matter to start it to growing again, and the crop is certain to be greatly reduced. It is exactly the same with advertising. It is the steady consistent advertising, that follows regularly week after week and month after month and ultimately builds up a feeling of confidence and good will in the public mind favorable to your store.

Successful advertising is invariably persistent advertising. The less money you have to spend, the more essential it is that you keep regularly, continually and persistently at it.

Spasmodic advertising won't do. It wastes a part of your advertising appropriation because it produces only partial results, and you have no money to waste. Occasional advertising may bring you business temporarily under certain extraordinary conditions, but you can never make customers that way. Occasional spurts and splurges won't get you any permanent results. It is far better that you spend less money each time and keep continually and persistently at it.

Vern C. Devine.

Suggested By Reading Tradesman Front Cover.

"Resolved—That We Will Cease Trying to Get Something for Nothing."

Don't try to get something for nothing. Though we seem to succeed for a day, in the end, we must render full measure. In some way or other, we pay.

Do you envy your prosperous neighbor Whose touch seems to turn all to gold? Perhaps he's no more to be envied, Than was Midas, the monarch of old.

King Midas got something for nothing. But it brought him, not pleasure, but dole.

His passion took toll of his body. Shall ours demand toll of the soul?

Strive not to get something for nothing. Would you a high character mold, Be willing to pay for your blessings, Be they honors, or pleasures, or gold.

We can never get something for nothing. So our great ones have always believed, So in business or pleasure, whatever we get.

Let's be sure to give value received. M. A. Doherty.

Most people have good memories—except in regard to the favors done them.

He who talks of the unalterable laws of man is a hopeless fool.

Investment Buying

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

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

Allen G. Thurman & Co.

136 Michigan Trust Bldg.
GRAND RAPIDS

Strength of Preferred Stocks

of Public Utilities Companies depends upon five safe-guards.

What these safe-guards are, and how they apply to the preferred stock of the Consumers Power Company (Michigan) is explained for those who send for our circular No. R-81.

Hodenpyl, Hardy & Co.

Incorporated

Securities for Investment

14 Wall St., New York

First National Bank Building, Chicago

Protect Your Family

Even if your estate is confined to a life insurance policy, if you name this company as your executor in your will, you can be sure your wife and children will be protected from probable loss through unwise investment.

Send for blank form of Will and booklet on
Descent and Distribution of Property.

THE MICHIGAN TRUST CO.

OF GRAND RAPIDS

Audits made of corporations, firms
and individuals



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.

Trade Marks and Labels For Egg Merchants.

"Yesterlaid" was recently allowed as a trade mark for eggs—that is to say, it was admitted to Federal registration as a trade mark at the United States Patent Office. Uncle Sam's sanction of "Yesterlaid" occasioned no little surprise among egg and poultry men because, at first blush, it has the appearance of a descriptive word and, under the law, trade mark recognition is flatly denied to any word that is descriptive of the goods to which it is to be attached as a means of indicating origin.

When the trade mark experts at the patent office were asked, on behalf of the Egg Reporter, how "Yesterlaid" happened to "get by," they explained that after due deliberation they had come to the conclusion that the word in question was not descriptive but merely suggestive.

This is good news for egg merchants, because the suggestive word is accounted by most egg and poultry shippers the ideal trade mark. Obviously, a name that can suggest freshness, wholesomeness, sanitary conditions of production and handling or any of the other virtues that the average ultimate consumer craves in poultry products is just so much advertising in addition to the trade mark's regular function of identification.

Moreover, the admission of "Yesterlaid" signifies to a certain extent a letting down of the bars on trade marks for eggs and kindred lines. It is quite possible that there are readers of this article who have in the past had rejected at the United States Trade Mark Division at Washington words no more descriptive of eggs than "Yesterlaid," and they may be at a loss to understand the present acceptance. It is however, merely a case of growing leniency. There is now a disposition at trade mark headquarters to give the business man "the benefit of the doubt" whenever possible, and as a result we see the official O. K. placed on many a trade mark and label that would probably have been vetoed if offered a few years ago.

Any person who will glance over the list of trade mark registrations and label entries made at Washington during the past year or two will find ample evidence of the increas-

ing extent to which egg and poultry shippers are making use of the "commercial autograph" to distinguish their respective products and proclaim quality. Some time since the question was raised as to whether the phrase "article of manufacture," as used in the statutes governing the copyrighting of prints and labels could be stretched to include eggs, but the men who have the say at the patent office came to the conclusion that any vendable commodity is within the scope of the law, and since that time labels as well as trade marks for eggs and poultry have been accepted without question at the patent office and have been duly enrolled when they have not run counter to the regulations.

It is difficult to determine just how many different egg trade marks have been preferred at the patent office because in the archives at Washington the egg marks are mixed up with those of dairy products of all kinds. More than 2,000 trade marks have been allowed in that "class," and the official estimate that there are several hundred egg trade marks and as many more labels and prints—the latter being pictorial representations such as are used for advertising purposes by some egg shippers. There are on file not merely a generous number of egg trade marks, as the term would ordinarily be construed, but many marks for desiccated egg meat and other poultry products.

In the early stages of the trade marking of eggs and poultry all types of marks were employed, but latterly there have been distinct "fashions" or trends in the egg and poultry fields. Nowadays, the popular style of trade mark is either a word or else a word displayed in conjunction with a picture. The word "hen" and the picture of a hen are the favorites, and scores of trade marks embodying this feature have been registered. Of course, a hen presentation has to be different from the hen candidates previously submitted in order to pass muster, but this is not difficult because a picture of a hen standing in a given position will not, as a rule, infringe that of a hen in different pose, and the head of a hen in not "too close," as the trade mark experts say, to a full length figure of the queen of the barnyard.

However, other things than mere pictorial similitude weigh with Uncle Sam's censors in deciding what hen pictures or egg pictures conflict. They are influenced largely by the evidence as to whether or not a trade mark under scrutiny is uncon-

sciously a partial duplication of another already registered or whether it has been adopted, with malice aforethought, for the express purpose of deceiving purchasers into the belief that the product to which it is applied is the output of the other merchant whose reputation has already been established and whose trade mark has become familiar to buyers.

"Red Hen Eggs" is an egg trade mark that was recently registered at Washington, and its acceptance illustrates a point of possible interest to many egg and poultry shippers in that the owner of the mark "Red Hen Eggs," in order to get a certificate for his mark, had to "disclaim" the word "Eggs." To "disclaim" a portion of a trade mark means that the owner waives any claim to a monopoly of that particular part of the mark. It will readily be appreciated that Uncle Sam could not give exclusive rights to the word "eggs" to any one shipper. No ob-

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

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

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.

Your Trade will Repeat
MAPLEINE
Flavoring
brings back your customers. You can make no mistake. They come back for that genuine "Maple" tang. A real American flavoring used for every purpose.
Order from
Louisa Hilfer Co.
1503 Peoples Life Bldg.
Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.

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

Rea & Witzig
PRODUCE
COMMISSION
MERCHANTS
104-106 West Market St.
Buffalo, N. Y.
Established 1873

Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. Fresh Eggs in good demand at market prices.
Fancy creamery butter and good dairy selling at full quotations. Common plenty and dull.
Send for our weekly price current or wire for special quotations.
Refer you to the People's Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

SEND US ORDERS
ALL KINDS FIELD SEEDS
Medium, Mammoth, Alsylke, Alfalfa Clover, Timothy, Peas, Beans
Both Phones 1217 **MOSELEY BROTHERS** Grand Rapids, Mich.

The Vinkemulder Company
Jobbers and Shippers of
Everything in
Fruits and Produce
Grand Rapids, Mich.

jection was made to the appearance of the word in the trade mark as it is used in commerce, but an understanding had to be arrived at in advance that this merchant would base his claims merely on the "Red Hen" part of the mark.

Egg trade marks are applied in various ways. The rules and regulations governing trade mark practice specify that trade marks shall be attached directly to the goods, and this is done in not a few instances with respect to eggs, the mark appearing as a rubber stamp impression on the egg shell or as a tiny sticker attached to each egg; but the more common usage is to apply the egg mark to the box or case or other container—a procedure that has been pronounced entirely acceptable. In the case of pasteboard containers it is customary to imprint the mark on one surface, but wooden cases are likely to be marked either by stencil or else by pasting on either end a piece of paper carrying the trade mark.

Every now and then an egg merchant hits upon the idea of trade marking the form of container which he is employing and perhaps evolves a distinctive shape of box or carton in the hope that its novelty will win it recognition, but all such efforts are doomed to failure, just as was the project of the merchant who endeavored to secure acceptance as a trade mark of a red paper bag and the attempt of the trader who sought trade mark recognition for a tin pail. Of course, if an egg merchant is really set upon ensuring to himself the sole use of a unique package, he can apply for a design patent and if the design registration bill now before Congress becomes a law it will be a yet more simple matter to obtain via this route the protection that cannot be had under the trade mark system.

There are several explanations for the disappointments so frequently suffered by egg merchants who attempt to trade mark at Washington their trade names or brand names. One reason is, as has been explained, the use of descriptive words, that is, words which are clearly descriptive of the quality of the eggs rather than merely suggestive. This is why the word "fresh" as applied to eggs and "home dressed" as applied to poultry are taboo at the patent office.

Another stumbling block that has tripped up many an egg merchant is the geographical name. Naturally, an egg merchant might desire to identify his eggs or poultry by the use of the name of the place of production, especially if the locality be one famous for its egg output, but "Brookfield Eggs"—if the geography shows that there is a town by the name of Brookfield—stands little chance of winning a place in the trade mark register. Deceptive words are discriminated against quite as much as are descriptive terms, and an egg merchant cannot hope to get trade mark standing for his own name or his firm name unless the name is displayed in distinctive manner.

A contradictory circumstance that has caused some confusion in the egg and poultry line, as well as in

other fields, is that the descriptiveness which is an impediment in the case of a trade mark is a necessity in the case of a label. In other words, the rules at the patent office prohibit the copyrighting of a label which is not descriptive of the article on which it is used. However, the label examiners at Washington are not exacting in their requirements as to description. "Fresh eggs" might be held just as completely descriptive as a lengthy paragraph describing the eggs, and in many instances pictures have been officially acknowledged to serve the purpose quite as well as words, this being especially true in the poultry field.

Labels are also required under the law to possess "artistic" merit, and the unwillingness of the officials at Washington to receive labels consisting merely of descriptive words printed in a commonplace manner or supplemented merely by ordinary printers' ornamentalations has caused much hard feeling on the part of merchants who had overlooked this requirement of a label. The label examiners claim that they intend to be very broad and liberal in interpreting this "artistic merit" qualification—an initial letter in a circle has, on occasion, sufficed—but they persist that they cannot accept just a plain job of typesetting with no evidence of skill or originality. It may be noted that the United States Patent Office, in considering labels that are proper for copyright entry, aims to co-operate with the Department of Agriculture in its enforcement of the Food and Drugs Act, and any label that arouses suspicion of misbranding is subjected to rigid comparison with the sample of the food that must be furnished by the label user.

One lack in the United States trade mark laws which has worked to the disadvantage of egg and poultry shippers in not a few instances is the absence of any provision for registering what are known as collective or community trade marks. In a number of instances, groups of egg and poultry men, banded together in one way or another for mutual protection or to stimulate the sale of their products, have desired to register a common trade mark adopted, presumably, with a view to establishing a reputation for the eggs and poultry originating in a certain district or locality. In every instance, however, it has been found impossible to register the trade mark, presuming that, as is usually the case, the association of shippers does not actually own and control the products marketed under its blanket trade mark.

Of course, if the individual egg shippers choose to actually transfer their output to a central selling agency, which institution, although it may be conducted co-operatively, is literally engaged in commerce, it is possible for that marketing organization to register a trade mark. That is the manner in which this trade mark problem has been solved by fruit growers in Florida and Southern California. But where an association of producers is, as is usually the case, merely a trade organization that is not engaged in commerce,

since each individual member retains in his own hands the disposition of his product, such a body cannot take title to a collective trade mark. This condition of affairs is rather hard on American egg shippers and other interests that believe that in union there is strength, the more so because such all-for-one, one-for-all trade marks are recognized by law in foreign countries. In Ireland and in Denmark, particularly, have collective trade marks been used effectively by marketers of eggs, butter and poultry products.—Waldon Fawcett in Egg Reporter.

When you sell goods you feel certain will not prove satisfactory see that the customer understands perfectly the quality he is getting.

Watson-Higgins Milling Co.

Merchant Millers
Grand Rapids, Michigan

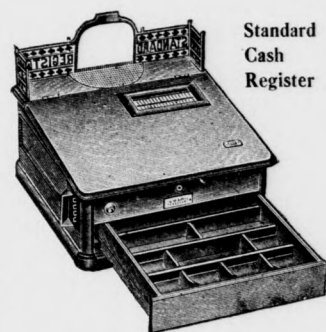
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Products Sold Only
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by Merchants

Is a Charge or Credit Ever Forgotten in Your Store—Cash Ever Out of Balance?

Stop It By putting in a



Standard
Cash
Register

No other system will enable you to departmentize your daily business as does this. It is not a cash register only, it is a RECORDER, and only \$30.00 installs it.

Drop us a postal that we may send you the comments of others who are using it.

STANDARD CASH REGISTER COMPANY

No. 3 College Ave.

NORTH MANCHESTER, INDIANA

Quality Guaranteed



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

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

Our packages retailing at 15c and 25c are equally attractive.

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

The Bel-Car-Mo Nut Butter Co., Inc
Grand Rapids, Mich.

SEEING AMERICA FIRST.

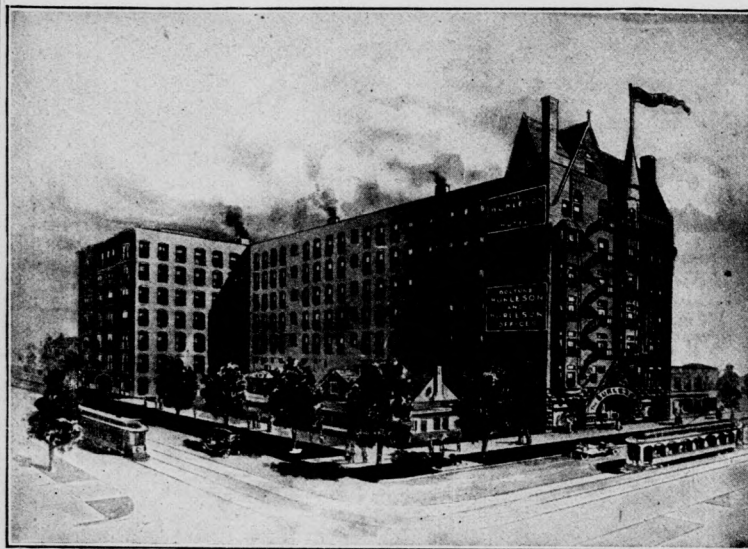
Interesting Experiences of a Leading Oregon Cheesemaker.

Written for the Tradesman.

We were a party of four men all of whom had stayed pretty close at home in our different sections. For my own part I had been engaged in the professional work I had chosen as a means of extracting dollars as painlessly as possible from that rich and easy class known as dairy farmers, in the capacity of cheesemaker, and now felt justified in taking what I believed to be a well earned holiday. In our school days we had run across names as Seattle, Portland, "Spokane Falls," Cascade Mountains, Columbia River, Tacoma, Mt. Rainier, Mt. Adam, and Puget Sound, but the names meant nothing as not one of us had these names in mind. Having spent a few days among the Thousand Islands, we crossed over to Kingston, Ont., then took a Grand Trunk train to Toronto, Queen City of Canada, and capital of Ontario. We spent three days taking in many points of interest, among them Queen's Park, Trinity College, University, Governor's residence, Parliament buildings, Fair grounds, a city in themselves, where I had often taken prizes on cheese at the big Industrial Expositions, St. James' Cathedral, which has one of the tallest church spires in the world. We visited the Oddfellows Hall, one of many fine buildings which we were told is always ready to welcome visitors and sight-seers. It was nearly dark, and a man that I had never seen nor heard of came up and said he was "looking for me." Well, I thought instantly of a traveler I had read about in an old book at home, that was beaten and robbed, and left for dead on his way from Jerusalem to Jericho, so I said to myself "I'm in danger," and got out of that neighborhood right away. Probably I was just a little nervous, but under the circumstances what would you think? Next morning we boarded a C. P. R. train for Owen Sound, then by steamer Manitoba to Sault Ste. Marie, Mich. At Sault Ste. Marie we took the "Soo Line" to Duluth, Minnesota, where we inspected those immense grain elevators and ware houses that handle millions of bushels of wheat, grown in Minnesota, and the Dakotas. In Duluth we bought tickets to Tacoma, Washington, on the Northern Pacific via Minneapolis, where we spent five hours admiring the splendid red brick office buildings, fine residences, and well paved streets. Everything in Minneapolis that we saw, had an air of stability, giving one the idea that the city and all it contains in the way of improvements are intended to stay. When we saw the country with which it is surrounded we felt sure it will stay. Our run across Minnesota from Minneapolis was in daylight, it is a grand country. It was early June and as the train rushed on through never ending fields of wheat, meadows, green pastures with herds of well kept dairy cows, comfortable farm houses, big barns with mansard roof, and stone, or cement walled stables underneath, showing thrift and care, my comrades agreed with me that here is indeed a land of peace and plenty. Then across North Dakota where the sky seemed to rest on wheat fields in every direction.

How many of our people claiming to be best citizens, living in cities, know nothing of what it looks like to see millions of acres of wheat growing, or the appearance of a good dairy farm out in the free and open country, although they are eating and drinking the produce from these wheat fields and dairy farms every day; in fact they take pains to ensure themselves against such sights, for when they travel by train a few hundred miles to another city, or to some seaside resort they usually make it a point to engage a Pullman berth in a night train, without any thought of those beautiful and bountiful fields, and comfortable homes they are passing by, where a far greater proportion of happiness prevails than in any city, and which even to look upon is life renewing and inspiring. Next we passed through the "bad lands" and were glad when darkness hid the view, for they may be described with two words, monotonous desolation. Next day we got to Livingston, Montana, where the peaks of the Big Belt mountains gave us our first view of perpetual snow. It was a clear day and the big pointed peaks seemed just outside the town. On asking a lounge at the station how far it might be to the nearest snow covered point, he said it was about twelve miles. My remark that it did not seem so far, met with his contempt, "well" he replied, "we have very high sky here, that makes them appear so close, if the sky wasn't so high them mountains would punch holes in it." Of course that was convincing, but it seemed to me there would be no trouble in killing a deer on the highest point with my rifle from where we stood. At Livingstone we were only fifty-four miles from Gardiner, at the end of a railroad, and which is at the entrance to Yellowstone National Park, which we passed up for another trip. Soon we were in the midst of mountains, our train winding in and out and around and between smooth, steep, grassy sides, in serried ranks that in shape reminded me of the old "tallying" iron my mother used for ironing the frills in her night caps. Here and there away up the mountain side could be seen a "mine" which in the distance looked just like a ground hog's hole with a little bank of red earth pulled out around the entrance. The mountains in this range show very little rock, mostly smooth, bare steep slopes reaching away up to where a crust of snow remains all summer. We emerged from the Bozeman tunnel 5,592 feet above sea level at daylight, where the road runs some distance along the Missouri River near its head waters, it is a pretty valley and we saw it in all its green beauty at sunrise, with its steep rocky battlements on both sides, it appeared to me that every acre of the valley is cultivated. At some period of the world's history a mighty river must have swept through this valley, now the Missouri here is only an insignificant creek. It is down grade from Bozeman to Spokane, Wash. which is 1,919 feet above sea level. Spokane is a beautiful city, with its million dollar glittering white marble court house, its two million dollar Davenport Hotel, with its series of waterfalls in the heart of the city, tumbling down eighty feet in less than a quarter of a mile, giving immense water power

Piles Cured **WITHOUT** the Knife



The Largest Institution in the World for the Treatment of Piles, Fistula and all other Diseases of the Rectum (Except Cancer)

WE CURE PILES, FISTULA and all other DISEASES of the RECTUM (except cancer) by an original PAINLESS DISSOLVENT METHOD of our own WITHOUT CHLOROFORM OR KNIFE and with NO DANGER WHATEVER TO THE PATIENT. Our treatment has been so successful that we have built up the LARGEST PRACTICE IN THE WORLD in this line. Our treatment is NO EXPERIMENT but is the MOST SUCCESSFUL METHOD EVER DISCOVERED FOR THE TREATMENT OF DISEASES OF THE RECTUM. We have cured many cases where the knife failed and many desperate cases that had been given up to die. WE GUARANTEE A CURE IN EVERY CASE WE ACCEPT OR MAKE NO CHARGE FOR OUR SERVICES. We have cured thousands and thousands from all parts of the United States and Canada. We are receiving letters every day from the grateful people whom we have cured telling us how thankful they are for the wonderful relief. We have printed a book explaining our treatment and containing several hundred of these letters to show what those who have been cured by us think of our treatment. We would like to have you write us for this book as we know it will interest you and may be the means of RELIEVING YOUR AFFLICTION also. You may find the names of many of your friends in this book.

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

DRS. BURLESON & BURLESON

RECTAL SPECIALISTS

150 East Fulton St.

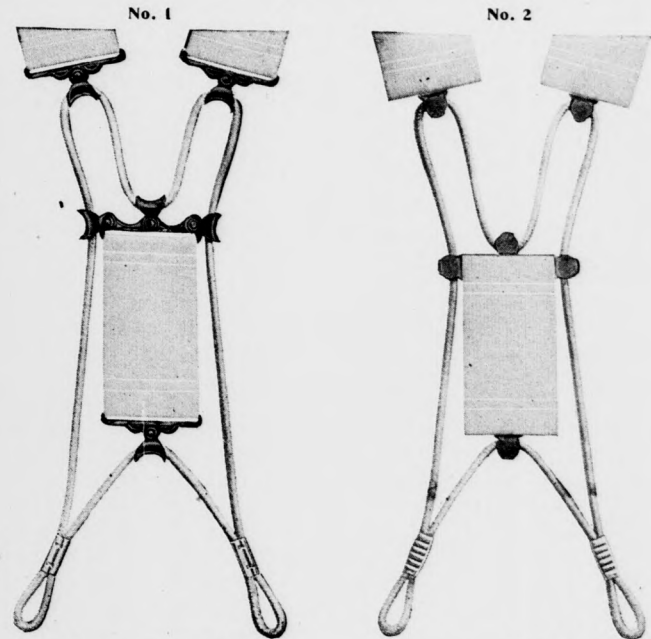
GRAND RAPIDS, MICH.

part of which is harnessed to drive city and interurban cars in all directions, operate sawmills, factories, lighting the city and many other cities as well, at a very reasonable cost. The city is supplied with pure water from artesian wells a thousand feet deep. Spokane is the business center of a territory larger than all New England, known here as the "Inland Empire" because it lies between two great mountain ranges, the Rockies and Cascades. Many Western Mining Kings have their castles here and live in the lap of luxury, in fact the "Empire" has a long list of noble titles, Mining Kings, Power Princes, Timber Barons, Wheat Lords, Knights of the Range, Queens of Fashion, etc. Surrounded by wheat fields and dairy farms, rivers and lakes teeming with fresh water fish, cattle ranges, pine forests, marble hills, and rolling prairie for hundreds of miles, Spokane is in a class by itself. Leaving Spokane we pass through fields of wheat, cattle ranges, horse ranges, dairy farms, on down to Pasco, Wash., then make a side trip to Walla Walla, a pretty city in a pretty valley. Here is three thousand square miles of garden land, deep, black, friable soil that gives a prodigious yield of wheat, peaches, cherries, apples and other fruits, also hay, potatoes and vegetables in general. Returning to Pasco we cross the Columbia here into Kennewick where strawberries ripen through nearly six months in the year. Sixty thousand crates are shipped from this immediate vicinity during the season. Our next point of interest was the well known Yakima Valley, up which the railroad runs 150 miles, and which shows the wonders of irrigation in its fields of alfalfa, potatoes, apple orchards and dairies. We passed through North Yakima and Ellensburg, thriving, populous and busy cities that have been built up in a few years by local business. Pretty soon we were in that grotesquely wild, broken, jagged, rocky, topsy turvy mass of nature, uncouth shapes, heights and depths, called the Cascade Mountains. From the train you can almost reach out and touch mountains rising in almost perpendicular shafts of gray and green rock and shrub, thousands of feet to their icy summits, with here and yonder a snow covered peak towering other thousands of feet above those. Meantime the train winds up one grade, turns and winds up another, turns again on a down grade gathering momentum to carry it up the next grade, around the south side, back again and up and around the north side, always higher and higher; then with a smothered roar plunges right into the next mountain ahead and comes out on the other side. We have crossed under the backbone of the range through the Stampede tunnel, and now we are going down grade on the west side. A wet dark night settles around us so we leave our observation seats to rest our eyes inside while we wait for the conductor to call out "Tacoma," which he does at midnight. We are taken to the Tacoma Hotel, and at once got to our rooms, tired and drowsy, the rumble of the train still in our ears and the mountains dancing before our eyes. Sunday morning June 5, memory of that morning lingers, bright sunshine, balmy air, laden with the perfume of roses. The

"City of Destiny" certainly gave us a pleasant greeting. Everyone we met was carrying roses, ones, twos, and in armfuls. Old men and women, young men and maidens, boys and girls, people in all walks of life had them; every car conductor had a rose in his button-hole, every motorman a bunch on his window ledge. Yes, it was the rose, emblem of love, that first held our attention in a strange city where we were strangers, but you need not be a stranger long in Tacoma, for no one is too busy to give a stranger a word of cheer, or information. The city is built around the head of Commencement Bay, an arm of Puget Sound, rising in terraces from the waters edge to 500 feet above. You can stand on a paved street and throw a stone into water 200 feet deep. Looking northwest we enquired what snow capped range of mountains that was, we were told "that is the Olympics," about 8,000 feet high and covered with snow all summer. Then our attention was called to a big mountain in the southeast—"That is Mt. Tacoma." We had never heard of it for on the maps it is named Mt. Rainier, and is 14,440 feet high. Only one other mountain in the United States is in dispute as to which is the highest—Mt. Whitney in California. But here it is Mt. Tacoma, which we were told was the original Indian name, meaning "nourishing breast." It is in full view sixty miles away, but usually appears to be just outside the city. Tacoma is well built, both for business and residence. It has sawmills that cut hundreds of millions of feet of lumber annually, three door factories turning out two finished doors every minute of a ten hour day, each, the whole year, a wheat warehouse nearly three quarters of a mile long, first class public schools, a high school stadium built of concrete in the face of a hill overlooking the bay, that will seat 40,000 people, numerous well kept parks, one of thirty acres in the heart of the city, another 600 acres on Point Defiance, a very great variety of manufactories and well paved wide streets. Traffic with Seattle is maintained by electric, and steam trains and passenger boats, every hour. The tides here rise sixteen feet, and the waters of the Sound rarely show a ripple. Green predominates, fir, spruce, cedar and hemlock clothe the hills, from which the name "evergreen state," is derived.

But we must see Seattle, so we board the interurban, take the thirty-six mile trip through the White and Black and Green River Valley which is so level that part of the time the rivers flow in one direction and part in another or opposite direction. It is a rich section, milk flows almost as plentiful as water, two big condensers, big creameries, skimming stations, stations on the line where only milk is shipped to supply Seattle and Tacoma. Seattle is like Rome, built on seven hills, and backed by Mt. Tacoma—no it is Ranier here if you expect to make friends in Seattle. Here is a truly metropolitan city. Headquarters for Washington, headquarters for Alaska, it is pre-eminently a commercial city, with its miles of docks and shipping, its other miles of wholesale stores and warehouses with Elliott Bay and Puget Sound and the Olympic Mountains in front and the fresh water

We couldn't improve the sliding back so we reduced the exposed metal



No. 1. Showing the Shirley President Back with all metal parts exposed. It was the best of its kind but has had to give place to the improved trimmings shown in No. 2.

No. 2. The same old reliable comfortable Shirley President Suspenders, of which forty millions have been sold. Note how little metal is exposed to contact with the garments.

Shirley President Suspenders

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You will note in Figure No. 2 the neat, clean-cut appearance and how little metal is exposed to contact with the garments as compared with No. 1. Also note the flat, smooth-surfaced tubes in No. 2. These tubes have small rocker bars, so sensitive that they respond to the slightest motion. Trimmings lie flat—no metal edges to rub against or cut garments.

You know that Shirley Presidents sell out clean at the full price—that you never have to cut or clean them out, that unmoved stock is always redeemable at its full face value. You know the public knows the name of just one suspender and that you take no chance when you put that suspender in stock.

Any responsible jobber can supply you with Shirley Presidents in one-half dozen, regular packing; one-half dozen Easel Top Display Cartons or holiday packing.

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President Suspender Company

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lake, Washington, over the hill in rear, with its palatial hotels and big department stores, big theaters, big sky scraping office buildings, with her thirty thousand ton steamers, and hundreds of miles of smooth paved streets. Where Orient and Occident meet the North and South, her people may be excused for writing their address "Seattle, U. S. A." A line of passenger boats ply between Seattle and Victoria, and Vancouver, B. C., another line runs to Tacoma, another to Olympia, the capital via Tacoma, while numerous lines ply in and out among the hundreds of islands in the Sound. Another line runs to Bremerton where the big U. S. Navy Yard is located, others to points away down the Sound to Everett, Bellingham and many other points.

Three days spent around Tacoma, Seattle and Puget Sound points, then we board a train for Portland, Oregon, known as the "City of Roses" which it surely is. We arrived in Portland during their rose festival, and if a city can be made a fairyland, then we saw fairyland. An evening parade was just starting having forty electrically lighted floats built on flat cars run on the city car tracks, by regular motormen. These floats represented historical, and local events, as the discovery of the Columbia River, Indians giving way to the white man, spring, harvest, salmon fishing, Dante's Inferno, etc. Some of these floats cost \$2,000 each and took six months to build. Single autos had 40,000 roses in their decorations, and there were hundred of autos. The fire department, engines, hose wagons, etc. were covered with roses, and blankets of

roses decked the horses. We saw 5,000 school children each carrying a large bouquet, the State Governor, the Mayor, war veterans in autos, all literally buried in roses, in a parade five miles long and taking three hours to pass a given point. We saw horse trucks and auto trucks loaded with tons of fresh cut roses going to headquarters for decoration. We saw other thousands on exhibition for prizes in the Armory, a building 200 feet square, and then on going through the residential parts of the city there was no appearance of roses having been picked. This rose festival we found to be a regular institution, incorporated under the laws of Oregon, and takes a fund of \$100,000 to finance it every year. The Governor proclaims a holiday, and attends in his official capacity, the Mayor and police take an active part, giving some idea of the interest taken by citizens in these annual displays. Business is suspended and all take part in what is the most important recess of the whole year. In fact thousands from all over the State, and other states make it a holiday and join in the city's festivities.

Portland seems more fortunate in her environments than any other city in the United States, so far as the writer has seen them, and that means many of them. We went up to Council Crest 1,200 feet above the river, but only twenty-five minutes run on a street car, and in full view we counted five snowy mountain peaks—Mt. Hood across the Valley sixty miles east 11,225 feet high, Mt. Jefferson 10,200 feet, both in Oregon; 120 miles to the north is Mt. Rainier or Tacoma, seventy miles north-east Mt. Adams, 12,000 feet and over

there forty miles north blushing Mt. St. Helens 10,000 feet, the bride of the Cascades, often showing a pink shade, as seen from here, which the writer suggests may be caused by a reflection from so many Portland roses. She is the youngest of peaks in the Cascade range, for time has not yet made wrinkles in her face, as she has done with Mts. Hood, Adams, Jefferson and Rainier. From our point of observation on Council Crest, Portland spreads out north, south and east, with the Willamette River flowing through its center, from south to north, joining the Columbia twelve miles below, which flows through a gorge at tide level through the Cascades from east and here turns north then west to the ocean. With the aid of but one lock, the Columbia is navigable 550 miles from the sea. Vancouver a city of 15,000 across the river in Washington lies in full view north. Oregon City, Oregon's old capital lies fifteen miles up the Willamette south, where a canal and locks enable steamers to ply 130 miles up to Eugene. Here at the falls you may catch salmon weighing ten pounds with a rod and reel, not by mere chance but by regular whipping; then again we look across the city and valley and see that mighty wall of mountains, 200 miles from north to south, with our naked eyes, with those five great white pillars guarding the great spirit whom the Indians believed had his dwelling place far in that land of mystery, which is covered with everlasting snow. Mt. Hood is looked on particularly as being Portland property. It is in full view from nearly all parts of the city, and can be reached easily

by auto in about three hours to the snow line, over a highway smooth as floor, every foot of which passes through scenery that cannot be surpassed in this world. Passing close to Multnomah falls 800 feet high. Bridal Veil falls nearly as high. Latourelle falls and others, twenty-two falls in twenty-five miles of road, besides thirteen snow capped peaks. Thirty miles of this highway cost one million dollars. It is cut in the sides of cliffs, tunneled through rock, rising perpendicular from the Columbia River and having windows cut through to light the way. This drive cannot be described, many have tried to do that, it must be seen to appreciate what wild freaks nature has performed within sight of Portland, where the Indians fully believe from their legends, and scientists partly agree with them that the Columbia flowed under ground here, and through some irruption of nature the ground above, which they called the "Bridge of the gods," fell into the river.

But we must be going, we have spent a week taking in the wonders that surround Portland, so we take a train for Forest Grove, one of Oregon's seats of learning twenty-five miles west. There we hired a driver to take us over the mountains of the coast range, by the old Wilson River road, to Tillamook, and Garibaldi beach, right on the Pacific shore, where the nearest neighbor westward is Japan a matter of 5,000 miles. In the mountains we stopped at a small creek for lunch, a mere rivulet trickling along under the shade of giant firs, larch and cedars. One of the boys got out his rod and started fishing, we sug-

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gested he take a dipper and dip the creek dry, then pick up the minnows. Well in half an hour he came back with an even dozen mountain trout, up to nine inches long. Talk about speckled beauties! Well our driver had just "hitched up," but had to stay till we cooked and ate those trout. Were they good? Its no use to tell you. That night we camped on the Wilson River and caught twenty more next morning for breakfast. Other small mountain rivers in the vicinity are Trask, Tillamook, Miami, and Kelchis, all emptying into Tillamook bay near Garibaldi beach, and all actually alive with trout. The maximum heat in summer here is about 80 deg. with an average of about 65 deg. Mountains drop down to within a few hundred feet of the ocean beach, covered with a thick growth of fir, spruce, cedar and hemlock, so the mountain sides are always green, the grass is always green, and milk, butter, cheese and eggs are always fresh, as right here within a few miles, a million dollars worth of cheese is made every year. Oysters, clams and crabs are here for the gathering and in season plenty wild geese and ducks. A railway connects Portland with the beach resorts, also several lines of boats via Astoria, but we preferred coming by wagon, and sleep and eat in the cool shady mountains at leisure. Thousands spend the summer at Garibaldi Beach, Bayocean Park, Rockaway, Elmore Park, Cannon Beach, Nehalem Beach or Seaside, a stretch of about forty miles, then on down the coast, Netarts, Cloverdale Salmon River, and Newport. All of these places have telephone and postal communication to any point outside. They may also be reached direct from Portland by auto, in a few hours.

Having spent a week at the beaches, and in the mountains, we came out by auto via Sheridan, through one of the best dairy sections in America. Cheese is made everywhere in big co-operative factories, and shipped by train or boat to Portland, Seattle, San Francisco and into Idaho and Montana. From Sheridan we went back to Portland fifty miles by train, then started by train up the Willamette Valley, south through Oregon City, Woodburn, Albany, Salem, the Capital, a beautiful city of 15,000, in a beautiful section of country, on up through Eugene, another beautiful city of 15,000, to Drain, 180 miles south of Portland, and a veritable garden all the way. Wheat farms, dairy farms, hop fields, fruit orchards and chicken ranches. At Drain we take a seat in the four horse mountain stage bound for Coos Bay ninety-six miles away, and away we go down the Umqua river road, in the Coast range. We arrive at Scottsburg in the evening after bumping over the "thankee ma'ams" till we wish we had taken the other road via Roseburg, but the driver makes us comfortable by saying that would be worse yet. There we take passage on a comfortable boat to Gardiner, where we put up for the night, then take the same boat next morning to a landing where river and ocean meet. There the crew jumped into the surf and holding the boats yawl steady while we step in and are pushed ashore, where a four horse stage is waiting to take us down the beach at low tide twenty-two miles to another landing on Coos Bay.

The beach was smooth as only a tide can make it, there is not a rock or obstruction of any kind in the whole distance, the waves from low tide roll under the stage perhaps half way, at intervals, a sea lion will lift his head above water and look us over, then roll back into the breakers, things were going along nice and smooth when all at once a wave rolled over us and, receding, took stage, horses and all hands with it, far into the breakers, of course we were all spilled, but luckily the next wave was not so high, and helped the horses to struggle back to shore. None of us were hurt much but the last we saw of our grips they going in the general direction of Honolulu. We were told that no matter how quiet and peaceable the old ocean may seem he is liable at any time to make a treacherous move like that. We arrived at the landing in rather dripping spirits and were taken by launch nine miles up the bay to Marshfield. Next day was Sunday and a party of six hired a launch that took us across the bay and up the south fork of Coos River to fish for trout, and say, we caught trout! When we unloaded our catch at the hotel that evening we filled a large wash tub with big speckled pictures. We stayed here eight days visiting North Bend, Empire City, many inlets around the bay. Visited a creamery where a thousand dollars worth of butter and cheese is turned out every day for months, visited a milk condenser, an ice plant, cold storage, and butter plant, took a trip to Coquille the county town, and down the Coquille River by boat thirty-five miles to Bandon where we attended church service in a natural cavern worn by the waves out of solid rock, and is now used as a church, and for special services when the Bishop of Oregon visits Bandon. Back again to Marshfield to wait for the Steamer Breakwater bound for San Francisco via Eureka, but another story must tell about that part of our trip.

Coos county, Oregon, is full of resources. Lumber, is a principal industry, the beautiful myrtle grows here, so much sought after for high grade furniture. Dairying is at its best here, deep bottom land brings \$200 an acre for dairy purposes. Strawberries ripen until November. A line of steamers run to San Francisco and two other lines call in here between Portland and San Francisco, and a railroad will be finished in 1916 giving direct rail to Portland. The bay and river is their public road. Every farmer has his launch and goes to town when he pleases, which is quite often. We will now say goodbye having traveled 4,000 miles so far on the trip.

R. Robinson.

Too Literal.

One day a man who was interested in social work went into the tenement district and, wishing to see a certain man, having only a general idea as to where he lived, approached a small boy.

"My boy," he asked, "can you show me where M. Schmidowitz lives?"

"Yes, sir. Come right with me, sir."

The boy entered an adjacent doorway and started to climb the difficult

stair. Up four flights he went, the visitor breathlessly following, and finally paused at an open door.

"This is the floor, sir," said the boy. "Mr. Schmidowitz lives in there."

"Looks as if we stacked up against

hard luck," remarked the visitor, peering into the room. "Mr. Schmidowitz doesn't appear to be here."

"No, sir," was the rejoinder. "That was him sittin' down on the front doorstep when we come in."

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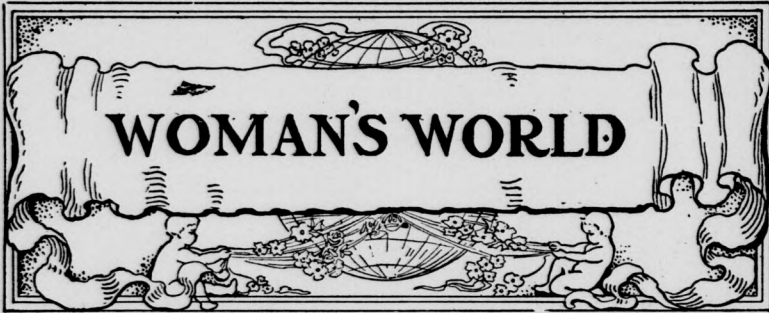
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Written for the Tradesman.

To see ourselves as others see us! We ought to be able to nowadays. If one wants to increase the will power or improve in concentration or memory, there are books that tell just how to get to work. And we very likely have an encouraging assurance from the author, that as a result of following his teachings some pupil has increased his earning capacity from say seven hundred dollars a year to twenty-five thousand. If things like that can be done along certain lines of mind development, equally remarkable things ought to be accomplished along this other line. Some one should be able to increase our psychical vision until we might see, sharply reflected as in a mirror, the image of our personality as it impresses itself upon our acquaintances—this image showing with unflinching photographic accuracy, our peculiarities and weaknesses and absurdities as well as our good qualities. As yet we do not have this psychical vision. So we go on, unconscious of faults which make us disagreeable and possibly ridiculous.

Oh, the excellent people whose presence is made almost unendurable by some miserable little fault or peculiarity! And very often they themselves do not realize that they have it.

I was started on this train of thought yesterday by meeting Charlotte Burgess down town. I was amazed to see how her egotism is growing on her. Four or five years ago it was scarcely noticeable. Let me be perfectly fair regarding Charlotte. She is an admirable girl, or perhaps I should say bachelor maid, for she is 30 years old. So courageous and so honest and upright and whole-hearted and generous! And so plucky! The clear grit of her has many times astonished all who knew her. She has succeeded in her chosen work in spite of discouragements which would have downed any one else. And she is so loyal and devoted to her own people. Moreover she is bright, witty, a fluent conversationalist, and can talk understandingly on almost every subject under the sun. And she has such amiable and endearing characteristics, and a personality that would be really charming were it not for that dreadful Big I.

As before remarked, this Big I rapidly is getting bigger. As Charlotte climbs the ladder of success, as she comes to know her own abilities and feel greater confidence in her own powers, she delights more and more to recount her professional successes

and to tell of adventures in which she has been the heroine. She even repeats her own clever sallies and apt replies. Whenever and wherever she can, she monopolizes conversation, putting her own affairs and doings and sayings to the front. The only persons whom she seems now to enjoy having about her are those who, either because they are natural toadies or because they have some ax to grind, take the role of admiring listeners. Her real friends, those who have known her for years and who love her and appreciate her for her real worth, no longer find her entertaining and agreeable as she used to be. Most of her talk is nothing else but a rather refined sort of bragging, which bores and repels those who have Charlotte's interests sincerely at heart.

"Couldn't some one say something to her about it, just call her attention to it in a perfectly kind and friendly way?" suggested Mrs. Gray, when she and Mrs. Hoover, both old friends of the Burgess family, were lamenting Charlotte's fault while lunching together at a cafe. "I shouldn't want to undertake it myself," continued Mrs. Gray. "I haven't any talent for that kind of thing. But maybe you could, Mrs. Hoover. You have a world of tact and very rarely offend anyone."

"Don't try to flatter me that I could do anything of the kind," replied Mrs. Hoover, laughing. "If I don't offend people, it's because I don't tell them unwelcome truths. What kind of a situation would it make to point out to Charlotte the ugly fact that she exaggerates her own importance? A hint wouldn't accomplish anything—she never would imagine it was meant for her. And as to telling her plainly, that would only make her angry and resentful, break friendship between us, and do no possible good. Of course some one of her own family might speak to her, but none of them see the failing. Charlotte is so much smarter than the rest they all regard her as a perfect wonder. Her egotism fairly feeds on their pride in her. They'll not say anything and surely no outsider would want to tackle the job."

If Charlotte could realize her fault she would try to correct it at once. But Mrs. Hoover is right—no person of discretion will tell friends and acquaintances of their failings. You don't inform your neighbor that he often misses it by being so mulishly stubborn. Nor do you tell his wife that she is a dowdy dresser. There are plenty of women—and some men—so fussy that they tire everybody out, but you can't say anything to

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them about it. You have acquaintances who talk altogether too much, but do you dare hint to them of garulousness?

The home folks rarely work reformation in such cases. Often, like Charlotte's family, they are blind to the fact that any failing exists. Sometimes they see, but keep silent for the sake of peace or from motives of policy. When one who stands near does speak out, isn't the result apt to be recrimination and a quarrel, with the fault not eradicated but strengthened and confirmed instead?

So there is needed some one with convincing professional authority to make us see ourselves as others see us. We might call persons who would take up this line of work, Specialists in the Improvement of Personality. It could easily become the thing to consult them. And are we not more ready to follow advice that we seek and pay for, than that which is tendered us unasked? If you meet a plain-spoken friend who tells you you are getting fat, you are annoyed and almost insulted. You try at once to prove that you are no heavier than she is. But when a skillful and high-priced physician says "You must reduce," you cheerfully follow his regimen of diet and exercise. If there were specialists for the improvement of personality we should one and all have wit enough to avail ourselves of their services, and seeing ourselves as others see us would be an accomplished fact. Quillo.

Wholesomeness of Sauer Kraut.

It is not generally known that sauer kraut is among the most ancient foods of Europe. Centuries ago it was made in Germany, where the peasants put it up in old wine casks and similar containers. In the Russias, likewise, the use of sauer kraut runs back far beyond the memory of man.

The mode of curing the cabbage was much the same in both countries, but in Russia the kraut was preserved in pits in the ground. It stands to reason that in those distant ages the manner of processing and handling this product was extremely crude and primitive. The farmer went about his task with tools of his own making, chopped up his cabbage, processed it to the best of his knowledge and belief and called the result "kraut."

Perhaps in no other single instance can the stamp of modern progress be more clearly felt and seen than in the development of the sauer kraut industry. To-day there are special machines for shredding the cabbage into long thin strips and the curing is now done in large vats or tanks, with extreme precautions taken as to the cleanliness and general sanitary conditions surrounding the manufacture of the product.

After tanking or curing the cabbage, in other words, after the cabbage has become kraut, it is packed in barrels or kegs. It is also put up in No. 3 and No. 10 tins, which are hermetically sealed, this treatment ensuring sanitary conditions and absolute retention of the natural flavor until the tins are opened. These

packages are sold at surprisingly reasonable prices. It is generally accepted the world over, among dieticians, that sauer kraut is one of the most valuable products of the vegetable kingdom in wholesomeness and appetizing quality. The acidity of the fermented cabbage acts in conjunction with the acid of the stomach, in this manner aiding and stimulating digestion.

It is a well-known fact that many people who cannot eat plain boiled cabbage without subsequent distress, may eat sauer kraut with perfect impunity.

The United States to-day manufactures sauer kraut equal in quality to that of either Germany or Holland. No expense has been spared in the perfecting of American processes, many manufacturers having gone so far as to import kraut experts from Europe. By means of experiments and by a gradual attainment of experience, American sauer kraut has reached a point of perfection excelled by that of no other country in the world.

It may be said, furthermore, that as a food it is the cheapest product on the market, a single quart, or No.

3 can, containing sufficient for a family of five or six persons.

John Dill Robertson,
Health Commissioner of Chicago.

He Had 'Em.

Bobby's mother had forbidden him to fight, but he came home one day, bruised and battered, with the blood running down his face and two front teeth missing.

"Why, Bobby," said the mother sternly, "you have been fighting again and have lost two of your teeth."

"Oh, no, I haven't mother," replied the young man, "I've got them both safe in my pocket."



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Story of a Dry Goods Dealer's Romance.

Chapter VI.

Written for the Tradesman.

It would be wholly erroneous to infer from what has been hitherto set down in this chronicle that Elsworth Seaton Moore, dry goods dealer, of Centerville, had been one of your shrinking, bashful men, whose mental forces are thrown into helpless panic by the presence of a petticoat; that, prior to his sudden impulse for the adventure-path, he had known nothing of womankind. Nothing could be farther from the fact than such a supposition. Mr. Moore lived a wholesome, normal life; and, as a member of one of the oldest and most substantial families in the community, in addition to his being locally prominent as a leading business man, Elsworth Seaton Moore possessed unsought passport into the most exclusive circles of Centerville's social life. Ambitious mothers with marriageable daughters regarded Mr. Moore as one of the coterie of masculine eligibles—not overly large in the most favored of cities—about whose social status there could be no shadow of doubt. Socially, Elsworth Seaton Moore was twenty-four carats fine, which is, as all must admit, the unalloyed article.

And yet we find him at the mature age of 32 absolutely unscathed by Cupid's shafts. Mildly interested in young women he had often been, but never in love. Many matrons whose carefully-laid plans for a daughter, sister or some other near relative or friend, had struck on the rock of Moore's insusceptibility and settled in the sea of foundered hopes, had come to rate Mr. Moore as an incurable bachelor. If these dear ladies could have looked upon his inner life and realized how ardently Elsworth Seaton Moore longed for adventure, with all the hope and joy and sweet suffering that go therewith, they would have corrected their estimate of that seemingly callous gentleman. In the breast of this most sedate and matter-of-fact man—an adventurer by nature, by vocation a dry goods dealer—there smoldered the fires of romance. And now the day has come, the hour has struck, and the gods of love and of chance have called the bluff of the man who doubted. Elsworth Seaton Moore is already adventuring.

Strange, isn't it, how sometimes we seem to know things by a flash of intuition—by a sort of immediacy and unmistakableness amounting to clairvoyance?

When, after heading his automobile west on Fifth avenue, and skilfully worming through the worst of the crush and jam that punctuate this popular boulevard—especially at intersecting

streets—Mr. Moore ventured a furtive glance at his unknown passenger who sat beside him on the front seat. Yes, he assured himself, the lady was evidently in trouble. And nothing on earth appeals so directly to the perennially chivalrous in mere man as the sight of a fair lady in trouble. As he dexterously maneuvered the wheel, he wondered why.

"I should have asked you the direction," he observed, "but in the press, I—"

"You turned as I wished," interrupted the other; and he liked the quality of her voice. Then after a brief pause: "I live at West View—Brighton and Pell Place—if you know where that is. And I am, oh so anxious to be there as quickly as I can." And there was something tremulously solicitous—a strangely worried quality in her tone and manner.

Mr. Moore nodded comprehendingly. "I am afraid it was a desperately bourgeois thing for me to do," commented the lady in black, "asking a perfect stranger to take me to my home in his car."

"Conventions are made for man," he suggested, "not man for conventions. Why shouldn't you?"

"It is surely good of you to put it that way," returned the lady; "but I'm afraid I'm inconveniencing you."

"But you haven't—you aren't—in the least!" he dissuaded.

"I was waiting for a streetcar," she stated, "and hoping a taxi might happen along. But they never do when you want them," she sighed.

He smilingly concurred with her on the unreliability of taxis, keeping his attention focussed upon the machine which was still an atom in a vast, hazardous mass of sluggish traffic, and required careful manipulation.

"I was wondering," resumed the lady presently, "whatever you could think of me?"

"Why?" queried the other; and the woman liked his brusque frankness. "You've done nothing reprehensible."

"Thank you!" she said, brightening. "But I'm sure I'm taking you miles out of your way!"

"No-o!" he cheerfully fabricated; "you're not at all! It's of no consequence; don't bother about it!"

"It surely is kind of you!" she murmured, sinking back into the cushions as the car shot forward more rapidly.

And Elsworth Seaton Moore fell to wondering what it was about the little lady in black that reminded him vaguely of some one he had seen or known. And he also speculated idly as to the occasion of her hurry—an urgency so great as to prompt her to precipitate herself upon a total stranger, obviously

against her inclinations. Her every word and movement proclaimed her a lady, and her worried preoccupation piqued him. "A most interesting person," was his mental comment; which, on glancing back, was quickly followed by another: namely, "was the driver of the big car just back of him pursuing? If so, why?"

"Have you decided about me?" suddenly asked the little lady in black, giving him a quick, appraising look.

"Huh?" he exclaimed a bit guiltily; "decided what?"

The lady in black smiled faintly.

"I mean have you made up your mind what sort of a person I am?"

"Why," he returned surprisedly, "how did you know I was—I mean why did you think I was surmising?"

And looking, he saw that back of the trouble that was hovering in her eyes, there was a suggestion of mischief.

By now the car was turning off Fifth avenue north on Hopple, which is a wide street and paved with wood blocks, and greatly loved of Centerville's automobilists. The car shot forward at a lively clip, and as they sped there came the soft, rhythmical purring of eight-cylindered concord. Just back of

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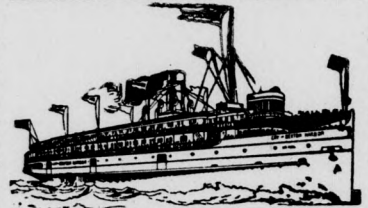
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them came the other car and the distance between the two didn't increase appreciably.

"I will tell you now," and the lady in black turned to Mr. Moore; "and I trust you will not be angry with me."

Of course he assured her that, by no possible contingency, could he be angry with her. In the meantime he wondered about that other car.

"I had a vivid premonition," she resumed, "just a few moments before I saw you approaching. It was all so real, so terrible! I cannot begin to tell you how it effected me. I have often heard of such things, but I never experienced anything like it before. It was as if I saw that someone who is dear to me needs help at once, or something tragic will happen."

It was the manner of her rather than her somewhat inchoate disclosure that impressed Mr. Moore.

"Well, madam," he said, when she had finished, "your suspense will soon be over, for at this rate it won't take us long to eat up the distance to West View, if we don't have a—"

Just then there was a loud explosion, at which his companion screamed and frantically clutched his arm, interfering with his efforts to slow down. The big car swerved dangerously toward the curb, narrowly missing what might have been a serious mishap, and straightened out on its way.

Glancing back, Elsworth Seaton Moore said whimsically, "The gentleman in the rear kindly had our blow-out." And then he noticed that his companion's face was white as marble. Apparently she had missed swooning by a hair's breadth.

Charles L. Garrison.

Dangerous Leaks and Wasteful Practices of Retailers.

During the last twelve months we have been confronted with National emergencies, which have caused us to begin to take stock of our National resources and to appreciate the necessity of preparing ourselves for a struggle which might tax our utmost endeavors. We are also beginning to appreciate that in many respects preparation for war is also preparation for peace. The building of a navy and the recruiting and training of an effective army are no more important than the organization of our business in accordance with the most efficient methods.

In this cost research we are grappling with some of the greatest problems of waste which confront business men. There are, I am told, about 200,000 retail grocers in the United States. How many of them are operating their stores on the most economical basis? Judging from the figures which the Bureau has obtained, only a small proportion of the total. The waste due to poor methods is enormous in the aggregate.

I sincerely believe that the vast majority of retail grocers are striving to be efficient, and I know that they welcome all constructive suggestions. Their problems are many and complex and aid in solving those problems can be rendered only after long, painstaking and sympathetic study.

The retailer's first task, and one of his greatest tasks, is to obtain an exact knowledge of his costs. Ignorance of

cost in most instances causes waste. The figures which we have obtained indicate that, as a rule, those retailers who have poor book-keeping methods or none at all are operating least economically. The retailers with the lowest expense ratios, on the other hand, know at all times just what they are doing and where they stand.

In the 253 retail grocery stores from which reliable figures were obtained the common figure for total expense was 16.5 per cent. of net sales. Although they were operated under similar circumstances, ninety-six of these stores showed a higher expense ratio. A small but significant group of especially well-managed stores, with good accounting systems, were operating at 13 per cent. Probably a larger proportion of the total number of stores in the country are operating at more than 16.5 per cent. The high expense in such instances is quite commonly due to wasteful methods.

One retailer may pay especial attention to the saving of twine and wrapping paper, and still employ two men to do the work of one. The great waste in the retail grocery trade is not in twine and wrapping paper, but in human labor. The highest expense for wrappings and miscellaneous selling expenses is 1.4 per cent. of the net sales, and the common figure is 0.4 per cent. Salaries and wages of sales forces on the other hand, in one store amounted to 10.6 per cent. of the net sales; it commonly is 6.5 per cent. and may ordinarily be reduced to 5 per cent. We have found the average sales per sales person varying from \$5,000 to \$20,000 per year, the common figure being about \$10,000.

In some stores it is through sales force expense that the total expense is inflated. In other stores the total expense is high because of excessive delivery charges, in others because of rent, in others because of losses from bad debts. But the exact cause for high expense, and frequently for ultimate loss, cannot be readily detected unless a retailer is keeping his books properly with a detailed classification of his expenses.

Upon the retailer himself the responsibility for his own book-keeping primarily rests, and if he is to succeed in the retail grocery business under present conditions it is absolutely essential that he use at least a simple accounting system. It should be the object of cost research to provide this guide and thereby aid in the elimination of waste which is essentially a National economic loss.

Another source of National waste is in the slow stock-turn in our retail grocery stores. The common figure for stock-turn is only seven times a year, and many grocers are turning their stock only two or three times a year; yet a monthly stock-turn, or twelve times a year, is apparently possible for all, and some grocers are already turning stock more rapidly than once a month.

The instances of many unsatisfactory conditions in the retail grocery trade have long been recognized by wholesalers. The time is now ripe for accomplishing a broad and lasting improvement. In making up our minds to carry through the work which has al-

ready been begun, let us not lose sight of the fact that it is not only to our own interest as business men but that it is a matter of great National importance. We cannot be fully prepared for great emergencies either in our business life or in our National affairs unless we eliminate unnecessary waste and put all of our business on a thoroughly sound foundation.

Melvin T. Copeland,
Director Harvard Bureau of Business Research.

A Discriminating Mother.

A West Side teacher who asked a girl to purchase a grammar, received the following note from the little girl's mother:

"I do not desire that my Matty engage in grammar and I prefer her to engage in more useful studies and can learn her to write and speak proper myself. I went through two grammars and can't say as they did me no good. I prefer Matty to engage in German and drawing and vokal music on the piano."

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Grand Rapids Dry Goods Co.

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20-22 Commerce Ave. - Grand Rapids, Michigan

BUTTER SANITATION.

Alabama Official Wants Government To Control Dairies.

One of the sensational episodes of the convention of Dairy, Food and Drug Officials at Detroit was the fight between the dairy interests and the friends of oleomargarine. It took two forms, one a resolution condemning butter as filthy and disease-breeding, and the other a resolution favoring the making and sale of oleomargarine, free from an artificial tax.

The aggressor, so far as could be determined by watching the proceedings, was Emmett A. Jones, chief of the Alabama State Bureau of Immigration and Markets. He introduced the anti-butter resolution, which was as follows:

Whereas—During the progress of this convention, as well as in other sessions of this organization, attention has been directed to the lack of adequate inspection of dairy products entering into interstate commerce, and to the necessity of devising more effective methods for the safeguarding of the public health from the dangers of these unwholesome food-stuffs; and,

Whereas—It is not right that the Federal Government should permit this large volume of disease-carrying products to be poured into the channels of trade without restraint; and,

Whereas—The leading food and dairy journals and health officials throughout the country declare that large quantities of these dairy products entering into both domestic and foreign commerce, are made from the milk of diseased cows and from milk that has been allowed to stand in insanitary vessels and under insanitary conditions until it has become soured, often putrid and otherwise contaminated and unfit for human food; that such dairy products are among the active agents in the spread of infectious diseases; and are therefore a menace to the general public health; and,

Whereas—By skillful manipulation with neutralizers, and with the aid of coloring matter, these unwholesome dairy products are put into such attractive forms that the mass of consumers are unable to distinguish such from wholesome products; while by further skillful manipulations, butter-makers are able to incorporate excessive amounts of water, salt and curd so as to keep within the prescribed limit of 16 per cent. moisture and at the same time reduce the butter-fat far below the standard of 82½ per cent., and,

Whereas—In the absence of proper and adequate inspection, dishonest producers are able to get into their plants all kinds of unmarketable rancid butter, low grade, uninspected fats and oils, and incorporate same into their product, and sell the greatly increased output beautifully colored as and for butter, with but little chance of detection, thereby greatly endangering the public health, destroying the faith of consumers in all dairy products and creating grossly unfair competition with the honest

creamery man and butter-maker; therefore be it

Resolved—That Congress be urged to enact and put into operation, through such department as may be deemed best, some adequate plan of inspection and regulation of the manufacture of all dairy products entering into interstate and foreign commerce, to the end that the general public health may be conserved and the honest manufacturer be protected from the fraudulent operations.

"The leading dairy journals and health officials declare that insanitary conditions exist in many instances and that a large percentage of the milk products are produced from sour, putrid and diseased cream," declared Mr. Jones, in an interview.

"In the annual report of the United States Department of Agriculture for 1912 it is said that cream is frequently shipped great distances to creameries to be made into butter and is often received in such a filthy and putrid state as to be thoroughly unfit to enter into the composition of a food product; that an examination of 1,554 lots of cream delivered to the creameries and cream-buying stations showed 113, or 7.3 per cent. to be of first-grade; 484, or 31.1 per cent. of second-grade, and 957, or 61.5 per cent. of third-grade; that the third-grade consists of cream that is dirty, decomposed or very sour; that 94.5 per cent. of 715 creameries investigated were insanitary to a greater or less degree; and that 72.6 per cent. of these creameries did not pasteurize the milk so as to destroy any disease germs that might be present.

"It is this 61.5 per cent. of third-grade butter so terribly indicted, tried and found guilty by conservative and well informed men, and the sentence confirmed; it is this disease-laden, filthy product, beautifully but artificially colored and artistically wrapped, which a majority of the American people must eat, or go hungry.

"Allow me to call your attention to two excerpts from the Chicago Dairy Produce, March 21, 1916. On page 18 a lengthy address is published, in which is said:

"Beware of the cream buyer that tells you he would just as soon have old, sour, rotten cream as good, clean, sweet flavored cream. To-day competition in many localities is keen among the cream buyers and they force one another to accept anything that looks like cream."

"What does this Association think of this kind of competition? Will you help to maintain or help to reform?"

"One of your members has stated during this convention that he had found the baby's soiled clothes soaking in the separator. Who eats this cream and butter separated from 'the dirty, filthy, often bloody, pus matter that collects as slime in the separator bowl, with the additional flavor obtained from the baby's soiled clothes?'"

"I still read from the Chicago Dairy Produce:

"It is claimed by the veterinary de-

partment of our State that, in sections where whole milk creameries are the most numerous, they find a larger per cent. of hogs infected with tuberculosis, all of which shows beyond a doubt that the disease is spread from farm to farm through this medium of skim milk. Another case is cited where a number of the family where market milk was produced were infected with typhoid fever, the raw milk from the dairy was delivered and an epidemic of typhoid fever among the patrons of the dairy was the result. * * * Butter itself may carry disease. It was found that tubercle bacilli existed in a raw cream, unsalted butter for a period of nine months after being made, and in raw cream salted butter for six months after being made. It was also found that out of 1,233 samples of raw cream butter made in different sections of the country, 163, or 13.2 per cent., contained tubercle bacilli.

"Does the producer of this kind of dairy products offer a word of denial to these awful charges? Do they suggest the slightest remedy?"

"It would be a reflection on the intelligence of this organization for me to proceed further producing evidence showing that insanitary conditions do exist, and that a large per cent. of the milk products are made from sour, putrid and diseased cream. The health of a community, a State and a country should come first in the minds and the hearts of officials. Consequently, disease-spreading foods should have your serious consideration.

"The great need of our people for butter, or for some substitute therefor, and the alarming dangers coming to them through this volume of uninspected, disease-spreading interstate commerce butter, brought us to a careful consideration of oleomargarine.

"I feel that every member of this convention is trying to develop his dairy interests for the health and happiness, not the disease and death of the people. They try to inspect the herds and destroy the diseased ones, but how can they compete with interstate butter pouring in upon them, free from Federal inspection and regulation, which constantly infects their people and in turn re-infects their herd.

"The unscrupulous dairyman and the dishonest creameries and butter factories seem to turn a deaf ear to the thousands of American mothers, whose children are every year being murdered by slovenly farmers and debauching creameries."

Tight Covers More Effective Than Fasteners.

For some months past the railroads in official classification territory have had in force a regulation requiring that the covers of cheese boxes must be securely fastened to the boxes, and prescribing certain ways in which this fastening should be done. Before this regulation went into effect it had been customary to ship cheese in boxes with covers simply slipped on. Probably in the hope

of lessening breakage and lessening the chances of the theft of cheese or parts of cheese from the boxes while in transit, the railroads put into effect their present regulation requiring covers to be firmly fastened to the cheese boxes. A great variety of fasteners were employed by shippers of cheese. Some used rope, some metal strips, some patent metal fasteners, some nails and some tacks, and in many cases either the boxes were injured by the fastening or the fasteners, or the fasteners were so difficult to remove that the box was frequently broken in attempting to remove the cheese at this end of the line for inspection or for paraffining. Further the fasteners employed greatly increased the labor of removing the cheese from the boxes.

In view of the criticism aroused by the railroad regulation the official classification committee recently held a hearing to consider amendments to the present regulation which would remove the objectionable features and still favor a decrease in breakage in transit and a safeguard against the theft of cheese from the boxes while in the care of the railroads.

If the regulation is designed to reduce breakage of boxes in transit it would be far more effective were it modified to require simply that cheese be shipped only in boxes that fit both in diameter and height, and that covers, if not fitting snugly be wedged on. Considering the material from which cheese boxes are made, any driving of nails or tacks into the wood simply increases the chances of splitting the box. Much of the breakage actually occurring in transit, apart from that caused by careless handling, is due to the fact that the cheese boxes are much higher than the cheese contained. Thus in piling the boxes the weight of the tier falls wholly on the sides of the lower boxes and is not borne by the box and cheese jointly, the latter being the case when the sides of the box are cut down to correspond to the height of the cheese.

If the regulation is to protect the contents of the boxes from vandalism a tight cover will be about as effective as the fasteners usually employed.

An Interesting Experiment.

A good deal of human character and motive is disclosed in the disposition men make of their property after death. The study of a will is always interesting, psychologically; often it is a self-revelation.

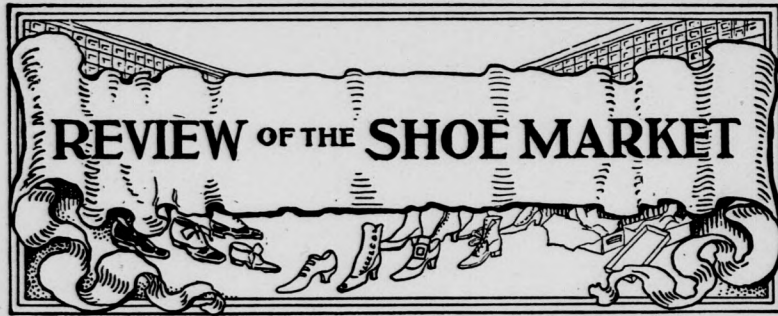
The late Mrs. Thomas W. Palmer leaves a fortune of close upon a million dollars for the founding of a school to teach girls the duties of the wife and the mother and management of the home. Herself childless, she still realized that the community's best asset is the quality of its mothers.

The real question is whether the feeling that leads to true motherhood—the holiest and best—can be taught in a school. Institutional life does not foster the true home spirit. A school may teach the domestic processes, the supervision and economic management of a home, by rote; the inspiration that makes a house a home is a thing intangible and not to be taught in that fashion.—Detroit Free Press.



The
**Business
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**WEST
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The Shoe Salesman's Work Inside the Store.

If my readers have followed my advice they are in the depths of "Gray's Anatomy," studying the chapter devoted to orthopedics, and I doubt they are able to discuss articulation, bones, ligaments and muscles and are able to call the names of the different bones of the foot.

I want you to know everything it is possible to learn about the feet that you can get from a careful study of the anatomy of the foot.

I want you to know the names of the different bones of the foot, but I do not want you to make the great mistake of using them in your conversation with customers whenever it is necessary for you to discuss orthopedics. This knowledge is to assist you in the better fitting of feet, but not to be used as a conundrum, or to puzzle or bewilder your customers.

In making a sale, if you find it necessary to emphasize a certain point, use your knowledge to impress upon the mind of your customer the fact that you are master of your business. A complete knowledge of the anatomy of the foot gives you a number of selling points and it enables you to better understand why shoes are built in a certain manner for different kinds of trouble.

But in your selling talk remember that Deltoid and Tibialis muscles mean nothing to the average customer unless you can explain their functions. What you desire most is the confidence of your customer to enable you to fit the foot correctly.

For example, a physician will call on you if you require his services. He will look at your tongue, take your temperature etc., simply say measles, write a prescription, leave directions for your care and depart. He would probably scare you into something worse if he told you all he really knew about his diagnosis of your case, but it was not necessary for him to do so because of your confidence in his ability to treat your particular case.

Now the "know how" shoe salesman is engaged in treating feet by the means of correctly fitted shoes. He is in a much harder position than the physician, because the doctor has studied his profession, and before he was permitted to practice he had to go before a board of medical examiners and pass an examination as to his ability.

The shoe salesman by his own efforts must establish a reputation of his ability to fit feet, but he cannot do this by talking too much about the anatomy of the foot, or using words that really mean nothing to the customer. He must apply his knowledge of the foot to the

particular customer that he is to fit, the knowledge he has derived from a look at the old shoes the customer was wearing, and the shoe he proposes to fit to this foot. In order to make the transaction complete he must make the sale, he must establish confidence in the customer of his ability, and to make this sale harmonious to all concerned it must work out just as he has said it would. There are the principal factors of correct fitting and of modern business building shoe salesmanship.

As a practical illustration of what I have outlined, let us make a sale upon the rules I have laid down. After a cheerful greeting the customer is seated. She desires to purchase a pair of shoes that will be comfortable and that will not hurt and she states that your store has been recommended as being able to do this, yet she doubts your ability to do so as she has had so much trouble in other stores. "Well, in that case," the salesman should reply, "I believe you have come to the right place, for most foot trouble can be in a large measure relieved if you get the right shoe."

The woman may say, "I wear a 4 D shoe, that's the size I have always worn." Now this very statement gives the opening for which you have been looking. Meantime you have taken off the old shoe, measured the foot and taken up the old shoe and noted that it was too short, that the outer edge of the sole and heel showed no wear, while the inner side of the sole was worn through, the heel was badly run over on the inside, and that the counter showed the same weakness toward the inside; also in such cases, which are common, the arch of the shoe is flattened. With this knowledge gained from an examination of the old shoes you know that the customer has weak arches.

Now run your hand over the foot itself, which in ordinary cases will show a slight dislocation of the scaphoid bone and some swelling under this point. The great toe will have a tendency toward a bunion joint, and all of the toes will be bent and twisted out of their normal positions. In extreme cases of severe muscular strain there will be a swelling on the outside of the foot just under the ankle bone.

Your reply to the statement that the customer always wore a 4 D shoe would be something like this: "We fit shoes

Logan Shoes and School Boys



These are times when it pays to investigate. Prices are higher—we all know that—but some *good substantial shoes* may be obtained at prices that will not make it necessary to revolutionize your selling plans.

Logan Shoes Will Help You

No. 366—Gun Metal Button. Boys' 3½ to 6 @ \$1.55. Youths' 1 to 3 @ \$1.45. Little Gents' 9 to 13½ @ \$1.20.

No. 306—Bluchers of same 5 cents per pair less in each run.

You know the "LOGAN LINE." You know, don't you, that it is recognized *throughout the country* as one of the prominent and important *Boys' Lines*.

We carry Logan Shoes in Grand Rapids at LOGAN'S Boston Prices, NET.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Boys' High Cuts For School Wear



No. 8355—Boys

No. 8355½—Youths

No. 8837—Little Gents

You can depend on this shoe to stand the hard knocks of school wear. Made of best quality chrome leather with half double re-inforced soles. Just the shoe for wear during the wet fall months.

WE CARRY THEM IN STOCK

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Grand Rapids, Mich.

Schwartzberg & Glaser
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Shoemakers and Shoe Store
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Both Phones

Grand Rapids, Mich.

according to size required, unless you demand a particular size, which of course leaves us no other alternative but to let you have it. Where there is any trouble we prefer to fit the foot in the shoe best adapted to the foot regardless of the size marked in the shoe, for after all modern lasts vary in size a great deal, but one thing we do know is that you have been wearing the wrong size shoe.

"Your old shoes have started a bunion joint, your toes are doubled up, showing that the old shoes were too short, and you have a slight tendency toward fallen arches, which at this stage I believe can be prevented if you wear a shoe like this, which has a low heel and is snug fitting in the waist of the foot. You see the front of this shoe allows every toe to lie perfectly flat in the shoe.

(At this point demonstrate to the customer by taking the mate of the shoe and laying your hand on the sole, in doing so the fingers will show how the foot will rest without crowding in the forward part of shoe, for the fingers are like unto the toes).

"You see this snugly fits the foot from the great toe joint back to the heel. This proves that the wide part of the foot is in the wide part of the shoe, as it should be, and this modified forepart allows the toes to open and shut in a similar manner to the opening and shutting of the hand.

"This allows free normal action of the muscles and ligaments of the foot just as nature intended, which restores the elasticity and strength of the muscles, and, as they tighten up, forces the bones back to a normal position without the use of a plate which would be necessary in a short time.

"I have a great many shoes that will be more stylish and perhaps look better to you than this one, but if in your place, I would get the foot back to a more normal condition and then, if you wish, you can wear a different shoe, but I feel sure that you will get comfort as well as relieve your trouble by wearing this shoe now. Not only that, you will find it will keep its shape and appearance because it does not crowd the foot at any place."

Now I know perfectly well what you are thinking—too much talk, takes too long, etc. If so, you and I must disagree. This customer had to be shown; it was done without using language that would have been Dutch to her and she was sold the shoe you know will prove satisfactory to her.

My point is this: There are many customers like this woman who are sincerely seeking foot comfort. The salesman who is able to show them the first time gets their business; the next time the sale is made without any serious talk.

The salesman has established in the customer's confidence his ability to find and relieve their foot troubles. After that he is on the same footing as a physician writing a prescription; his judgment is gospel. He must know

the anatomy of the foot, but he must let his fitting and diagnosis of foot troubles show in his work of fitting feet.

There are certain laws of nature that must be obeyed. You can fit feet any old way for a long time and get away with it, but all of a sudden nature gets her back up and your customer finds you out for just what you are. As I have said before, right is right, wrong is wrong, and sooner or later you are sure to be found out. Which side are you going to be on?—H. E. Currier in Shoe Retailer.

Men's Fall Hats.

The fall season will show a considerable featuring of light-weight hats, and this, perhaps, is not so much of an advantage to the retailer as light colors. Light-weights, although made of lighter materials, do not hold their shape as well as do the heavier hats.

The retailer feels, with some degree of justice, that the customer who buys a light hat does not return, because it does not give satisfactory service. In every city, however, there is a good percentage of men who will wear what is stylish, regardless of durability. If the retailer will frankly admit when selling a light-weight hat that it has not the same wearing quality as a heavier one, this objection will be largely overcome and again will lead to increased sales.

In the matter of shape the tendency this fall will be toward a hat with a low crown and a broader, flatter brim. This is one of the few items of men's wear in which the military influence is making itself felt in the shape and appearance of the article.

Origin of the Word Humbug.

The word "humbug" had its origin as follows: Among the many issues of base coin made from time to time in Ireland there was none so worthless as that made by James II. at the Dublin mint. It was made of whatever metal was the easiest to get, lead, copper, pewter or brass, and so low was its intrinsic value that twenty shillings of it was worth only two-pence sterling. The soft mixed metal of which that worthless coin was composed was known to the Irish as "uimbog," pronounced oombog, meaning soft copper, or worthless money. Thus the phrase "humbug" originated by a person saying: "That is a piece of uim-bog." "Don't try to pass off your uim-bog on me."

The less confidence a man has in himself the more he may have in others.



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



BIGGER, BETTER SALES ARE YOURS

If you will center your business on the **H. B. HARD PAN (service) and BERTSCH (dress) shoes for men.**

It is extremely difficult to **OVER-ESTIMATE** the importance of **HEROLD-BERTSCH** quality in your shoe department.

The extreme care taken to use only the best leather, trimmings, workmanship, etc., insures the same uniform wear-resisting qualities in every pair of shoes made in our factory.

ARE YOU CAPITALIZING FULLY THE GOOD NAME THESE LINES HAVE ATTAINED?

Think what their sale will mean to you in protection and profit.

For your convenience in ordering we carry a large stock of each number on the floor.

CONCENTRATE ON THESE LINES AND WATCH YOUR BUSINESS GROW

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

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



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

Pointers in Regard to Fall Stove Trade.

Written for the Tradesman.

There is one fact in regard to stove selling which it will pay the dealer to bear constantly in mind. Stove selling isn't a matter of a few weeks, or of a single season, or of a single selling campaign—it is something that the merchant can work for every day in the year. Not that he can make sales every day in the year; but he can at least pave the way for them.

The other day a man walked into an up-state hardware store, and selected a modern, thoroughly equipped range. He asked a few questions regarding it, paid the price in cash, and gave his address. As he was about to go, he added: "I was looking at this range a couple of years ago but couldn't see my way clear to buy it. The other day I noticed your advertisement and talked it over with the wife and we decided that it was time to do something and that if we couldn't afford the range two years ago, we couldn't afford to do without it now."

Here was an instance of salesmanship, backed by advertising, working results after two years. A good selling talk in the first place, backed by a single reminder, brought about the ultimate sale. Sales do not always come with as little effort; but a determined follow up system of advertising and selling will produce good results in boosting the stove department of any hardware store.

The thing to bear in mind is, that the stove department is working, not merely for short range results, but for long range results. The sale that you miss to-day may be made a week or a month or a year hence if you follow up the customer. The advertising matter that seems to bring no immediate result is nevertheless doing its work of keeping your stoves and ranges fresh in the prospect's memory. The stove dealer who quits discouraged because the immediate results are not all he has been led to anticipate is throwing away a lot of good work. Keeping at it is the "secret of success" in the stove trade; if a principle of business so plain and outstanding can be termed a "secret."

The successful stove dealer must be something of a campaigner. He must be able to look behind him for lessons and ahead of him for plans. He must be able to visualize to-morrow and next month and next year as well as the immediate present. Having in his head

a pretty clear idea of what he intends to attempt and what he hopes to accomplish, he much work resolutely toward the goal he has set for himself. Hard work plus intelligence can't fail to accomplish results in business. With this certainty to encourage him, the stove dealer must work resolutely for results.

A very natural thing to do in handling a stove campaign is to note down the names of folks who look at your stoves but can't be brought to the point of actual buying. The names are easier to remember jotted down on paper than merely carried in your head. But if you are going to jot down the names of these prospects, why not make a systematic canvass for prospects so that you can plan your selling campaign to cover your entire field? The result of this logic is that we come to the prospect list.

Names for the prospect list can be secured in various ways. First, there are the customers who didn't buy last time you talked stove to them—last week perhaps, or last season. Then the members of your sales staff should be on the alert for more prospects. Your advertising will bring you more. In their country canvassing, your road men will run across a good many. You can learn of others through customers. Put all these names and addresses on paper, and send the advertising literature from time to time. Perhaps an attractive booklet, or perhaps a circular letter. Your advertising matter needn't deal with stoves alone; you may advertise the store generally; indeed, the greater variety of bait you use, the likelier you are to land the prospect for a stove sale. If a man or woman can be persuaded to buy all sorts of hardware necessities at your store right along, the stove sale will usually—although not always—follow as a matter of logical sequence.

But, remember, it won't always follow. The customer who is quite content to buy tacks and chisels at your store may have an obsession in favor of some make of stove or range which you don't handle. To counteract that obsession, you should play up your makes of heaters and ranges in your circular and newspaper advertising.

Of course, a good window display every now and then will help. When stoves are in season, they should be given their due share of prominence in the store arrangements. This means a good share of window display, and an adequate amount of floor space.

In the small store, floor space for heaters and ranges is a serious problem. The difficulty may be remedied by more frequent window display. To show up well on the floor, stoves

should not be too much crowded, either by other stoves or by different lines in stock. But even where they are crowded to some extent, they can be made to show up better by avoiding the common mistake of using them as part of the shelving arrangements of the store.

Even the most careful hardware dealer is apt to run across instances where a clerk, in a great hurry, dumps half a dozen articles of stock upon the nearest range while he hurries to wait upon another customer. Now, the clerk is right in giving the customer prompt attention, even at the cost of not immediately replacing those articles he has just brought up

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.

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LANSING, MICH.

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 Nothing as Fireproof
 Makes Structures Beautiful
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 Warm in Winter
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Brick is Everlasting

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from the basement: but there should be somewhere else to store them temporarily than on top of a range. Using the range as a catch-all for goods of one sort or another, dusters, discard newspapers and litter of one sort or another does not help to make sales in the stove department.

The heaters and ranges should be dusted regularly and kept clean and bright. In the customer's eyes, a rusty range is as unattractive as a second hand range. Appearance is a great factor in making sales.

The careless dealer says: "People will come here and buy my ranges." But the thoughtful dealer who has analyzed the buying and selling problem puts it in this way: "If I am to sell as many heaters and ranges as I should, I must make the heaters and ranges help me. That means, they must be so bright and clean that they will attract customers and make people eager and proud to own them."

So, show the prospect a range that he would like to see in his kitchen, or a heater that he can picture throwing a cosy glow over his living room on a winter night.

In range selling particularly a demonstration is an immense help in making the range desirable to the average customer. The demonstration is a splendid opening event for the season. This does not necessarily require an expert demonstrator; but it does require that whoever is called on to demonstrate the range should thoroughly understand its workings. One hardware dealer made an arrangement with one of his customers—an experienced cook who understood this particular range thoroughly—to conduct a three-day demonstration. Biscuits, cookies, tarts and even bread were made, and various points in economical cooking demonstrated right in the store by a woman whom the townspeople knew as one of themselves. A member of the store staff can, however, usually demonstrate satisfactorily, with a little study of range problems.

Here is an important point in stove selling: train the salespeople to know the stove. Whether it is a range or a heater, the salesman should be able to answer intelligently all sorts of questions. For intending purchasers of heaters and ranges do ask just that sort of questions, some sad, some funny (unconsciously so) but all deadly serious; and a quick wit and a thorough understanding of the goods is needed to answer them. The clerk who doesn't know the goods can rarely sell them.

William Edward Park.

Varied Abuses of the Net Weight Law.

The enactment of the net weight law by Congress and many of the states was for one purpose, namely, to protect the consumer by putting on every closed food package the net weight of the contents therein for purchase. By this he could compare the relative price of the package foods as compared to the prices of the same foods in bulk. It was essentially and wholly a consumers' law, and all rulings should have been made to carry out that spirit.

Seldom has a food law been mon-

keyed with against the consumer more than this same law. The Federal Department started out with a ruling that a ham wrapped up in several courses of paper and then inclosed in a cloth sack and sewed up was not "in package form" and need not be labeled with its net contents. Could anything be more ridiculous? Why should the packers object to putting the net weight on these goods except for the purpose that they were ashamed to let the consumer know how much brown paper he purchased at 25 cents a pound?

Next came a ruling that syrup manufacturers might label their cans of syrup in pounds and ounces. From time immemorial consumers have bought syrups by the quart and gallon. Did you ever hear of a consumer going into a store and asking for two pounds of molasses? Go into a grocery and ask for a gallon of corn syrup and you will be given a can labeled ten pounds. How many consumers know how many pounds are in a gallon of syrup? As a matter of fact, ten pounds of corn syrup lacks one and three-quarters pounds of a gallon.

Why should the manufacturer object to placing the number of quarts on the label instead of the number of pounds except that he expects the package to be worked off on the consumer as a gallon and such a label would inform the consumer that he was not getting his gallon? And I have seen lard cans labeled 466 ounces, requiring a consumer to do an example in long division to see how many pounds he was getting. And we have a proposal that the net weight may be expressed in the metric system. It might just as well be stated in Greek so far as the average consumer is concerned.

In enforcing this law I believe its spirit and object should be kept in mind. Commodities should be so labeled and in such terms as the consumer has been used to buying these commodities. Thus oranges and lemons should be labeled in terms of numerical count; syrups, molasses and vinegar in terms of liquid measure; potatoes, apples and domestic fruits (except grapes, which are always sold by the pound) in terms of dry measure; and cereals in pounds and ounces avoirdupois. Of what use to label the net contents of any package if it give the average consumer no intelligent information?

Now as to tolerances: Our law is uniform with all laws and provides that the Dairy and Food Commissioner may make tolerances as to small packages. Contrary to the Federal Department, I have based the exempted small package on value and not on weight, and I believe this to be correct. Some stuffs may be of high value per pound, and to exempt the small package of an ounce might result in a serious short weighting to the consumer. I make the 5-cent package my exception, so we do not have to label a bottle of pop holding several ounces and let go without a label a small bottle of valuable extract. Further than this, I have made no tolerances for public consumption. It would simply result in legalizing short weight packages.

In enforcing this law I examine each case on its individual merits, and I can readily tell whether it is a case of deliberately short weighting; if it is, I

prosecute. Suppose the inspector weighs fifty sacks of flour and finds every one of them uniformly short a certain amount. This is intentional. If only occasionally one is short, I can attribute it to accident. Some commodities shrink in storage, others do not.

All these things are taken into consideration in each individual case before starting a prosecution. Then when I get into court I am not confronted by any official toleration. We have unofficially determined many tolerances, but we do not give them out for public consumption and thus establish a legal basis for short weighting the consumer.

James W. Helme,
Food and Dairy Commissioner of Michigan.

Finding a diamond is also hard luck.



How Much Comes Your Way That Gets Away?

Every auto that whizzes past your door, Mr. Dealer, will stop somewhere for gasoline. Why don't you stop them at your door? It's easy enough, if you use the right signal.

Autoists have long ago learned that a Bowser "Sentry" Pump is

The Sign of a Progressive Grocery Store

the same as a clock, out in front, calls attention to the jewelers, or a striped pole signalizes the location of a barber shop.

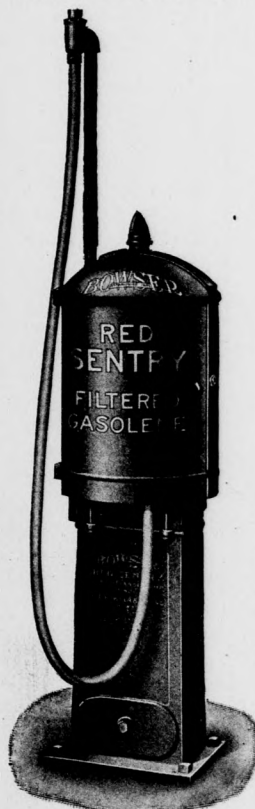
In addition to their advertising value



outfits are money-makers. You make a profit on gasoline and on other sales made to those who would not otherwise stop.

Buy gasoline in any quantities you want, store it safely underground where it can't evaporate or deteriorate, then pump any amount desired directly into your customers' cars, quickly, accurately measured and filtered.

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



S. F. BOWSER & COMPANY, Inc.
Fort Wayne, Indiana

Sales Offices in All Centers and Representatives Everywhere

THE MEAT MARKET

An Old-Time Butcher to His Son.

To hear a good many butchers talk, the average person couldn't help but be convinced that retailing meat was on its last legs, and that any man who went into the business was marked for failure and nothing else.

The fellows that think this way advance a lot of funny arguments. One of the most frequently heard is the statement that people are gradually cutting down the amount of meat which they consume. The butcher who makes this statement usually sees the whole of the United States on a vegetarian diet within the next ten years or so.

Now, it's true enough that the average person eats less meat to-day than he did twenty years ago. But when that's said only half the truth is said. It takes a greater amount of meat to supply the country's demands to-day than it ever did before. Each mouth to be satisfied may eat less, but there are a good many more mouths to be filled nowadays than there used to be. The idea that the demand for meat is falling off actually is not true at all; it is increasing faster than the demand can keep pace with it.

Another type of butcher says that the business is going to the dogs because there is no more money in it. According to him prices are so high that there isn't a chance in the world for a butcher to make a living profit on what he sells. He is continually saying that the only thing he wishes is that he could get into another line of business, where the difference between wholesale and retail prices is enough for a man to see something after he does all his work.

The trouble with this fellow is that his mind is in the past while his body is in the present. He continues to do business in the old haphazard fashion, and never allows the changed conditions which he must face to have effect upon his ways of doing business. All he says about not being able to make anything is true enough so far as he is concerned; but altogether false when his statements are applied to a butcher who has moved with the times and who really sells his meat instead of practically taking an order and handing it out.

The butcher who adjusts his prices according to his expenses and his wholesale costs, who really runs his shop on a merchandising basis, is the fellow who is showing a living profit at the end of every week these days.

The fellow, however, who always gets my goat good and hard, is the guy who is always complaining about competition. "You can't make money in the butcher business to-day because there are too many in it," is his favorite declaration.

He seems to take it as a personal insult every time a new man opens a shop, no matter if the fellow is ten or twenty blocks away from him. You'd think to hear him talk that there existed a sort of a little monopoly in the meat business restricting it entirely to the fellows who are already in, and keeping those who are out, out for good.

Competition is usually a hard thing to meet successfully. No man knows that better than myself. But the way to meet it is not to sit down and complain about it. Business was never held nor new business gained through following that sort of an action. The way to meet it is to set your wits a-working and give your customers something that the other fellow can't or won't give them. I don't mean lower prices, for price-cutting is not competition. I mean better satisfaction, better service, and a good, even quality of meat. That's the thing that holds the trade and gains it for you; complaining about the other fellow never did and never will.

I suppose we wouldn't be human if all of us didn't sit down occasionally and get a good stiff kick out of our systems. I know that I do it lots of times, and it does me good. But I have no patience for the fellow that's always kicking. Neither have I any patience with the fellow that always sees success in any other line of business save the one which he happens to be in.

Retailing meat on a successful basis is by no means an easy job. I'm willing to admit that it is harder and more difficult than are most lines of retail business. But complaining about it constantly won't mend matters; hard work and brains are the things that count.

So far as there being no money in the game, well, there isn't for the fellow that has neither of these two qualities.—Butchers' Advocate.

Be sure of your facts before attempting to pose as a liar.

Drawing Poultry Properly.

A keen knife is a first essential, although some butchers use a pair of curved scissors, somewhat like surgical scissors, to make the first incision.

Remove the head first. Sever the neck close to the head, taking care not to cut the windpipe and the gullet. These can be more easily removed if left attached to the head. Draw the neck skin back and remove a short section of the bone, thoroughly washing out any blood that may collect. Finally draw the skin forward and tie it firmly.

Remove the intestines through small opening, as a large aperture is unsightly. Cut carefully through the walls of the abdomen, making the incision entirely around the vent, then hook the first finger into the loop of the intestines and draw them out. Cut away the gall sack from the liver, the blood vessels from the heart, and empty the gizzard of the contents.

Cut off the shanks after first removing the strong sinews that run up through the legs and which spoil its quality. To take out these sinews run a knife down the back of the shank between it and the sinews. Remove the

skin above the sinews and pull the latter out singly by means of a strong fork or skewer. A still easier way is to have a strong hook fastened at the proper height. Place the point of the hook under each sinew, which can be then more easily drawn out. The bird is now ready for tying up. Replace the giblets in the body cavity, draw the ends of the drumsticks in down to the "pope's nose" and tie firmly. Finally fold the wings behind the back. Birds so tied are usually very attractive, appearing plump and chunky, due to the absence of sprawling legs and wings.

Compound Lard.

Compound lard, or compound, as it is usually called, is made of cottonseed oil, and oleo stearine or tallow, or both, as the case may be. The generally accepted formula is 80 per cent. cottonseed oil and 20 per cent. stearine. An alternative formula is 75 per cent. cottonseed oil, 7½ per cent. tallow, and 17½ per cent. oleo stearine. Oleo stearine is the product which is left after oleo oil has been extracted from the beef fat.

Luck is a fine thing to have, but it is a poor thing to wait for, because it does not come to folks who wait for it.



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326 W. MADISON ST. CHICAGO
ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN

Talks By the Butcher Philosopher.

The butcher who fails to go into the wholesale market and buy with the proper amount of judgment finds that this is the most dangerous time for him. The weather at this season of the year is noted for its changeableness. Some days are comparatively cool, but they are usually followed by days that are real summer weather.

Encouraged by a cool day, the butcher who is inclined to be careless in his buying goes into the market and buys as he has been accustomed to do during the whole of winter. He never quits until his icebox is chock-a-block full. Along comes a warm spell. The customers being unaccustomed to the heat feel it more than they do when it comes later in the year. The first thing they do is to cut down the amount of meat they are eating.

If this should happen upon a Friday or a Saturday, the inevitable result will be that the heat will check business temporarily and leave the butcher with a good sized stock on hand Monday morning that needs trimming and that will take a lot of good hard work to sell.

In this part of the country we have some blazing hot days in May and June and the wise butcher should look out for them. The temperature is often as high as it is in mid-summer, and, as I said before, the people are not accustomed to it, and as a result it hits them with all the greater severity. This sort of weather is also a mighty bad proposition for the meat that hangs over. It is really worse in fact than is the real summer weather, for by that time the butcher is prepared and he sells his meat under summer conditions.

So the best thing for the butcher to do is to start in right now and do his buying on the same plan as he does it during the summer months. Remember it is better to be careful than to be sorry.

If you start wrong and get stuck with an over supply during the next month or so, your trade will be more apt to criticise your meat than they will if it happens later in the season, for they are not willing to make allowances until the real summer arrives.

Prices are high at present and there is no immediate sign of them coming down to lower levels. In fact, most of the wholesale trade expects that they will go higher within a very short time. Why speculate, then? It is always a gamble to buy more than you need and a gamble in which the butcher loses nine times out of ten. Stale meat never attracts trade. Fresh meat inspires confidence in your market among your customers. Fresh meat is always worth the price.

Let next week's meat come out of next week's car. It often costs no more; it may at times cost less. And even if it does cost you a cent a pound more, remember that it is worth more, for it is fresh meat, and a good proportion of it doesn't have to go into the scrap box instead of over the blocks.

The reason why so many butchers lose money during the warm months

is primarily foolish buying, and the losses which they must stand through this. Buy with care and a due appreciation of the actual conditions and you will find that much of what you are constantly complaining will no longer exist. And start right in, for if warm weather isn't here to-day, it probably will be to-morrow.—Butchers' Advocate.

Second Use For Pickle.

A pickle that will show 78 degrees strength, to which has been added 5 to 7 degrees of sugar and saltpetre, making it 83 to 85 degrees when used, will show a strength of 52 to 58 degrees after the meat has been taken out, the rest of curative agents having been absorbed while it was in use. The remaining ingredients, however, are just as good when purified, salt and sugar being the same under all conditions; hence, when meats are fully cured, the old and used pickle should be put in a vat, in the bottom and sides of which are galvanized iron coils. Steam should then be turned on in these coils, heating the pickle by the radiation from the pipes.

After the pickle has been thoroughly boiled for an hour or it should be allowed to settle. The particles of grease as well as all the albuminous parts which the pickle has drawn from the meat cured in it previously will arise to the surface in the form of a scum; this should be skimmed off and the pickle boiled again. A second skimming is then necessary, after which it should be drawn off and allowed to cool.

It is now as useful as ever. For instance, to a vat of 1,500 gallons of old pickle 50 degrees strength add 200 pounds of sugar and thirty-eight pounds of saltpetre. Figuring on the basis of 300 pounds of salt to bring the pickle back to its original strength, the pickle will cost a little over a cent a gallon.

Mayence Red Sausage.

Cut the neck of pork with the rind on into long, thin pieces. Take ten pounds of these strips; chop finely three pounds of thin rinds; mix the two together and season with seven ounces of salt, one-half ounce white pepper, one-half ounce peppermint, one-half ounce ground cloves, one-third ounce marjoram and one-fifth ounce mace. Work all well together and then add enough pig's blood to color the whole well. Fill into a pig's stomach and put into water boiling hard at once, and stir slowly for a quarter of an hour in order that the blood does not run to one side of the sausage.

Duck of Mutton.

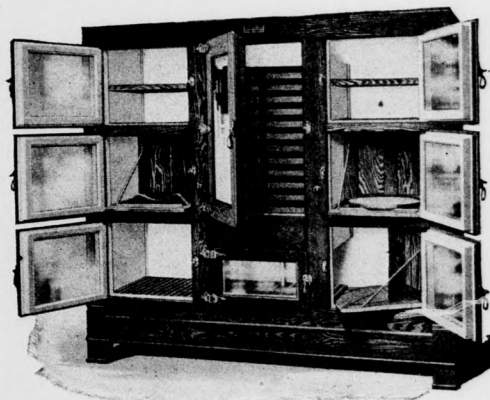
A duck of mutton is made from the forequarter. First take out all the rib, breast, back and neck bones; then unjoint the shoulder bones from the blade bone socket, and take out the blade bone from the inside with care, as this will represent the tail. Care should be taken at all times not to break the outside skin. Bend the neck back to the breast and roll the back over the breast to the neck of the mutton and tie. Cut a slit at the top of the meat at the rib end; insert the socket end of the blade for the tail, shape the arm for the neck and use some skewers for legs.

B & B Ice King

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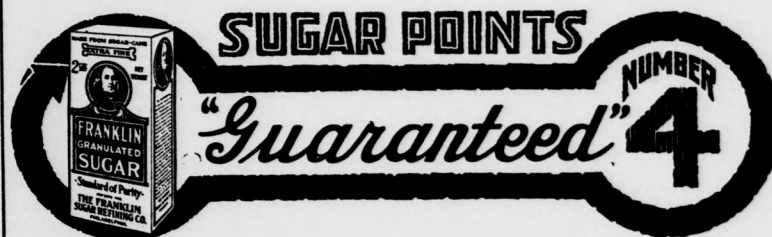
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Grand Council of Michigan U. C. T.
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 Grand Secretary—Maurice Heuman, Jackson.
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 Grand Conductor—W. T. Ballamy, Bay City.
 Grand Page—C. C. Starkweather, 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, Sept. 5—One of Chicago's new ideas is going to be tried out in Washington Park the coming winter. Part of the lawn tennis court will be covered over with canvas so that the fresh air lawn tennis players will have the pleasure of trying out their skill during the mild weather this winter. This will give the public a playground for the winter, which will be very practical and appreciated very much.

Mrs. C. Jacobson, 111 North Valley avenue, Grand Rapids, is spending a few weeks with her brother in Chicago, expecting to return home about the middle of September.

The writer wishes to correct a statement made last week in reference to Joe Gervais, of Detroit. Mr. Gervais is Secretary-Treasurer of the National Twist Drill and Tool Co., of Detroit, instead of the Detroit Twist Drill Co., as reported last week. The above error was through a misunderstanding on the part of the writer. I hope this is satisfactory to all concerned.

Fresh meat and other commodities took a big jump in Chicago last Thursday, and now the question is whether or not prices will jump back to normal now that the strike is called off.

Chicago never gets tired or has a chance to forget strikes. The past few days there have been from five to six thousand freight handlers on a strike, merely for the reason that the railroads refuse to let the walking delegates into the freight houses during working hours to collect the monthly dues.

After awhile the business man will find it rather disagreeable in any line of business to hire union labor, for the reason that strikes are so common.

All cafes and cabarets outside of the loop in Chicago are now getting a touch of poor business and the cafes and amusement places in the loop are taking on their winter finery.

Election is now the topic of Chicago. In every block where there is an empty building you will see banners announcing Republican, Democratic, Prohibitionist, or Socialist meetings. It is too bad it is not a little colder, so that a few of Chicago's stragglers may have a place to hang out.

One of the features of politics in Chicago at the present time is the woman's school, whereby some of the women suffragists are getting instructions as to the finer points of politics.

Herb Carlson, of Carlson Bros., left on his summer vacation for Northern Wisconsin last Thursday, where he will spend his time fishing and hunting. He did not seem to care about the threat-

ened railroad strike, thinking too much of the fish he expects to catch.

Charles W. Reattoir.

Overcoming the Fighting Instinct.

Jackson, Sept. 5—A short time ago I happened to witness a real fight between two little girls of this United States of America, children of a cultivated family. When the children were separated one of them announced: "If she kicks me I shall kick her." Did not that child express briefly the pitifully childish idea of "honor" which has through all the ages of human savagery made the ordinary man feel that if any one injured him he must return injury for injury?

The question of a new school curriculum has been put to the public. It has been suggested that the study of history be dropped. Certainly if it is going to be taught as unintelligently, as illogically, as it has commonly been taught, it might as well be dropped, and all other studies with it, and our children turned out to fight or play with the other animals as their passions inclined them.

History is the record of man's long struggle with the brute in his own nature, and of possibilities of self-victory so great that again and again a man, a spiritual being of love, justice, and mercy, rises above the brute in himself and others, and history records a William Penn and his noble fellow-settlers of early Pennsylvania, it shines with the examples of a Tolstoy victorious over all the evil life urged on him by the men and women of our day who employ "education" to make, throughout the world, "society" more sensual and warfare a devil's weapon to destroy souls and torture bodies. History holds up to honor the perfect courage of a Garrison, who before raging mobs held to his solemnly beautiful declaration of principle: "He is a man, not to be harmed by my hand nor with my consent. I will let him see that in my heart there is no desire to do him harm . . . and that I have no other weapon to wield against him but the simple truth of God, which is the great instrument for the over throw of all iniquity and the salvation of the world." The history of our own day has names which will shine like these, guides to all that is true and high, unstained by human blood, unspotted by the world.

An American Woman.

Leisure Hour Jottings From Jackson.

Jackson, Sept. 5—James Imel has accepted a position with the Royal Valley Coffee Co., of Detroit. He will represent that house in Southern Michigan.

A good many carloads of potatoes are being shipped into Jackson from outside markets.

It would seem that what the American people demand more and more each day is amusement and entertainment. In a place like Jackson this is very noticeable and theaters and picture shows are all doing a good business.

The county fair opens next Monday with prospects for a big show. Manager Burris says the local display will be larger than ever as well as that made by outside exhibitors.

The Briscoe people are now turning out fifty automobiles per day.

The Cornwell Co. has taken on the Clark-Coggin Co.'s line of coffee for

Jackson and vicinity. It is understood that the house will soon be a wholesale grocery establishment, with a full line.

The eight hour law is passed. One class of labor is exalted—and the public will have to work sixteen hours to pay the bill.

The high price of flour has made it necessary for Jackson bakers to advance the price of bread to 6 and 12 cents per loaf. This will help some families to realize that they can bake their own bread.

With houses scarce and work plentiful, Jackson is still prosperous and looking better each day. Spurgeon.

The fellow who is so careful that after shaking hands he counts his fingers to be sure they've all been handed back is quite the equal of the old timer, a deacon in the Baptist church, who, contrary to the custom of deacons, always sat in the very back seat instead of a front one, doing this, so his son seriously says, that he might save the interest on his money while the collection box was being passed. For the benefit of those who haven't been to church lately, possibly it would be considerate of me to say that the collection box always starts in the front of the house and moves slowly and suggestively and majestically to the rear, while the organ weeps a mournful tune.

The personal appearance of clerks has a good deal to do with their success in holding trade. See that your force looks right anyway whether it is right or not.

Too frequent collections are apt to thin the congregation.

The Cushman Hotel

PETOSKEY

The Leading Hotel of
Northern Michigan

Petoskey has excellent railroad and boat facilities

Make the Cushman your headquarters while working this entire region

\$2 50 and up

American Plan All Meals 50 Cents

HOTEL CODY

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GRAND RAPIDS, MICH.

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

Hotel Hermitage

John Moran, Mgr.
EUROPEAN PLAN
Grand Rapids, Mich.

Rates without bath 50, 75 and \$1.00

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

CAFE IN CONNECTION

Snyder's Restaurant

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4 Doors North of Tradesman
Special Dinners and Suppers 25c

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.

The Hotel Geib

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L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room 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

GRAND RAPIDS

Rooms Without Bath \$1.00
With Bath (shower or tub) \$1.50
Meals 50 Cents

Union Station



75 Steps East

Fire Proof

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 5—A motion picture car showing industrial, agricultural and power possibilities in Cloverland and an automobile for the Secretary-Manager and a stronger link of friendship between Delta county people and the Upper Peninsula Development Bureau are the three results obtained during the meeting of the organization in Escanaba. The suggestion of Senator A. T. Roberts, of Marquette, that the Bureau purchase a motion picture machine brought about the suggestion that the Bureau co-operate with the different railroads which traverse Cloverland in order that a car be fitted up as a motion picture house and taken through different states where prospective settlers might view the wonderful possibilities here.

The Soo entertained the State Poor Commissioners' convention here last week and it was, indeed, interesting to the Sooites to see this large delegation enjoying the sights in this most wonderful part of the State, as they had never dreamed of such fine farming lands being located around the Soo. Their wonderment increased while they were here. Many having their kodaks with them took pictures of the farms, reaping oats and wheat Sept. 2. They stated that in Lower Michigan all their crops were in and they were now busy getting in coal and putting on the winter attire. They were greatly impressed with the good roads over which they traveled throughout the country and remarked that they were far superior to the roads further South in the State. Reports of this kind naturally make us Sooites swell up, but nevertheless we are proud at all times to show our friends from Missouri whenever we have an opportunity.

Professor Ralph Bloem, well-known musician from Grand Rapids, has opened a studio here and expects to remain in this healthful climate.

Mr. and Mrs. Stacy B. Hinks and son, of Toledo, are visiting at the home of Mrs. Hinks' parents, Mr. and Mrs. D. H. Moloney. Mr. and Mrs. Hinks were former Sooites, the Soo being Mrs. Hinks' birthplace, and their many friends are more than pleased to meet them again. Mr. Hinks holds a responsible position at Toledo and has been very successful since locating in the latter place.

St. Ignace is to have a new jewelry store, with Major F. V. Pilson as proprietor. The new store it is expected will be open for business about Oct. 15 with a full line of jewelry. Watch St. Ignace grow.

Just fifteen years ago last week Herbert E. Fletcher, well-known Assistant Cashier of the Sault Savings Bank, returned from Toronto and the Pan-American exposition. In memory of the event, many of his friends sprung a surprise on him in serving a picnic dinner at the Shallows it also being the anniversary of his birth, and Herb's surprise could hardly be imagined when he was presented with the new Chalmers. However, he is still wearing the same sized hat and it has had no bad effects, although he was more than pleased with the entertainment in his behalf.

"The waste basket is often mightier than the pen."
C. T. Carr, of the Auditor General's office, at Lansing, was a Soo visitor last week, being a guest at the State Poor Commissioners' convention. It is said to be the first time that a lawyer was ever cross examined by his clients.

W. Sawtelle, the well-known lumberman from Onaway, and his wife were Soo visitors this week, making the trip in their Buick car. He was somewhat astonished in the many improvements made since his visit here

a few years ago. Mr. Sawtelle reports the roads good in most of the places, with the exception of a few bad spots between Mackinac Island and Onaway.

"Most of us get what we deserve, but few of us are able to recognize it."

A. Robson, proprietor of the Soo meat market, has sold his business to Martin Norweski. Mr. Robson expects to continue buying live stock in the country. Mr. Norweski is an experienced butcher and well known here, having been with the Moher Meat & Provision Co. for a number of years. He has a large circle of friends who wish him every success in his business venture and, as he is a natural born hustler, his future success is assured. William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 5—Wonder how much longer it will take for the 3 cent bridge fare charged by the Grand Rapids Street Railway Co. to pay for that bridge they built several years ago. Our recollection is that when the bridge was paid for it was going to be a straight 5 cent fare to Comstock Park. As it is now, you ride from Reed's Lake to North Park for a 5 cent fare, the distance being nine miles; then you pay 3 cents to ride from North Park to Comstock Park, which is a distance of about one mile.

At the meeting of the Supreme Council in Columbus, Past Grand Counselor Dave Clink, of Illinois, always gets the "red card" for being on his feet more times than any other member sitting in the convention. Never mind. Dave will meet his Waterloo when our Junior Counselor reaches the dignified position of Past Grand Counselor and is sent a delegate to Columbus. Yes, E. J. is going right straight up the ladder.

Mrs. John D. Martin and daughters, Carolyne and Esther, met John at Battle Creek last Thursday. They visited friends there until Monday.

We notice that Akron, Ohio, compels autoists to dim all headlights. Other cities also do the same thing and we believe there is a law in Grand Rapids of that same kind, yet our streets do not bear the appearance of such a law being enforced.

The centennial of gas lighting in this country has just taken place, yet in Detroit—"where life is worth living"—you will find many still burning coal oil lamps.

Word comes to us that L. V. Pilkington and family are spending their vacation in a beautiful bungalow on the shores of Torch Lake. Wait until Pilke comes home with his fish stories. Those who know him best say he can beat even Will Sawyer at fish stories—and Will's stories are generally six cylinder.

"The old idea that a traveling man must be popular in order to be successful is now an exploded theory," remarked genial Jim Goldstein the other day. "I used to believe in the popular stuff and aimed to make friends with every one I met, from the hotel porter to the head buyer of the biggest house on my list of customers. One of my strongest competitors was a man who was known as a veritable crank. Some of the trade told me they were actually afraid of him, but I noticed that he got their orders just the same and that he rolled up larger orders than I did. That got me to thinking and I soon discovered that the good fellow, so-called, is passed up for a man who knows his line and is not at all backward in letting it be known that such is the case. Such a man is respected over and above the man who aims to be all things to all men and who relies on personality and popularity to secure his share of the orders." Ja Dee.

If ignorance is bliss, why so many free schools?

Death of Vincent L. Tissera in a Chicago Hospital.

Wednesday morning's mail brings the sorrowful news of the death of a man who enjoyed the friendship of every wholesale grocer and the acquaintance of nearly every retail grocer in Michigan:

Chicago, Sept. 5—I have written Mr. George B. Caulfield, telling him that Mr. Tissera passed to the Great Beyond early yesterday morning, giving him some of the particulars. I wish I had time to give them to you, but maybe you may call him up and he will tell you.

He was cheerful to the last and had said he had fought the fight and did the best he could. It came suddenly and although the attending men had told me there was no hope, I still thought as long as there was life there was hope. He died without agony, two or three gasps coming just after the nurse had been talking to him and he had settled down for a nap.

Although his skin was dark, he had a heart and soul that far surpassed the heart of many a man with a white skin. With us, it was the inner man we respected and loved, and we have lost one of our family.

May H. Barker, M. D.

The letter to Mr. Caulfield was as follows:

Chicago, Sept. 5—I know you will mourn with us when I tell you that Vincent Tissera gave up the fight and passed to the Great Beyond yesterday morning. While there was life there was hope and I had hoped to the last, although the attending physicians told me it was hopeless. He had been bright and cheerful all day Sunday and said he was happy and had had such a nice day. When I left him at 10:15 p. m. he wanted to know what time I would be down in the morning. Little did I think I would be there at 1:50 a. m. Mother and I had known him for twenty-five years and he had lived at our house for the past three years, so it is losing one of our family. Our friendship has not been an ordinary one and no one knows how much I will miss him.

I have been Secretary to the surgeon who operated for ten years and was in a position to see that Vincent got the best medical and surgical skill the city could give. But no one could give him a new heart, for if we could he would have had it. He had entirely recovered from his operation and was feeling happy about that.

There will be a short service here to-morrow afternoon at the chapel where his friends can see him and then I am taking the body to Davenport where his Blue Lodge will hold the funeral, and his ashes will be buried there, as it was his wish.

We have lost a friend and a noble character. May H. Barker, M. D.

Mr. Tissera was born in Colombo, Ceylon, about forty-seven years ago. He came to this county in 1893 as the representative of Ceylon at the World's Fair. He was in charge of the booth maintained by that country at the Fair and while here formed such a warm attachment to the American people that he concluded to make this country his home. He engaged in the distribution of Ceylon tea on a large scale, receiving the tea from the growers in Ceylon, putting it up in packages and marketing it in his own name.

He enjoyed the personal friendship of the late Senator Palmer and many other distinguished men who came to know him well and to respect him greatly. Some years ago he purchas-

ed a farm near Grayling which he took great pride in developing.

He was made an American citizen in the Kent Circuit Court some years ago at the suggestion of the late Samuel L. Lemon, who was his close personal friend.

He was a member of the Church of England, having been baptized in his native city when a child. During the twenty-three years he resided in this country he returned to Ceylon only once—about 1900—when he was treated with great distinction by the people of his native city. Many banquets and other entertainments were given in his honor and on his departure he was presented with a beautifully carved and engraved casket, of which he was naturally very proud.

Mr. Tissera was a man of exalted character. He had high ideals and lived up to them to the letter. He was the soul of honor in all that the term implies and his untimely end will be a source of sorrow in thousands of hearts. Mr. Tissera never married.

Eaton Rapids Business Men Out Around.

Eaton Rapids, Sept. 5—About twenty-five business men of this city left Eaton Rapids this morning at 7 o'clock for a two days' trip, going from here to Lansing, St. Johns, Ithaca, Alma, St. Louis, Breckenridge, Merrill, Saginaw, Caro, Vassar, Flint, Corunna, Owosso, Laingsburg, Lansing and back to Eaton Rapids. They plan on stopping at Ithaca for dinner the first day, Saginaw for supper, lodging and breakfast, Flint for dinner the second day and Lansing for supper.

The object of the trip is to meet the business men of the different cities about the size of Eaton Rapids, absorb a few ideas, and forget personal business matter for a few hours.

Will Establish New Bakery.

Kalamazoo, Sept. 5—George Freeman, for the past five years President and general manager of the Freeman Baking Co., Church and Eleanor streets, has severed his connection with that company, resigning from all active interest in the concern.

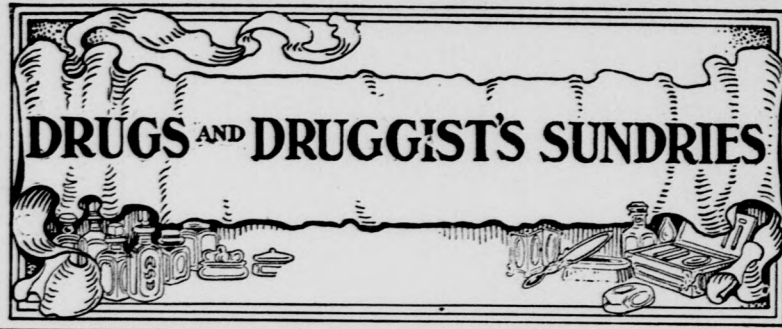
After a short vacation, Mr. Freeman contemplates establishing another bakery the size of which will be limited so that it may give his personal supervision to all its operations.

James Grant, local capitalist, was selected by the board of directors, —S. B. Monroe, L. T. Bennett, O. K. Buckhout and A. Zwiler—to succeed Mr. Freeman as manager of the company. Grant will also serve as a director in place of Freeman.

Peaches Came Too Fast.

An appeal has been issued to growers by the California Peach Growers, requesting them to withhold further deliveries of dried peaches for a short time. Approximately 2,000 tons of peaches had been received at the warehouses, and the facilities of the marketing organization are being taxed to their limit. The peaches this season are about ten days ahead of time, and the machinery ordered for the company's plants is about two weeks behind time, making it impossible to handle the crop immediately.

If a young man has more money than brains he can afford to wear a wrist watch.



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.

Old Fashioned Remedies Used By Old Women.

Nowadays we, in our superior wisdom, laugh at old women's remedies. Yet many of them have persisted through the ages and will continue to find favor, whether or not they are based upon common-sense principles and long experience, for tradition is a stubborn enemy, and at the same time a very powerful ally. However much modern practitioners may scoff at "old women," those who take the trouble to think things over and trace modern methods to their origin must often find occasion to confess their indebtedness to some unknown old woman who provided them with remedies which in principle are incorporated in the scientific practice of the present day. It is not without interest to recall a few old-fashioned medicines on which our great-great-grandmothers set such store.

Opium Applied to an Aching Tooth.

According to modern practitioners, the application of laudanum to an aching tooth belongs to the category of old women's remedies. Yet it is a practice that has been recommended by many medical authors, notwithstanding that even a hundred years ago its usefulness was doubted. I find the following in a book published in 1824: "This remedy (opium applied to the tooth) is seriously recommended by grave authors and used by many practitioners of the present day. We would ask them, in the name of Galen—why? Whenever it appears to have succeeded, it is from the opium dissolving, and so going into the stomach. If practitioners, instead of putting a grain of opium, or, what is still more absurd, a bit of lint dipped in laudanum, into the tooth, would put two grains into the stomach, they would succeed. * * * We challenge the whole faculty to produce a single instance of relief unless the opium is swallowed." Ninety years after, we find the Codex expressing much the same view in other words, namely,

that any good effect obtained from the external application of opium is due to absorption, or to warmth or counter-irritation. It is very hard to kill these old beliefs, but next time we are asked for a pennyworth of laudanum for toothache, rather than go through the "poison book" formality, let us tell our customers that this is an old woman's fallacy that was exploded a hundred years ago.

The Uses of Vinegar.

Vinegar is a very important item in old women's materia medica. Its uses are many, from the prevention or cure of the plague downwards. It will be remembered how the lady in "Pickwick," at Manor Farm, Dingley Dell, "proceeded to vinegar the forehead, beat the hands, titillate the nose and unlace the stays of the maiden aunt." Then, again, vinegar is recommended to pass a small fishbone that sticks in the throat. "This," says an old authority, "is a good remedy. If any fluid will pass it, this has the most claim; it creates a roughness which, as it were grinds in deglutition." Nowadays a more common remedy is the juice of a lemon, but presumably the principle is the same in each case. "Four thieves vinegar" was used in the Great Plague, the patient being wrapped in a sheet wet with vinegar. So great was the demand for this article at the time of the Plague that the chemists of that day used to advertise that they sold it. In this connection, an amusing story is told by William Wadd to the effect that about this time a certain firm of apothecaries in Cheapside had taken in a third partner, and on the notice appearing in the window, "Four Thieves Vinegar Sold Here," an old apothecary passing by and observing this, went into the shop. "What!" said he, "have you taken in another partner?" "No." "Oh! I beg your pardon," replied the old apothecary, "I thought you had by the ticket in the window."

Chickens' Intestines.

It used to be a common practice, and no doubt still is in some parts, among the peasantry, to make an injection for infants by boiling the intestines of a chicken in water and using a portion of the broth. But to an epicurean this broth is far too precious a delicacy to be used for such a purpose. Dr. Fernie, in his "Meals Medicinal," relates that of fowl's liver soup—Potage a la Camerain—it was written: "a single spoonful of this liver soup will lap the palate in Elysium, and while one drop thereof remains on the tongue, each other sense continues eclipsed by a voluptuous thrilling of the lingual nerves."

Sties and Black Eyes.

To remove a sty from the eyelid an old wife's method was to touch it with nine sharp thorns of a gooseberry bush. If this was ever successful, it was by either opening altogether the pustule, or irritating it at one particular point so that suppuration was facilitated. The application of a piece of raw meat to "a black eye" is another homely remedy, the principle of which is presumably the same as the wet compress. A gold ring rubbed on sore eyes is a remedy which appears to have no scientific basis, and is no doubt merely a superstition.

Nose Bleeding.

A key applied to the back of the neck to stop bleeding of the nose is a device as old as the hills, or, at any rate, as old as keys. No doubt a multitude of successful "cures" could testify to its value, but the explanation of an old medical authority that the cold key "operates upon the olfactory nerves by sympathy, and contracts the mouths of the blood vessels" would hardly be accepted nowadays. Dr. Buchan, whose opinions on domestic remedies were considered so valuable more than a century ago, has nothing to say about this simple method; indeed, he discourages any effort to stop the bleeding except in special cases, but his instructions as to how to proceed when it is necessary to stop the bleeding are too lengthy to quote.

Ink As a Remedy.

Ink is an old woman's remedy for warts that has its origin in the days

of long ago. The Medical Adviser, a periodical journal which had a life of about eighteen months in the early part of last century, has a little annotation on this subject that is worth quoting. After remarking that it is only the ink which contains copperas that has any good effect, it goes on to say that the cure for warts, "which is our own invention, was copied from our paper by the Public Ledger as if it emanated from itself; this is a disregard to etiquette, which savors

Malt and Hop Tonic

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



Grand Rapids
BREWING CO.

For Sale by all Wholesale Druggists

Always Ready

To buy or sell store fixtures. BARGAINS in "USED" Cases, Scales, Coffee Mills, Safes and Office Desks.

We also deal in new fixtures and our prices are the lowest in Western Michigan.

We buy merchandise stocks complete.

Get in touch with us if you want to sell.

Grand Rapids Store Fixture Co. 7 Ionia Ave., N. W.

Lowney's Chocolates

in fancy packages

For Summer Trade

A fresh, complete line in stock all the time

Order by mail or from our representatives

Putnam Factory

National Candy Company, Inc.
GRAND RAPIDS, MICHIGAN

Western Michigan Distributors

of something more unamicable than carelessness, and, although the public press in general have most copiously and frequently extracted from the Medical Adviser, yet we have remarked some, as well as the Ledger, who forgot to say from what they copy, and one or two who call us by another name, such as Medical Journal. We hope they will excuse this observation, but we are emulous of their notice, as well as our own rights." This gentle rebuke is interesting, but there was nothing very wonderful in the invention of the Medical Adviser, which was merely as follows: "A bit of impure potass, or Lapis infernalis, moistened, should be applied to the warts, or gently rubbed to the surface of them a few minutes, so as to leave a kind of whitish paste upon them; over this should be applied a strip of sticking plaster and allowed to remain on a week. On removing the plaster, if the warts are not quite gone, a similar application must be used." Another medical use of which ink was put by old women was in the treatment of recent burns. Here, again, the idea was that the copperas in the ink acted as an astringent.

Chilblains and Corns.
 "To cure chilblains apply a poultice of hot roasted onions." This sounds like a very simple remedy for a distressing complaint. Equally simple is the old women's cure for corns, namely, to bind on them a leaf of houseleek, after having well soaked the feet in warm water. It is obvious that neither of these "cures" has stood the test of time otherwise there

would be a very poor sale for many remedies which the chemist of to-day keeps in stock.

White Shoe Dressing.

1. Cream of tartar 3 ounces.
 Oxalic acid 1 ounce.
 Alum 1 ounce.
 Milk 3 pints.

Mix and rub on the shoes. When they are thoroughly dry, rub them with a mixture of prepared chalk and magnesium carbonate.

2. Water 136 parts.
 Fine pipe clay 454 parts.
 Shellac, powdered 136 parts.
 Borax, powdered 68 parts.
 Soft soap 8 parts.
 Ultramarine blue 5 parts.

Boil the shellac in the water, adding the borax, and keeping up the boiling until a perfect solution is obtained; then stir in the soap (5 or 6 parts of "ivory" soap, shaved up, and melted with 2 or 3 parts of water, is better than common soft soap), pipe clay and ultramarine. Finally, strain through a hair-cloth sieve. This preparation, it is said, leaves absolutely nothing to be desired. A good deal of stiffness may be imparted to the leather by it. The addition of a little glycerine would remedy this. The old application should be wiped away before a new one is put on. This preparation is suitable for military shoes, gloves, belts and uniforms requiring a white dressing.

The man with but a single idea always has an exalted opinion of himself.

Holiday Goods AND Staple Sundries

OUR line of samples representing the above will be on exhibition in our own show room in Grand Rapids on and after September 1st. Those of our customers who have visited our Sundry Department in the past will know what to expect when we say that our line is a better selected and more comprehensive and well balanced line than we have ever shown before. We shall have all the conveniences and facilities for taking care of our visiting buyers promptly and well. We desire to say, however, that orders placed with us early, we can give better satisfaction upon than those that come to us later.

Our Mr. F. L. Raymond who has been with us for years is in charge of this line and you will receive further notice from us asking you to make dates so we may give you prompt and first class service.

Hazeltine & Perkins Drug Co.

Wholesale Druggists

Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Alkalis		Essential Oils		Gums		Resins		Saps		Starches		Sulphates		Tinctures		Waxes		Miscellaneous																																																																																																																																																			
Boric (Powd.)	17@ 25	Mustard, true, oz.	@ 1 80	Alkanet	90@ 1 00	Blood, powdered	20@ 25	Alum	90@ 1 00	Alum, powdered and ground	11@ 15	Bismuth, Subnitrate	3 80@ 4 00	Borax xtal or powdered	10@ 15	Cantharides po	2 00@ 12 00	Calomel	1 95@ 2 00	Capsicum	30@ 35	Carmine	6 50@ 7 00	Cassia Buds	@ 40	Cloves	30@ 35	Chalk Prepared	8@ 8 1/2	Chalk Precipitated	7@ 10	Chloroform	65@ 73	Chloral hydrate	2 00@ 2 25	Cocaine	5 40@ 5 60	Cocoa Butter	60@ 70	Corks, list, less 70%	@ 2	Copperas, bbls.	@ 2	Copperas, less	2 1/2@ 7	Copperas, powd.	@ 40	Corrosive Sublim.	1 85@ 1 90	Cream Tartar	50@ 55	Cuttlebone	45@ 50	Dextrine	7@ 10	Dover's Powder	@ 2 50	Emery, all Nos.	6@ 10	Emery, powdered	5@ 8	Epsom Salts, bbls.	@ 2 1/2	Epsom Salts, less	3@ 7	Ergot	1 25@ 1 50	Ergot, powdered	2 75@ 3 00	Flake White	15@ 20	Formaldehyde lb.	15@ 20	Gelatine	1 00@ 1 10	Glassware, full cases	50%	Glassware, less	70%	Glauber Salts bbl.	@ 1 1/2	Glauber Salts less	@ 1 1/2	Glue, brown	13@ 15	Glue, brown grd.	12@ 17	Glue, white	15@ 25	Glue, white grd.	15@ 20	Glycerine	43@ 56	Hops	45@ 60	Hops	45@ 60	Iodine	5 68@ 5 91	Iodoform	6 78@ 6 94	Lead Acetate	20@ 25	Lycopodium	2 75@ 3 00	Mace	85@ 90	Mace, powdered	95@ 1 00	Menthol	4 00@ 4 20	Morphine	6 30@ 6 55	Nux Vomica	20@ 25	Nux Vomica pow.	@ 20	Pepper, black pow.	@ 35	Pepper, white	@ 40	Pitch, Burgundy	@ 15	Quassia	12@ 15	Quinine, 5 oz. cans	@ 85	Rochelle Salts	43@ 50	Saccharine oz.	@ 1 60	Salt Peter	32@ 35	Seidlitz Mixture	36@ 40	Soap, green	20@ 25	Soap, mott castle	12@ 15	Soap, white castle case	@ 8 00	Soap, white castle less, per bar	@ 85	Soda Ash	4 1/2@ 10	Soda Bicarbonate	2 1/2@ 6	Soda, Sal	1 1/2@ 5	Spirits Camphor	@ 75	Sulphur roll	2 1/2@ 6	Sulphur Subl.	3@ 7	Tamarinds	15@ 20	Tartar Emetic	@ 80	Turpentine Ven.	3 00@ 3 25	Vanilla Ex. pure	1 00@ 1 50	Witch Hazel	65@ 1 00	Zinc Sulphate	10@ 15

GROCERY PRICE CURRENT

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

Table with columns: ADVANCED, DECLINED. Items include Cheese, Sardines, Raisins.

Index to Markets

By Columns

Index to Markets table listing various goods and their corresponding page numbers (A-Z).

1 2

Main price list table for items 1 and 2, including Ammonia, Axle Grease, Baked Beans, Bath Brick, Breakfast Foods, Brooms, Brushes, Butter Color, Candles, Canned Goods, Catsup, Cheese, Cocoa, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Evaporated Milk, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour and Feed, Fruit Jars, Gelatine, Grain Bags, Herbs, Hides and Pelts, Horse Radish, Ice Cream, Jelly, Jelly Glasses, Macaroni, Mapleine, Meats, Canned, Mince Meat, Molasses, Mustard, Nuts, Olives, Peanut Butter, Petroleum Products, Pickles, Pipes, Playing Cards, Potash, Provisions, Rice, Rolled Oats, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

3

Price list for items 3, including Cheewing Gum, Chocolate, Clothes Line, Cocoa, Cocoanut, Coffee Roasted, Macaroni, Mapleine, Meats, Canned, Mince Meat, Molasses, Mustard, Nuts, Olives, Peanut Butter, Petroleum Products, Pickles, Pipes, Playing Cards, Potash, Provisions, Rice, Rolled Oats, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

4

Price list for items 4, including McLaughlin's XXXX, Confectionery, Specialties, Chocolates, Pop Corn Goods, Crackers, Bulk Goods, Cans and boxes.

5

Price list for items 5, including Peanuts, Crackers, National Biscuit Company Brands, In-er-Seal Trade Mark Package Goods, Other Package Goods, Bulk Goods, Cans and boxes.

6

Table with 2 columns: Item Name and Price. Includes categories like Sugar, Butter, Soda, Oyster, Specalities, CREAM TARTAR, DRIED FRUITS, Currants, Peaches, Raisins, California Prunes, FARINACEOUS GOODS, Hominy, Pearl Barley, Peas, Sago, Tapioca, FISHING TACKLE, Cotton Lines, Linen Lines, and Poles.

7

Table with 2 columns: Item Name and Price. Includes categories like FLAVORING EXTRACTS, FLOUR AND FEED, WINTER WHEAT, MAPLE SYRUP, MOLASSES, MUSTARD, OLIVES, PEANUT BUTTER, PETROLEUM PRODUCTS, PICKLES, FRUIT JARS, GELATINE, HIDES AND PELTS, and Pelts.

8

Table with 2 columns: Item Name and Price. Includes categories like TALLOW, WOOL, HORSE RADISH, ICE CREAM, JELLY, JELLY GLASSES, MAPLE SYRUP, MINCE MEAT, MOLASSES, MUSTARD, OLIVES, PEANUT BUTTER, PETROLEUM PRODUCTS, PICKLES, FRUIT JARS, GELATINE, HIDES AND PELTS, and Pelts.

9

Table with 2 columns: Item Name and Price. Includes categories like Smoked Meats, Sausages, Beef, Pig's Feet, Tripe, Casings, Uncolored Butterine, Canned Meats, RICE, ROLLED OATS, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, Smoked Salmon, Halibut, Holland Herring, Standard, Y. M. wh. hoop, Y. M. wh. hoop Milchers, Herring, and Trout.

10

Table with 2 columns: Item Name and Price. Includes categories like Mackerel, Lake Herring, SEEDS, SHOE BLACKING, SNUFF, SODA, SPICES, Canned Meats, RICE, ROLLED OATS, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, Smoked Salmon, Halibut, Holland Herring, Standard, Y. M. wh. hoop, Y. M. wh. hoop Milchers, Herring, and Trout.

11

Table with 2 columns: Item Name and Price. Includes categories like Celong, English Breakfast, CEYLON, TOBACCO, SODA, SPICES, Canned Meats, RICE, ROLLED OATS, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, Smoked Salmon, Halibut, Holland Herring, Standard, Y. M. wh. hoop, Y. M. wh. hoop Milchers, Herring, and Trout.

SPECIAL PRICE CURRENT

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Rob Roy, Butter Plates, and various food items.

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

Table with 2 columns: Item Name and Price. Includes categories like Wire End, Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Mop Sticks, Pails, Toothpicks, Traps, Tubs, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, and Yeast Cake.

TELFER'S COFFEE advertisement featuring a tin of coffee and text: 'MADE IN DETROIT USA'.

AXLE GREASE advertisement featuring a tin of MICA AXLE GREASE.

BAKING POWDER advertisement for K. C. brand.

ROYAL advertisement for various sizes of cans.

FITZPATRICK BROTHERS' SOAP CHIPS advertisement.

KITCHEN KLENZER advertisement for cleaning products.

FOOTE & JENKS' Killarney (BRAND) Ginger Ale advertisement.

White House COFFEE advertisement featuring a tin of coffee.

White House, 1 lb. White House, 2 lb. Excelsior, Blend, 1 lb.

MORTON'S SALT advertisement featuring a tin of salt.

Morton's Salt advertisement with pricing: Per case, 24 2 lbs. 1 70

SOAP advertisement for Lantz Bros. & Co.

Climax, 100 oval cakes 3 25 Gloss, 100 cakes, 5c sz 3 60

Proctor & Gamble Co. Lenox 3 20 Ivory, 6 oz. 4 00

Swift & Company Swift's Pride 2 85 White Laundry 3 50

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

Scouring Sapollo, gross lots .. 9 50 Sapollo, half gro. lots 4 85

Soap Compounds Johnson's Fine, 48 2 3 25 Johnson's XXX 100 5c 4 00

WASHING POWDERS. Gold Dust 24 large packages 4 30

Lautz Bros. & Co. Snow Boy 100 pkgs., 5c size 3 75

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.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

To Rent—Two brick stores, newly refinished for dry goods, shoes, furnishings or clothing. Best business opportunity in Michigan. If interested and mean business write Box 162, Richmond, Michigan. 460

For Sale—Spring wagon with top, wood sides, driver's seat, brake, pole, shafts, condition good, price \$65. One 7 1/2 H. P., A. C. Motor, 3 phase, 60 cycle, price \$120. One 3 H. P. second-hand gasoline engine, in good condition, price \$55. One 4 H. P., oil engine, new, price \$145. One 7 H. P., new, gasoline engine price \$155. One 20 H. P. Callahan gasoline engine, good condition, price \$260. "M" Engineer, Box 4, Station "U" Cincinnati, Ohio. 462

Business Opportunity—Chance to engage in coal, wood and building material. Cream buying in connection. Splendid chance to get started on small capital. Fine Northern Michigan resort town of 500. Investigate at once. Address No. 463, care Michigan Tradesman. 463

For Sale—Restaurant, confectionery and ice cream. Michigan town of 6,000. Good business; up-to-date place. Have other business. Address No. 464, care Michigan Tradesman. 464

Shoe Clerk Wanted—Between 27 and 35 years of age. Able to write price cards, etc. Give experience and references. Modern Shoe Store, 122 No. Michigan St., South Bend, Indiana. 465

For Rent—Very reasonable, two story brick stores, 20x118 and 40x118. Best location in a good live town of two thousand inhabitants. Located in the heart of the best farming section in the State of Michigan. Great opportunity for moving picture, furniture or five and ten cent stores. Long lease if desired. For further particulars write to D. Seiner, Canton, Ohio. 466

For Sale—Grocery and implement store in a small town in Montcalm county, on railroad, doing \$10,000 business. Write for particulars, Percy L. Love, Six Lakes, Michigan. 467

For Rent—Store room 20 x 140, right in the heart of the shopping district. First-class location for ladies' ready-to-wear, millinery or any other business. Address Welker's, Fort Wayne, Indiana. 468

Wanted—To buy, an undertaking business that can show good business. Michigan location preferred. Box 282, Manton, Michigan. 469

Fixtures For Sale—Clothing case; one ladies' wax figure and three models; McCaskey register; 5-drawer cash register; office desk; one computing scale; one Troemmer balance scale; safe; oak counters and sectional shelving; 4-foot cigar case. All in first-class condition. Address Bannerman Brothers, Redgranite, Wisconsin. 470

For Sale—One of the best groceries in Michigan town of 4,500. Doing \$90,000 business. About \$12,000 stock. Can reduce to suit purchaser. Address No. 471, care Michigan Tradesman. 471

Wanted—Salesmen calling on country and town stores (any line) to take orders (side line) for Keystone (veterinary) Cleansing Powder. Name counties covered. Address C. F. Harman & Son, Mfrs., Enterline, Pennsylvania. 415

Grocery—Best located in San Diego. Doing \$50,000 cash business per year; will sell at invoice. Might consider part exchange Illinois or Indiana property. P. O. Box 193, San Diego, California. 445

Wanted—Want to correspond with merchant who has good clean running stock and willing to sell right. 1037 E. Main St., Galesburg, Illinois. 446

For Sale—National cash register and paper baler nearly new, office safe, twelve iron couch trucks, six wood, nine iron Eureka table racks, lace curtain rack, glass and wood caster cups, one hair picker. Furniture wagon and horse. Address No. 447, care Michigan Tradesman. 447

For Sale—Fine stock of groceries with all the latest up-to-date fixtures, good location and doing a yearly business of \$43,000. Reason for selling have other business which requires my time and attention. Address Postoffice Box 77, Hillsdale, Michigan. 448

For Sale—Home bakery and restaurant, only one in town. Good resort trade Box 456, Bellaire, Michigan. 450

For Sale—Clean stock general merchandise and new building 28 x 50 with flat above in small town surrounded by good farming country. \$3,500 takes everything. Poor health cause of selling. No. 439, care Tradesman. 439

For Sale—Bazaar stock in town of 2,500 population. Large trading territory. Three factories. Will sell invoice price about \$2,000. Address No. 451, care Tradesman. 451

Notice To Business Men—For Rent—Business room in the best business block in city of Hutchinson, Kansas; population 21,000; good for exclusive millinery; jewelry store, men's or women's furnishing goods. Address The Reno Investment Co., Hutchinson, Kansas. 440

For Sale—Established general merchandise business in village 500. Good farmer trade. Another business requires my time. \$2,000 required. E. L. Rann, Morrice, Michigan. 442

Collections—Our collection service covers the entire country. List your past due accounts with us for collection. Claim sheet and rates on request. The Arthur Mercantile Agency, Terminal Building, Coffeyville, Kansas. 444

For Sale—Meat market and grocery. Only market in town of 700. E. C. Lindsey, Litchfield, Michigan. 455

For Sale—General store, a good one, with Postoffice, near Grand Rapids. Owner wishes to retire. Reasonable terms to right party. E. L. Cole, 624 Bridge St., Grand Rapids. 435

Factory For Sale—The plant and equipment of the Come-Pack Furniture Company at Ann Arbor. Also a large supply of furniture, furniture in process and lumber. For further particulars address F. A. Stivers, Ann Arbor, Mich. 437

Elegant Hardwood Timber—Cheap, large or small tracts. River and railroad. Address Will L. Te Walt, Richey, Mississippi. 438

For Sale—\$10,000 stock general merchandise, in town of 600 Northwestern Ohio. Excellent trade, good reasons for selling. E. C. Lindsey, Litchfield, Michigan. 454

Drug Business Wanted—In Grand Rapids or Southern Michigan. Must be paying business. Address No. 456, care Michigan Tradesman. 456

Merchants Relief—This little book is a volume of information, and will be sent free to any merchant who desires to reduce stock, clean up odds and ends or sell his stock complete. W. D. Hamilton, Galesburg, Illinois. 452

Bakery For Sale—Last ten years average sales \$9,000 to \$11,000 per year. Further information address Fred Lagesen, Pentwater, Michigan. 457

Bakery For Sale—In county seat city of 1,800 in Southern Minnesota. Good location and business. Good shipping territory. Only bakery in town clearing over \$2,000 yearly. Up-to-date equipment. Will sell at invoice price. Reason for selling is other business. Address Clark & Weaver, Caledonia, Minn. 458

We buy whole stocks or part stocks for cash. Address M. Guettel, 216 W. Monroe St., Chicago. 301

For Sale—Up-to-date meat market in a thriving Michigan city of 3,600 people. Little competition and splendid opportunity for right party. Correspondence solicited. Address No. 409, care Tradesman. 409

Safes Opened—W. L. Stocum, safe expert and locksmith. 128 Ann St., N. E., Grand Rapids, Michigan. 104

The Merchant's Auction Co. The most reliable and successful sale concern. For closing out, cleaning or reducing, address Reedsburg, Wisconsin. 289

Stocks Wanted—Write me if you want to sell or buy grocery or general stock. E. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 304

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

For Sale—Good clean stock of drugs and stationery in town of 12,500. Business established 40 years. W. H. Oakley, Administrator, Ishpeming, Mich. 984

For Sale—Old established furniture and rug business. City 10,000. All trade. Will sell part or all of stock. Must sell account ill health. F. S. Gutschow, Mt. Clemens, Michigan. 410

For Sale—Meat market in Kalamazoo. Good location. Owner wishes to retire after 12 years successful business. Doing good business. Well equipped market. Address No. 398, care Tradesman. 398

Cash Registers—We are sales agents for American Cash Registers. Have at all times bargains in used machines. All makes. Write us. The Vogt Bricker Sales Co., 211 Germania Avenue, Saginaw, Michigan. 403

For Sale—Stock dry goods, groceries and fixtures on account of other business. In coming oil town. Invoice about \$2,500. Box 151, Morrison, Okla. 411

Would Locate and Finance—Any high-grade manufacturing proposition showing large profits. Submit proposition in writing to E. Drexel Castleton, Hotel Statler, Detroit. 417

THE WORLD'S GREATEST SALES CONDUCTORS—Offer you the services of men who have had extraordinary success, in handling both large and small stocks in the United States and Canada. There is no sales promoter operating in the world to-day can furnish you with the references we can. We not only sell your stock—but we sell it at a profit during one of our personally conducted sales. We handle Department Stores, Clothing Stores, Shoe Stores, Furniture Stores and General Stores, and no town or stock is too large or small for us to handle successfully. You pay us absolutely nothing until we have sold your stock at a profit. Write to-day for free plans and information. LYNCH BROS., 28 So. Ionia Ave., (Wm. Alden Smith Bldg.) Grand Rapids, Michigan.

For Sale—\$7,000 stock dry goods, shoes, groceries and crockery. Well assorted. A 1 condition, best location in town. Good farming country. Good trade. Liberal terms or will consider real estate. Address N. B., care Tradesman. 418

Business Wanted—Owner will exchange clear farm and town property for a going business. What have you? Confidential. Address 419, care Michigan Tradesman. 419

The Detroit Mercantile Adjusters, counselors and executors of high grade special sales and buyers of entire stocks. Room 1, Vhay Block, 91 Grand River Ave., Detroit, Michigan. 32

For Sale—Best grocery and meat market in Northern Michigan. Will sell below inventory about \$6,000 stock. Located at one of the finest summer resorts in the United States. Doing \$70,000 business a year. Good reasons for selling. Apply owner, Box 84, Charlevoix, Michigan. 338

Wanted—A high tension live wire with no chance of short circuiting, to open up a department store in the city of Dixon, State of Illinois. A city of from 10,000 to 12,000 population with a paying trade already established and a thickly settled and prosperous country tributary to same of thirty miles each way. No goods to sell, but 12,000 to 21,000 square feet of space to rent in the best location in the city. All modern. Store ready for occupancy about Sept. 1. For full particulars address I. B. Countryman, 604 First Street, Dixon, Illinois. 388

For Sale—At a bargain, stock of merchandise, store and house. Wm. Sweet, Cedar, Michigan. 416

For Sale—Up-to-date blacksmith shop; big lot and house. Martin Schmitzer, Birch Run, Michigan. 390

Old Established Hardware Business For Sale—In good Maine town. Stock consists of hardware, paints, stoves, tinware and plumbing stock in good condition. Excellent location. Store has always been a money maker. Small capital required. Address Lock Box 25, York Beach, Maine. 400

Do you want a prosperous general stock invoicing around \$3,000? Will give substantial discount for quick sale. Address Lock Box 188, Union City, Michigan. 404

For Sale—Store building located on main street. Good living rooms overhead. Basement and barn. Good location for any line of business. Will bear investigation. Terms easy. J. W. Cazier, Conklin, Michigan. 386

For Sale Or Exchange—Splendid Western New York farm for shoe stock. Wm. Siddall, Holley, New York. 372

Look—We make a specialty of handling stocks of merchandise. We want stocks now in exchange for two farms, one worth \$5,000, and one \$35,000. Also for income property. Describe your stock fully and we can make you an offer on it. Phillips, Manchester, Tenn. 361

Store For Sale Or Rent—In first-class location in center of town and center of business. Size 25 x 65, two stories and basement. Balcony from first floor. Splendid opening for dry goods and millinery, clothing or general stock. Write to H. L. Cornwell, Lawrence, Michigan, at once. Building ready for occupancy September 1. 424

For Sale—Dry cleaning and dyeing establishment. Auto delivery, dry cleaning equipment, etc. If business is new to buying party am willing to teach all the necessary particulars for running business successfully. P. O. Box 203, Muskegon, Michigan. 426

For Sale—Finest little drug store in Southwestern Michigan in city of 40,000. Clean stock. Price \$5,500. Address No. 482, care Tradesman. 428

For Sale—General merchandise stock in Southern Michigan. Good business; good locality; good place for partners. Address No. 371, care Tradesman. 371

POSITION WANTED.

Position Wanted—By competent married man of ten years experience in dry goods and shoes. Store where now employed is being discontinued, reason for my being open for immediate engagement. Clean character and good all around salesman without bad habits. Address J. E. Moore, Weldon, Iowa. 461

Economic Coupon Books

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

TRADESMAN COMPANY, Grand Rapids, Mich.

SOMETHING MORE

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

Tradesman Company :: Grand Rapids

DIRECT ADVERTISING.

System Any Merchant Can Use to Advantage.

London, Ohio, Sept. 5—Direct advertising, if managed correctly, should pay big dividends to the retail merchant. It can be made a mighty profitable business getter and business holder, and if used correctly, it can be used very effectively and very economically. But if not used correctly it will prove far too expensive a form of advertising for the retail merchant.

Every merchant, regardless of his line of business, can use a mailing list and should have one by all means. A well compiled mailing list is essential in using direct advertising.

The mailing list to be a real business-getter should be subdivided into three main lists; a list of prospective buyers; partial buyers—and total buyers. Then these three lists should be divided again into three lists; city people—country people—suburb people. Every merchant should have his mailing lists so divided. Then these lists should be divided into as many different lists as the merchant can use. For instance, the hardware dealer will want the lists of country people divided into three separate lists; land owners—renters—and tenants. The city and suburb lists he will want divided into owners and renters. On his cards (I suggest using the card system for your mailing lists) he will want a space in which to record remarks. Then in his lists of country and suburb people he will record in this space the things they specialize in. For instance some farmers specialize in cattle, others in horses, etc. The suburb people specialize in gardening and poultry, etc. and by having this information he can send them advertisements advertising articles to be used in their work.

The grocer will want his lists divided into wealthy people, well-fixed people and poor people.

The men's furnishing dealer will want his lists divided into young men, business men, farmers, working men, etc.

The shoe dealer will want his lists divided into about the same lists as the men's furnishing dealer. At the bottom of his cards he will want space to record information. Here he should keep the number in family, etc. so he can go after the shoe business for the entire family.

And so with the other businesses, each will have need of different lists and they should divide their mailing list into the lists they need. Then when the merchant wants to promote the sale of a certain article which is used by only one class of people, he can get his advertising directly into the hands of those to whom he wishes to sell without any lost motion and it will bring in better results at a much less expense. If the hardware dealer wishes to sell paint, he knows that it is the property owners who buy the paint and by the use of his sub-divided mailing lists he can get his advertisements directly into the hands of the property owners at a small cost, but if he did not have his lists sub-divided he must in order to reach every possible customer send his advertising matter out to every name on his lists and this would prove most too expensive for the average retail merchants. This same plan should be used by the grocer, the shoe dealer, the men's furnishing dealer, the dry goods dealer and other dealers.

But in using direct advertising, it should be used in promoting the sale of an article that is only used by a certain class of people. It would not pay to use direct advertising to advertise an article of general use, for instance the grocer should use newspaper space if he wishes to promote the sale of bananas or oranges for these are articles that have a general demand and used by almost every

family but if he wishes to promote the sale of Kraft cheese he should use direct advertising for this article is not used by every family but instead only used by the better-to-do-people and newspaper space would prove as expensive a form of advertising for this article as direct advertising would for advertising bananas and oranges. So in using direct advertising the merchant should use good common senses.

Not only will direct advertising where the sub-divided mailing lists are used cut down the cost of advertising but by the use of them your circular letters can be made more personal and this is necessary in all circular letters if they are to produce the results. You get your advertisement advertising poultry specialties into the hands of people who are interested in poultry and you can appeal to them personally.

It is not my intention to tell you how you should write your sales letters, but I wish to say that if your circular letters are to be effective you must put into them the same enthusiasm, the same intensity, the same earnestness, and sincerity you would inject into a personal appeal if the customer were standing at your elbow listening to your words.

Now in order to handle your mailing lists effectively and economically, it will require a small outlay for some of the modern machines. If you have a mailing list of 5,000 to 50,000 names you should have an up-to-date typewriter, duplicating machine, addressing machine, stamp affixer and sealing machine. With the latest model typewriter you can stencil a copy of the letter you wish to send out and then with the duplicator you can duplicate as many copies as you will have use for, each copy will have the same appearance as the original typewritten letter and will make it have more of the appearance of a personal letter. I would advise the purchase of this kind of a duplicating machine for it will give this original effect and you can have a boy work it for you or your clerks can run it at odd moments and the cost will not exceed 50 cents a thousand. You can also stencil the addresses upon your typewriter and enclose them in the frames which are furnished you with your addressing machine. These will be used in addressing the envelopes and then with the typewriter you can very quickly "fill in" the head of the letter with the name of the person to whom the letter is to go and this will add value to your letter and make it more personal, giving it the appearance of a letter you had run directly off the typewriter to the person addressed. Then with the assistance of the stamping and sealing machines you can very quickly have your letters ready for mailing. This feature alone will be worth money to you many times; something may happen that you would like to get out some advertising quick and if you had to wait upon your printer it might be a day or two before he could accommodate you but with the aid of these modern machines you could get it out in a half day. It is not only a very quick way but it enables you to keep your doings from your competitors where the use of newspaper space would let him know just what you are doing at all times.

Always use a 2 cent stamp in mailing out your letters; while the cost is more, it will prove far more effective, and the increased sales will more than repay you for the extra expenditure.

Never use carbon copies to send out; they are bad form and will do you more harm than good.

By the use of sub-divided mailing lists and modern machines such as described in this article, direct advertising can be made to pay the retail merchant big returns and if properly handled can be used very economical.

Walter Engard.

Helme Tells How to Destroy the Retail Dealer.

Lansing, Sept. 5—This is a bulletin on Michigan peaches—the horticultural kind. Michigan grows the finest peaches in the Union and the quality is extra good this year. The bulk will be marketed between September 10 and 30. Don't buy Southern peaches which have little flavor on account of being picked green for long shipment. Food stuffs are high this year. Our antiquated methods of distribution make the cost still higher. From producer to consumer has been an ideal dream never yet successfully accomplished. And yet it can be. Two things are necessary:

1. Organization of the growers and standardization of the pack so the consumer may know just what he is buying without seeing the product.

2. Organization of consumers, so they can buy direct from the grower in car lots of 400 bushels thus saving transportation charges, and do their own distribution.

The first has now been successfully accomplished and fine peaches can be bought of the grower in iced cars true to grade at very reasonable prices. Now its up to the consumer to get busy and organize his end instead of growling at the high cost of living.

Let consumers of each community get busy and take orders among themselves to buy a car load of peaches (400 bu. in bushel baskets). All leading varieties can be furnished in three grades. Grade AA consists entirely of peaches 2¼ inches and over in diameter; grade A is 1¾ inches to 2¼ inches in diameter and grade B is 1½ to 1¾ inches in diameter. The writer has inspected the orchards of these growers, the fruit has been sprayed and thinned and is of fine quality.

The packing is done by mechanical graders and every peach in a basket is exactly the size prescribed by the grade. No inferior or small fruit will be shipped.

Now, Mr. Consumer, it is up to you to stop kicking about Mr. High-Cost-of-Living and get busy. Organize your neighbors in a peach consumer's league that will take a car load (400 bu.) of peaches. Notify the Dairy and Food Department at Lansing and we will give you the names of reliable growers you can order from and quote you net prices which will be reasonable.

The one way to cut down living expenses is for the consumer to organize and deal directly with similar organizations of producers. Retail dealers will also be put in touch with reliable growers on application to this Department. James W. Helme, State Dairy and Food Commissioner.

Canada Paying With Her Products.

Trade statistics published in the special commercial feature to-day show that the Dominion is largely meeting the demands and bearing the burden of war with the proceeds of excessive exports. During the years of railway building, accompanied by extravagance, we were enjoying the abundance attendant on a reckless plunge into debt, and there was a material excess of imports over exports. This excess made a total during the first nine months of 1914 of over \$130,000,000. This balance of foreign purchases was added to current debt charges, making a further increase in foreign indebtedness. The change to-day shows favorable adaptability to the force of circumstances. Stimulated production and more or less forced economy have yielded a surplus for export that gives satisfactory evidence of Canada's ability to sus-

tain her burdens and meet her debts. During the fiscal year ending with March, 1915, although it included several months of excessive borrowing and free consumption, the aggregate imports were \$455,371,000 and the exports \$461,442,000. There is here a response to the demand for production and economy—Toronto Globe.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
Am. Light & Trac. Co., Com.	377	381
Am. Light & Trac. Co., Pfd.	109	111
Am. Public Utilities, Com.	40	43
Am. Public Utilities, Pfd.	72½	74
Citizens Telephone	7¼	7½
Comw'th Pr. Ry. & Lt., Com.	62½	64½
Comw'th Pr. Ry. & Lt., Pfd.	83½	85
Comw'th 6% 5 year bond	102	103½
Michigan Railway Notes	100½	101½
Michigan Sugar	108	110
Pacific Gas & Elec., Com.	58	60
Tennessee Ry. Lt. & Pr., Com.	9½	11½
Tennessee Ry. Lt. & Pr., Pfd.	49	51
United Light & Rys., Com.	50½	51½
United Light & Rys., 1st Pfd.	74	76
United Light 1st and Ref. 5% bonds	87	90
Industrial and Bank Stocks.		
Commercial Savings Bank	225	
Dennis Canadian Co.	75	85
Fourth National Bank	225	235
Furniture City Brewing Co.	40	50
Grant Motor	7	8
Globe Knitting Works, Com.	145	150
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	80	90
G. R. National City Bank	150	156
G. R. Savings Bank	250	
Holland St. Louis Sugar	16	17
Holland St. Louis Sugar, Pfd.	8½	10
Hupp Motor	6½	7½
Kent State Bank	250	
Old National Bank	199	205
Peoples Savings Bank	300	
United Motors	59	61

September 6, 1916.

Misery loves company and the individuals who complain about the price of coal in this State may get a little comfort out of the announcement that hard coal is selling at \$45 a ton in Italy. This is due to the difficulty in obtaining supplies since the fiscal year 1916 were 2,798,000 tons, against 776,000 tons in 1914, or practically four times as much as in 1914. The exports of coal to South America in 1916 are three times as much as in the year before the war.

The San Francisco bakers resolved not to raise the price of their loaves they have been selling for 5 cents, but they have cut down the size of the loaves. Two and a half ounces have been taken from each loaf, so that a 5-cent loaf now weighs twelve and one-half ounces instead of fifteen ounces. They have raised the price of doughnuts, rolls and buns from 12 to 15 cents a dozen. People are still able to buy 5-cent loaves of bread in San Francisco, but they do not get as much for their money as they did.

A Boston tailor who lined a fur coat with an American flag wanted to make the coat look nice. He used the prettiest thing he could find, according to his own statement, and no one will deny that, but it was an expensive lining. Besides the cost of the flag he paid a fine of \$50 for misuse of the Stars and Stripes.

BUSINESS CHANCES.

For Sale Or Trade—Small new stock hardware and groceries. Very little competition. Cash trade. No. 472, care Tradesman. 472

For Sale—Grocery stock in small country town. Telephone exchange in connection. Good farmers trade. Have other business to look after. Address No. 473, care Tradesman. 473