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Five hundred additional dealers in Michigan---live wires only.

We have a live proposition and a money maker.

Thirty years of satisfactory performance stand for more than a mere claim and represent far more than the statement seems to imply.

Idle talk and overstated claims are brushed aside by goods that possess real merit and superior quality.

That is why

LILY WHITE

"The Flour the Best Cooks Use"

has been leading for more than thirty years, and why it will lead for thirty more.

Lily White secured its reputation of being "the flour the best cooks use" by producing the lightest, whitest, tenderest, most wholesome and delicious bread and pastries.

That is why Lily White Flour is the most popular and best selling flour in Michigan.

And why it will continue to be.

Write us for our co-operative sales plan. You can make more money selling Lily White, "the flour the best cooks use."

Valley City Milling Company

Grand Rapids, Michigan

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

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

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

Piper Ice Cream Co.

Kalamazoo, Michigan

GRAND RAPIDS SAFE CO.

Agent for the Celebrated YORK MANGANESE BANK SAFE

Taking an insurance rate of 50c per \$1,000 per year. What is your rate?

Particulars mailed. Safe experts.

TRADESMAN BUILDING :::: GRAND RAPIDS, 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.

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Freight Traffic Manager,
Detroit, Michigan

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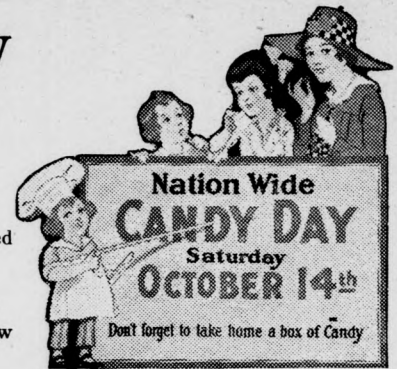
Get ready for the
BIG DAY

It is *your* opportunity

A complete stock, well displayed is absolutely necessary.

Plan for it NOW.

We will furnish a fine window trim for the asking.



Putnam Factory

National Candy Company, Inc.
GRAND RAPIDS, MICHIGAN

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

K C
Baking Powder



CONTAINS NO

ALBUMEN (Sometimes called white of egg) OR ANY ADULTERATION

THEREFORE

It Complies With ALL PURE FOOD LAWS, both State and National.



Sold and pushed by grocers throughout the United States who appreciate fair dealing by the Manufacturers and who like to give their customers full value for their money.

JAQUES MFG. CO., CHICAGO

Boston Breakfast Blend



—Splendid Quality
at a
Moderate Price

Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS, MICHIGAN

MICHIGAN TRADESMAN

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 20, 1916

Number 1722

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NO LONGER POORLY PAID.

It is frequently said and probably truthfully that school teaching is a very poorly paid profession, and indeed that the compensation is less on the average than that of any others who serve the public. The report of the United States Commissioner of Education has recently been published, which shows that salaries are on the increase and that the higher cost of living is recognized in this as in other callings. The statistics show that the average monthly wages of male teachers has increased from \$46.53 in 1900 to \$56.10 in 1915, and that the average monthly wages of women teachers has increased during the same time from \$38.93 to \$43.67. This is hailed as a gratifying sign and symptom not only as an upward step but one in the right direction. It is not sufficiently swift to occasion any widespread alarm, and yet advances of 10 to 20 per cent. are big enough to be noticeable.

Presumably it is fair in any profession to take the average, and the figures quoted must be accepted as correct since they come from the highest authority. The school teachers which most people know, certainly in the cities and larger towns thereabouts, are paid considerably more than these figures. It is also reasonable to take into account that probably these rates are calculated on the basis of twelve months in the year, which is the time most people work, save two or three weeks vacation. The teachers, however, have about three months vacation every year, during which they can enjoy rest and recreation, or as some of them do, find other remunerative employment to add to their slender incomes. Considering the necessity for educational training and the time and expense involved therein, no one can honestly say that the compensation is excessive. The tendency of the times is steadily toward demanding better work and more complete preparation than before, which may very properly be taken into account. The most intelligent communities demand the best service in this direction, and if teaching is to attract those with ability and capacity to do the best, the wages must be put at a point where

they themselves will be attracted to secure the requisite qualifications. The teachers always tell that theirs is tedious, nerve-racking work, but there is many another could say the same thing with equal truthfulness.

For a month Villa forces have engaged in occasional fighting near Satevo, a hundred miles south of Pershing's southernmost base. At the beginning of September they attacked, with 1,000 men, an inferior column of Carranza troops near Santa Ysabel, but were thrown off; on Saturday they made a spectacular raid into Chihuahua, and were repulsed with heavy losses. The outcome of all this fighting is such as to strengthen confidence in the ability of the de facto government to hold its own, and to check possible sentiment in favor of the Villistas among the population. It is very unlikely that the leaders have acted with an eye to affecting the conferences at New London; their range of vision cannot extend so far. They probably hoped to make a quick, successful raid upon a Carranzista center at the moment its celebration of the national festival left it unguarded, and to bolster their waning cause among sympathizers there. In their failure is to be emphasized the fact that in the second fight in a fortnight no one has seen Villa, and reports of his presence have all been on second-hand information secured from those who would be most inclined to conceal his death or disability. There is also to be emphasized the fact that, since the dispatch of the militia, the Villistas are confined to petty descents from the Durango Mountains, and dare not approach the border. Evidence accumulates that Mexico is fast being pacified, except a small area that defies penetration.

The political methods used by Candidate Sleeper to secure his nomination and election are so obnoxious to the thinking people of the State and the knowledge that the liquor vote of the State will be cast solidly for him in the coming election laid the foundation for the election of a Democratic Governor in Michigan this fall, but Candidate Sweet has voluntarily written defeat opposite his name by announcing that he is in favor of local option and against State wide prohibition. The circumstance affords only one more instance of the absolute lack of political sagacity on the part of the average Democrat. Mr. Sweet would have made an ideal candidate and, if elected, an ideal Governor, but he has deliberately destroyed the opportunity of a lifetime by running counter to the hopes and votes of a large portion of the citizens of Michigan who want to see the commonwealth throw Demon Rum in the discard and redeem the State from the curse of the saloon.

PLAYING PETTY POLITICS.

Mayor Tilma has taken a stand which will cost him the loss of many friends among the conservative people of this city. His proposal to block the transfer of the electric lighting franchise is unwise and unfair and the jargon of socialistic, communistic and anarchistic twaddle which he handed down to the Common Council Monday evening in support of his contention places him in an unfavorable light in this community.

Mr. Tilma was elected Mayor by the votes of good people who hoped he would not "play politics" and make his office a football for political preferment like his predecessor had done for ten years. The city had had so much insincere service, flagrant with ulterior motives and grand stand plays, that it yearned to emerge from the atmosphere of mediocrity and graft and political wrangling and get on the higher plane of civic righteousness, faithful service and patriotic endeavor. The people elected Mr. Tilma in the hope that he would forsake the narrowness of his past career and develop a vision which would be in keeping with the broader field and larger opportunities afforded him by his promotion.

Unfortunately, Mr. Tilma has not sized up to the larger position. Instead of growing into the job, he has proved to be a misfit and rattles around in the mayoralty office like a small pea in a pod. He is, apparently, absolutely unable to break away from the petty environment of ward politics and, finding that the ambition of a lifetime is soon to be curtailed by the introduction of the commission form of government, he seeks to make disreputable the few remaining months of his tenure of office by the adoption of the same fantastic methods and unwarranted attacks on public service corporations which rendered the administration of his predecessor so odious to every friend of common decency and good government.

YOUNG MEN IN WAR.

It is a frequent remark that the flower of the male citizenship is that which goes to war. Statistics show that there is more truth than poetry in this statement. In every war those who go out first are the young men. They are stronger, abler, more fond of adventure and as a rule freer from ties which might bind or restrain them. In the European struggle now going on Lord Derby is quoted as saying, "This is a young man's war." That was doubtless true at the beginning, but now those of more advanced age and some who may properly be regarded as too young to fight are being drafted by all the nations because of the unavoidable exigencies. That the death or serious injury of hundreds of thousands of young men in Europe is a grievous disaster and a very considerable drawback to the

countries involved goes without saying. Save for their enlistment they would be available for work in the several vocations which mean wealth and prosperity to themselves, their families and the nations to which they belong.

Out of 2,778,304 men enlisted on the Union side of the Civil War, only 46,462 were 25 years old or older, and only 16,000, 44 or over. The great majority of those soldiers were about 21 or less, and it is said that one-third of them were 18 years of age or younger. It is claimed that in the European war the Germans have more very young men than any other of the armies involved. It will be remembered that when several hundred soldiers left this city a few months ago, expecting to go to the front, they were practically all young men, some of them were married and had families, but the majority of them were single. Governments invariably endeavor to have single men in the army as much as possible, on the theory that they have no one dependent upon them, and that if they lose their lives, fewer people will be disastrously affected thereby. The financial side of it also is that in case of death the pension roll will be smaller, although in case of injury it would be just the same. From any point of view, however, it is a fearful thing to think of the young men, literally numbered by millions who have risked and are still risking their lives with large liability of losing them in the European struggle.

Woodrow Wilson has made a mighty poor executive officer but a mighty strong legislative leader—that is in point of work actually accomplished. The Constitution provides for three separate functions of the Government—executive, legislative and judicial. The President is clearly within his powers when he confines himself to executing the laws enacted by Congress. When, in addition to the duties assigned him by the Constitution, he assumes the leadership of the legislative department and coerces Congress to enact such a measure as the Adamson law, which debauched the Government and betrayed the faith and ideals of the people, he goes altogether too far.

Regarding the passage of the Adamson bill a prominent Democratic congressman who cast his vote in favor of the measure recently made this remark: "I will make an oath similarly binding to the one I took when I became a member of the House that not more than twenty-five members of the House conscientiously favored the passage of the eight-hour law under the methods employed, and I do not believe five members really understood what it was all about except that there was a panic, an emergency, if you please, which made it necessary to do something."

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Sept. 18—The young son has become a happy and firm believer in the city slogan, "In Detroit life is worth living." You see, in this glorious municipality the schools are so crowded that he can attend half day sessions only.

It is undecided as yet whether members of Cadillac Council will hold another fair next December. The consensus of opinion among the loyal members of the Traveling Men's Fair Association, under whose auspices the affair last year was so successfully carried out, is that so much time is consumed in the arrangements that virtually the entire holiday vacation of the boys is taken away from their families. After the fair last December many were so tired that when they went to bed on New Years eve they didn't awaken until the following Thursday or thereabouts. If this year passes without another fair, no doubt one will be held the following year that will surpass anything ever attempted by the liveliest traveling men's organization in existence.

Velicks' shoe store has opened at 2476 Jefferson avenue, East, with a new stock of shoes for men, women and children.

Burr Besey, former assistant manager of the house furnishing goods department of the J. L. Hudson store, has resigned to accept a position as representative for the Toledo Cooker Co. and will make his headquarters in Boston.

Billy Sunday's sermons are one slang thing after another.

About 250 members of the Michigan Retail Shoe Dealers' Association convened at the Hotel Tullar on Tuesday. Edward Stocker, of Detroit, is President of the organization.

Mr. Preston, of Preston & Collins, general merchants of Fostoria, was in Detroit on a business trip last week. The firm recently completed thirty years in business.

M. S. Dedes, confectioner, 954 Porter street, will open a grocery and meat market at 947 Porter street about Oct. 1 under the style of M. S. Dedes & Co.

The battle on the Somme continues to rage. As one in this country might wheeze, it is Somme fight.

Burglars broke into the clothing store of B. B. Wetsman, 142 Gratiot avenue, last Saturday night and stole merchandise valued at \$200, which was later covered by detectives.

H. Jay has been appointed manager of the service station recently opened at 997 Woodward avenue by the Bearings Service Co.

We have no quarrel with Billy Sunday, but if he keeps on calling names he will be apt to find one that fits our case.

Mr. Meyer, of Meyer & Beach, hardware dealers at 3006 Woodward avenue, has sold his interest in the business to Mr. Armstrong and the title of the firm will hereafter be Armstrong & Beach.

What prohibition Ontario will now need is some bum proof cellars.

Salesmen and heads of selling agencies for the National Cash Register Co. for Michigan and parts of Ohio, New York and Pennsylvania, held a two day conference at the Statler Hotel last week. Prominent officials of the company in Dayton were in charge of the convention.

Residents of Windsor need have no fear of returning home in the dark from this side of the river, as they can easily get lit in Detroit.

Sam Goldfarb, manager of the general store of A. Goldfarb, Elk Rapids, former President of the Board of Trade in that village and booster extraordinary, was a Detroit business visitor last week.

The Parker Rust Proof Co., 864 Woodward avenue, has started the erection of a large plant in Hamtramck. The company just closed a

deal that gives it four and a half acres adjoining the factory property. Several hundred men will be employed in the manufacture of a rust proof liquid.

William Mulholland, for several years representative for the Quaker Lace Co., of Philadelphia, has opened an office at 215 Park building and represents Levor & Igstaedter, importers of silk and cotton nets, chiffons, etc., with headquarters at 334 Fourth avenue, New York.

F. L. Weber, jeweler, will move into a new building at 320 Ferndale avenue. His present location is 817 Springwells avenue.

Cadillac Council will present an innovation at the next meeting, the second Saturday evening in October, when officers of the Council will carry out the initiatory work garbed in resplendent robes. "Is there anything them fellers won't do?"

W. F. Weber, hardware dealer at 845 Dix avenue, has opened a branch store on Ferndale avenue.

We would like to say a word about the Detroit Tigers, but the facts of the case are that we will continue to hold our breath for a day or two longer.

S. J. Besner and John J. Cramer, formerly with Sinclair & Couls, brokers, have formed the Besner & Cramer Co., with offices in the Penobscot building, and will conduct a general brokerage business.

Members of the Wholesale Merchants' Bureau of the Board of Commerce have planned to make one day trolley trips to Flint, Monroe, Pontiac and Jackson next month on a trade boosting tour.

Employees of the Burroughs Adding Machine Co., accompanied by a thirty piece band, held their second annual field day at the Burroughs baseball park last Saturday.

"Three men, not one of whom has a leg, have bought out an artificial limb company in Nashville and will operate it in the future," so reads a news item. Of course, the salesmanship will be left to others, as they wouldn't have a leg to stand on in an argument.

The Sunday Tribune published an editorial that if taken heed by the railroads of this city will bring about a reform that will cause many, especially traveling men's wives, to be very thankful. In most of the stations several trains are due to arrive within a short time and often some are late. When the crowds begin pouring through the gates those waiting have no means of knowing whether they are from the North, East or South, no announcement being made by the railroad company. In some cities, according to the Tribune, this condition has been remedied, announcement being made on the approach of the different trains. The Tribune deserves the commendation of the several thousand traveling men in this city for starting the agitation and should use its influence to see the reform carried out.

Ed. Hauser, for many years identified with the clothing business in Detroit and former proprietor of the Subway Clothes Shop, has opened a clothing store at 35 State street.

Lambert Blecz & Son have opened a bakery at 324 Ferndale avenue.

The five-story warehouse in course of construction at Fourteenth avenue and Porter street for Summerfield & Hecht, furniture dealers, will be completed about Oct. 1. The building has a frontage of 85 feet and a depth of 165 feet.

By special request we wish to announce our estate is situated at 739 Coplin avenue. Our telephone number is Hickory 322 W. What worries us now is how will we ever crawl from under the avalanche of news notes.

Frank M. Mead, druggist, 822 Trumbull avenue, is one of the many who have suffered from the increasing population of bad men. Burglars

broke into his store last week and stole \$13, a small amount of merchandise and a revolver.

Twelve story office building to be erected at Woodward and Congress, the former home of the T. B. Rayl Co. The work of razing the old building has started.

Frank Kelly, formerly sales manager for the Macey Co., Grand Rapids, has moved to Boston, where he will manage a branch office of the Esco Manufacturing Co., of this city.

The Cohn millinery shop has moved from its former location at 25-27 John R street to new quarters at 11 Adams avenue, East.

Thanking brother scribe Ballamy for the nomination, we egotistically remark there is no doubt in our own mind that the presentation of the writer's name before the voters of Michigan would result in our dejection.

Otto H. Sherlitz, for fifteen years with the old Detroit grain firm of Carson, Craig & Co., and the past six years with Paine, Webber & Co., has become associated with the Detroit office of the stock and grain firm of E. W. Wagner & Co.

H. H. Howard, formerly with Crowley, Milner & Co., has become affiliated with J. R. Jones Sons & Co., department store, owners, Kalamazoo, having charge of several departments and acting as merchandise manager.

Of course, there is quite a distinction between the absent and absent-minded voter.

After having been soaked 10 cents for a glass of so-called "lemonade" on the fair grounds last week, we can wheezically remark that all was not fair that was within the gates.

Lafer Brothers, pioneer Detroit grocers, for nearly thirty years located on Cadillac square, held an opening in their new wholesale and retail plant, the largest of its kind in the State, at 31-33 Broadway, last Saturday. It is stated 37,000 persons passed through the building during the day.

One of the easiest things we know of is to get news notes—promised.

Then, again, we can not say what we wish. Billy Sunday has most of the cuss words copyrighted.

As we understand it, the traveling men's wives are not sticklers for propriety; in fact, they are willing that everything shouldn't be fair at holiday time.

Twenty thousand traveling men reside in Detroit. Twenty thousand votes. Let's get out our coercion club and make the President do something for us, too.

At this writing it is expected Detroit may land the next White Wyandotte show. The excitement in this city over the prospect is at fever heat.

Every now and then one runs across a fellow in Detroit who hasn't been held up during the week.

Our old friend, the prune, will soon be with us.

Becoming real aristocratic, too!
James M. Goldstein.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Sept. 20—Creamery butter, extras, 32@33c; first 31@31½c; common, 29@30c; dairy, common to choice, 23@30c; poor to common, all kinds, 22@24c.

Cheese—No. 1 new, 17@18½c; choice 18c.

Eggs—Choice, new laid, 32@34c, fancy hennery 36@40c.

Poultry (live)—Fowls, 17@19c; broilers, 19@23c; old cox, 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—\$1.30@1.40 per bu.
Rea & Witzig.

It is far better to be bent on economy than broke on extravagance.

COMPULSORY EXAMINATION.

Health of Worker As Important As Clean Plant.

That the proposed uniform model pure food sanitation law, suggested at the recent convention of food officials at Detroit, is really the joint product of the manufacturers and the food officials (although not so stated as presented by the officials' committee) is manifest in a reading of the draft as submitted by Dr. Dowling and in comparison with that of the committee of the American Specialty Manufacturers' Association, whose committee spent several days in conference with the food officials prior to the formal presentation of a recommendation.

At these conferences the specialty men presented a carefully prepared brief on the subject of enforced sanitary inspection of food plants, which shows that progressive manufacturers are as much committed to sanitary regulations as the officials are. To quote from the association's brief:

"The association believes that enforced food sanitation is the first principle of food regulation—the foundation upon which all true food regulation rests. Food sanitation is the original regulation, the law prohibiting adulteration supplemental in effect. Food sanitation is a preventive, a 'saving' regulation, looking to the cause rather than to the effect. Both a law ensuring sanitation and a law prohibiting adulteration are necessary to round out a perfect regulation.

"Viewing this problem purely from the manufacturers' standpoint, the representative food manufacturer believes squarely, heartily and unqualifiedly, in enforced food sanitation. No food legislation under consideration is more important or more urgent, and it is the duty of the food manufacturer to exhibit an active, and not merely a passive or commendatory interest, in this problem, both from the standpoint of the public and trade.

"General food sanitation creates confidence in the consumer, and confidence of the public in foods commercially produced is beneficial beyond estimate. Discovered insanitary conditions of manufacture becloud the good name of, undermine the confidence in, and injure the entire industry. The higher the standard of the industry, the greater will be its prosperity. Permit the public to suspect that certain foods are being produced under improper conditions, and the whole industry suffers. The competition of a manufacturer able to produce more cheaply, by reason of improper manufacturing conditions, is unfair and hurtful. And this unfair competition is, at times, of a serious nature.

"Speaking broadly, it may be stated that in only seventeen of the forty-eight states has a general food sanitation and inspection law been enacted, supplementing and harmonizing with the law prohibiting adulteration and fraud. It is obvious that legislation of this character is needed

and imminent in practically two-thirds of the states of the Union.

"The diverse character of establishments affected necessitates a general law incorporating the authority to make specific, reasonable and consistent regulations, to meet particular conditions. Specific requirements or prohibitions should be omitted from the body of the statute—as, for example, the exact form and maintenance of the floors, walls, ceilings, doors, windows, screens, drainage, ventilation, plumbing, toilets, lavatories, etc.; the cleaning of floors, machinery, etc.; the daily removal of dirt and waste; the kind of clothing to be worn by the employes; the presence and sanitation of cuspidors; the regulation of sidewalk displays; the wrapping of bread; the prohibition against sleeping, living, smoking, chewing, spitting, etc., in establishments; the prohibition against the presence of domestic animals in the establishments; the regulation of the drinking water, and so forth and so on. An attempt to define, by statute, all of these and other detailed specifications for all establishments would be neither wise nor practical.

"The most striking and interesting feature of the proposed law is section 4, authorizing the administrative officer to require, in his discretion, the physical examination of any person proposing to work or working in a food establishment, for the purpose of ascertaining whether such person is affected with any contagious, infectious or other disease, or physical ail-

ment, which may render his employment detrimental to the public interest. A provision similar to that is not contained in the law proposed by the Association of American Dairy, Food and Drug Officials, although that organization is engaged in an investigation of this subject, and will, no doubt, recommend such a requirement. No general State food inspection and sanitation law contains a provision expressly and affirmatively requiring, by statute, the physical examination of employes in food establishments.

"From the standpoint of food production, the question of physical examination resolves itself into the protection of the product and employe from contamination. An unclean employe will contaminate food equally with insanitary machinery. Particularly is this contamination possible in the case of foods touched by human hands and sold in the raw state. Also, in the case of foods handled in restaurants, hotels and other public eating places. The danger of contamination is always present. Public sentiment is rapidly crystallizing in favor of compulsory physical examination, and to propose a sanitary law without such a provision would be to meet the issue half way.

"From the standpoint of social justice, the worker has a right to be protected against infection from his fellow employes. We can not but believe that such a provision is reasonable and will meet with general approval, on the ground that it is in

the interest of all concerned—the public, the employer and the employe. In the form proposed the discretion is left with the administrative officer to examine such employes, and at such times as he may deem to be advisable. This appears wiser and more practicable than a rigid and mandatory requirement. The details of the examination are also left to his discretion.

"All that has been stated regarding food sanitation would appear to be equally applicable to drug sanitation. Furthermore, in addition to the enactment of effective and equitable state food inspectors and sanitation laws, the Federal Food and Drugs Act should be amended to expressly permit the inspection and the requirement of the sanitation of all establishments producing food for interstate transportation. Such an amendment is recommended."

Activities in Michigan Cities.

Written for the Tradesman.

Ann Arbor's high school is of high type and with the opening of each school year a slogan is adopted typifying in some measure the aims in mind. This year the slogan is "Genuine Americanism" and special attention will be given to instruction in citizenship. Twelve of the high school boys are at El Paso with the soldiers.

Upper Peninsula teachers will meet at Menominee Oct. 11-13 and an attendance of 500 is expected.

A civic association has been formed at Flint and the construction of

500 new houses will start at once to care for factory workmen.

J. M. Sisson, Assistant Secretary of the Detroit Chamber of Commerce, goes to Hillsdale as Secretary of the newly-formed Chamber of Commerce there.

Battle Creek is taking first steps to eliminate the smoke nuisance in the business district.

Zeeland is installing boulevard lights.

Bay City school records show an increase of about 300 pupils this year. The Alpena schools show an increase of 131 children.

Jackson plans on a system of city garbage collection, to be paid for out of the general tax.

Otsego voted a bond issue of \$35,000 for an improved water system.

Three Rivers has added a motor driven fire truck to its equipment.

Manistee is getting bids on motor driven fire apparatus.

Almond Griffen.

Implement Men Revise Their Dates.

Vicksburg, Sept. 18—At a meeting of the Board of Directors of our Association, held in Lansing Sept. 15, the dates for our convention were changed from November 7-8-9 to November 8-9-10.

This action was rendered necessary by the fact that election day interfered with our original dates. Please make mention of this in your paper for the benefit of our members and other state secretaries, etc.

J. F. Follmer, Sec'y.

Some women have to look at the morning paper to find out where their waist line is.

THINK OF YOUR CUSTOMERS

Think of your customers when you buy butter.
Put yourself in their places.
See that your butter has the golden hue they demand.
Insist that your dairyman use

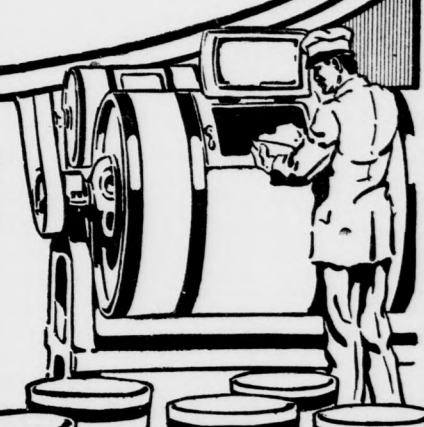
DANDELION BRAND BUTTER COLOR



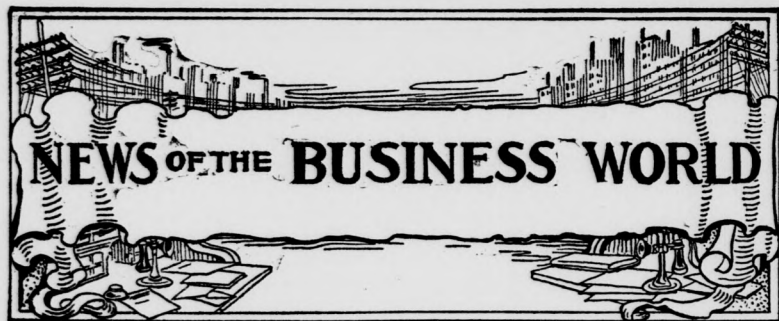
We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

And 200 Mountain St., Montreal, Canada



Dandelion Brand  Butter Color
The color with the Golden shade



Movements of Merchants.

Central Lake—Mrs. Mable Wilson has opened a restaurant and lunch room.

Hamilton—Voorhorst & Ten Brink have engaged in the furniture and undertaking business.

Manistique—Peter Dearchambeau has opened a bakery on River street under the style of the City Bakery.

Bellevue—George Sheatsley has sold his lumber and fuel business to Ross Porter, who will continue the business.

Grand Haven—Thieves entered the J. S. Lowe jewelry store Sept. 17, carrying away stock to the extent of about \$700.

Plainwell—Peter Onontiyon has sold his drug stock to E. J. Van Sickland, recently of Detroit, who has taken possession.

Belding—G. W. French & Son, who conduct a jewelry and musical instrument store at Ionia, have opened a branch store here.

Jackson—Charles Koch and Charles Heuman have formed a copartnership and engaged in the shoe business at 1104 East Main street.

Charlotte—Reuben Rank has purchased the stock and fixtures of the South End Grocery of E. I. Fast, taking immediate possession.

Eaton Rapids—A. R. Boyd has sold his stock of bazaar goods to James Sanders, recently of Charlotte, who will take possession Oct. 2.

Fern—Marion Huddleston has purchased the Dawson stock of general merchandise and store fixtures and will continue the business.

Petoskey—Long Bros. have purchased the John K. Smith restaurant and will continue the business in connection with their meat market.

Flint—Diamonds, watches and jewelry valued at about \$2,500 were stolen from the display window of the John E. Rowse jewelry store, last week.

Alpha—S. E. Bracegirdle, manager of the Alpha Mercantile Co. general store, was married Sept. 12 to Miss Margaret Smith, at the home of her parents, in Detroit.

Ludington—Bertrand C. Austin, of Chicago, has purchased the grocery stock heretofore conducted by Mrs. Rose on the Clarence French farm in Summit.

Battle Creek—The Rathbun & Kraft Lumber & Coal Co. is planning to close its business before the end of the year, either by liquidation or reorganization.

Tecumseh—Clyde Barbor has sold his interest in the stock of the E. B. Anderson Grocery Co. to E. B. Anderson and the business will be continued under the same style.

Six Lakes—The Six Lakes Elevator Co. has engaged in business with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Ypsilanti—Fire damaged the confectionery stock and fixtures of Salamatis & Rice and the jewelry stock of George D. Switzer. The loss is partially covered by insurance.

Plainwell—Mrs. George Shaw and Miss Jennie Root have formed a copartnership and purchased the Tomlinson millinery stock and will continue the business.

Manistique—Frank LaRose, recently of Garden, has leased a store building on River street, which he will occupy with a stock of groceries, cigars and fruit about Oct. 2.

Ithaca—Edward Hannah has sold his interest in the Alverson & Hannah hardware stock to his partner, Emory J. Alverson, who will continue the business under his own name.

Royal Oak—The Finster Construction Co. has been incorporated with an authorized capitalization of \$3,000, all of which has been subscribed and \$1,350 paid in in property.

Detroit—The Schreiber Roofing Company has engaged in business with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Belding—Melvin Ludwick has opened a shoe store in the store occupied by the R. H. Waldo jewelry stock. Mr. Ludwick occupies the east side of the store room.

Jackson—Charles G. Hill, grocer at 1402 East Main street, has changed his business from a credit to a cash basis, taking out the telephone and making no delivery of goods.

Flint—Martinson & Stafford, who conduct a clothing and men's furnishing goods store at Alpena, have opened a similar store here under the management of William Stafford.

Detroit—The Lithuanian Co-Operative Association has been incorporated with an authorized capital stock of \$2,000 to engage in the grocery business at 809 Roosevelt avenue.

Kalamazoo—P. Kromdyke & Son, dealers in agricultural implements, are erecting a one-story brick display room in connection with their store which will greatly increase their floor space.

Kalamazoo—Jack Marsh and Charles Schwartz have formed a copartnership and engaged in the men's furnishing goods business at 124 West Main street under the style of Marsh & Schwartz.

Kalamazoo—M. J. Breen and Leonard Boss, cigar makers, have formed a copartnership and will open a manufacturing plant at 103 East Kalamazoo avenue under the style of the Breen & Boss Co. about Oct. 2.

Ishpeming—F. Braastad & Co. purchased the stationery stock of the administrator of the Henry Harwood estate and will consolidate it with their stock of general merchandise. The drug stock and fixtures will be sold at public sale.

Hubbell—Telephore Durand, of Baraga, has purchased the Trevillion block and will convert it into a hotel which he will open about Nov. 1. Since the destruction by fire of the Kahler House, several years ago, Hubbell has been without a hotel.

Detroit—The Womans Shop has been incorporated with an authorized capital stock of \$5,000 common and \$7,000 preferred, of which amounts \$11,000 has been subscribed and paid in in cash. This concern will deal in women's wearing apparel.

Saginaw—The Williams Bros. Candy Co. has dissolved partnership and William and Nicholas Williams will continue the confectionery store at 120 South Washington avenue under the style of Williams Bros., while the Genesee avenue store will be continued by James Williams under the style of the Williams Bros. Candy Co.

Detroit—Members of the Wholesale Merchants' Bureau of the Detroit Board of Commerce will participate in a series of one-day trolley trade boosting trips to various cities in the Eastern section of the State, commencing October 3, when they will go to Flint. Three special cars will carry the trade boosters out and back. During the day members will spend most of the time visiting merchants of the city and it is probable that in the evening a programme will be given for the benefit of Flint business men. Although none has yet been procured, it is declared certain that some prominent speaker will be obtained for the occasion. The trade boosters will visit Monroe October 17 and later will visit Pontiac and Jackson. Arthur E. Stevens, chairman of the wholesale merchants' organization, will head the trade boosters on their trips.

Manufacturing Matters.

Howell—The Howell Electric Motors Co. has increased its capitalization from \$30,000 to \$100,000.

South Haven—The capitalization of the Pierce-Williams Co. has been increased from \$125,000 to \$200,000.

St. Joseph—The Fay Foundry Co. is building an addition to its plant which will enable it to double its capacity.

Saginaw—The capital stock of the Germain & Boyd Lumber Co. has been decreased from \$600,000 to \$500,000.

Pentwater—Fred Lageson has sold his bakery to Hans Jensen, recently of Ludington, who has taken possession.

Belleville—Fire destroyed the Peters feed mill Sept. 15, entailing a loss of about \$1,200, partially covered by insurance.

Ontonagon—Ralph Watt is erecting a concrete grist mill which he expects to have in operation about Nov. 1.

South Haven—The Pierce-Williams Co., manufacturer of baskets, has increased its capitalization from \$125,000 to \$200,000.

Kalamazoo—The Bryant Paper Co. has increased its capital stock from \$3,300,000 to \$6,300,000 and declared a 50 per cent. stock dividend.

Detroit—The Sturdevant-Murry Manufacturing Co., Inc., manufacturer of windshields, has decreased its capital stock from \$150,000 to \$75,000.

Jackson—The S. & W. Detachable Body Co. has been organized with a capitalization of \$10,000, \$6,000 of which has been subscribed and paid in in cash.

Detroit—The Hungerford Funeral Car Co. has been organized with an authorized capital stock of \$25,000, of which amounts \$12,750 has been subscribed and \$5,100 paid in in cash.

Coldwater—Emil Anderson is erecting a creamery which he expects to have in operation about Nov. 1 and which he will conduct in connection with the Quincy Creamery Co. plant, of which he is proprietor.

Alpena—J. Levyn & Son, manufacturers, wholesalers and retailers of cigars and tobaccos, will close out their retail stock and fixtures and devote their entire attention to the other departments of their business.

Detroit—The Lane Bryant, Inc., has been organized to manufacture and deal in ladies' wearing apparel with an authorized capital stock of \$20,000, all of which has been subscribed, \$1,000 paid in in cash and \$13,333.33 paid in in property.

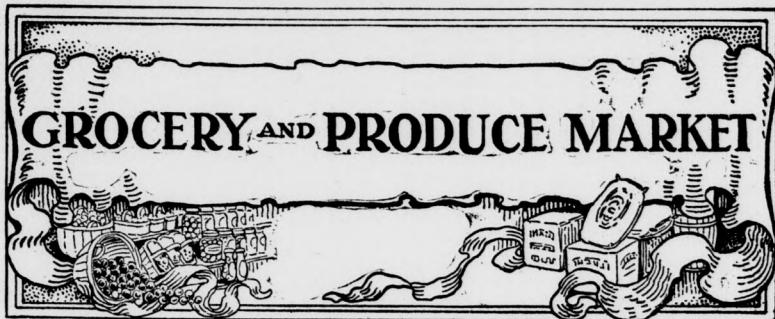
Detroit—The International Metal Stamping Co. has been incorporated to deal in metals and to manufacture stampings, forgings, etc., with an authorized capital stock of \$300,000, of which amount \$150,000 has been subscribed and paid in in cash.

Detroit—The New Era Spring & Specialty Co. has been incorporated to manufacture and deal in automobile parts with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,169.38 paid in in cash and \$44,830.62 paid in in property.

Detroit—The Manufacturers Sales Corporation has been incorporated to manufacture and sell automobile, hardware and electrical specialties with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$2,000 paid in in cash.

Silverwood—L. B. Rice, one of the largest cheese factory operators in Michigan died at his home here recently. Mr. Rice has operated the Silverwood cheese factory for a number of years, and was a member of the firm of Rice Brothers, who own and operate several cheese factories in different parts of Michigan. The business of the Silverwood factory will be under the management of Mr. Rice's son, who has been in close touch with the business for some time.

Fairview—F. F. Stutesman has purchased the creamery here from the stockholders for a small consideration. This creamery was built by a promoter for \$5,000 and has been a losing proposition for the stockholders. Mr. Stutesman owns a large tract of land in this vicinity and will stock same with cows and furnish cows to the patrons also. C. J. Frick, formerly of Mount Clemens, will make the butter. A new 300 gallon ripener has been purchased and other improvements will be made.



Review of the Grand Rapids Produce Market.

Apples—Wealthy and Maiden Blush command 75c per bu.; Wolf River fetch 75@90c per bu.

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

Beans—Prices range around \$5 per pea and \$4.25 for red kidney, unpicked.

Beets—75c per bu.

Butter—The demand has increased to such an extent that higher prices may result. The recent decline was due to the fact that the expected railroad strike had caused holders to stock up a little ahead, and the elimination of the strike left them with a surplus. This has now been cleaned up and the situation is firm again. Exporters are back in the market after stopping for a while. The withdrawals from storage are heavier this season, and the whole situation is very firm. Creamery grades are held at 32c in tubs and 33c in prints. Local dealers pay 25c for No. 1 in jars and 22c for packing stock.

Cabbage—\$1.25 per bu.

Carrots—75c per bu.

Celery—20c per bunch.

Citron—\$1.50 per doz.

Cocoanuts—\$6 per sack containing 100 Crab Apples—\$2.25 per bu. for Hy-slops.

Cranberries—\$7.25 per bu. for Early Blacks from Cape Cod.

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

Eggs—The market is very firm, with a good consumptive demand. No change has occurred in fresh eggs during the week, but storage eggs have advanced 1c owing to the heavy demand for them. There is no speculative buying to speak of and the market appears to be thoroughly healthy. Fresh eggs are getting better on account of cooler weather and there is no reason to expect much higher prices. Local dealers pay 28c for candled, loss off, cases included. Their selling prices this week are 29c for candled extras, 27c for firsts and 26c for seconds.

Egg Plant—\$1.50 per dozen.

Grapes—8 lb. baskets of Concord, 20c; 4 lb. baskets, \$1.50 per doz. for Concord and Niagaras and \$2.50 for Delawares.

Green Corn—20c per dozen for common sweet; 25c for Bantham 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—\$1.25 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, \$1.75; Benton Harbor Osage, \$1.25@1.40 per crate; Gold Coin, \$1.25 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 \$2.25 per 100 lb. sack or crate; California in 100 lb. sacks, \$2.50 for red or white; Spanish, \$1.75 per crate of either 50s or 72s.

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

Peaches—Prolifics, \$1.25@1.50 per bu.; Ingles, \$1.50@1.65; Elbertas and Crawford \$1.85@2. The early varieties are now nearly all marketed. Receipts are in good shape to stand shipping.

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

Plums—Lombards, \$1.50; Bradshaws, \$1.60.

Peppers—Home grown, \$1.25 per bu.

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

Potatoes—New \$1.75 per bu. Virginia cobbles, \$4.75 per bbl. The frosts this week have cut short some of the potatoes on low ground, but the injury to tubers grown on high ground is not very serious, taking the potato belt as a whole.

Pumpkins—\$2 per doz.

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.

Sweet Potatoes—\$2.75 per bbl. for Virginias; \$2 per hamper for Jerseys.

Tomatoes—\$1.25 per bu. for ripe; 75c per bu. for green.

Turnips—65c per bu.

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

Water Melons—\$2.25 per bbl. of 8 to 10.

Wax Beans—\$1.75 per bu.

The Grocery Market.

Sugar—Raws have advanced from the low point of 4.84c to 5.64c bid and 5.77c asked. Granulated has advanced 15 points—from 6¼c to 6.40c—and one refiner has advanced to 6.60c. All of the New York refiners are expected to go to 6.60c before the day is over. The consumptive demand for sugar is now very good. It does not seem likely there will be any heavy advance because domestic beet granulated will be coming forward very shortly, and that undoubtedly will keep the market down. Already it is quoted 20 points below the Eastern price.

Tea—There is merely a routine

business being transacted, covering the general list. Prices rule steady for all kinds, the feeling prevailing in the trade that further improvement may be witnessed. This is based on the strength in foreign markets. Interest centers about the situation in India and Ceylon. The Russian buying seems to have steadied the market, which of late has tended upward, and advices suggest that the rise will go further. London has been firm in sympathy. The other foreign markets are all firm, Formosa being in good demand at the advance. Shanghai continues strong for Greens, with the Chinese not ready sellers.

Coffe—Rio and Santos are not quite so strong as a week ago. This has created an easier feeling, although not any particular decline. Some holders will shade Brazil coffees a trifle. Milds are unchanged in price, although inclined to be weak and in light demand. Java and Mocha grades are unchanged and quiet.

Canned Fruit—With the exception of peaches, which are offering a little more freely, the entire list is strong with light supplies. The demand continues good for all kinds and reports from the Coast indicate depleted stocks in first hands.

Canned Vegetables—The entire list has shown a strong upward tendency during the week and remains strong at the close. Despite the fact that this is supposed to be the time of the maximum pack, tomatoes are more firmly held and 92½c is generally asked by packers for Standard No. 3s. Most of them are said to be turning down orders at 90c and positively refusing to consider 87½c, which jobbers now seem more willing to pay. Jobbers generally do not seem particularly eager to do business at prevailing prices as they are of the opinion that something will happen shortly to give them an opportunity to get in at lower prices. The fields are very irregular in their growth, although casual observers declare there will be enough tomatoes for all wants. Packers say this is not so and that this is the cheapest time to buy. Corn is very strong and is offered only sparingly. Maine corn is not being offered as yet, although the crop prospects continue good in that territory. There is the increasing danger of frost. Peas of the higher grades are not available in any degree while all varieties are very firmly held. String beans are also firm.

Canned Fish—A strong market prevails for salmon and prices have shown a steady upward tendency. Most coast interests are demanding \$1 f. o. b. for pink in the belief that the pack will fall considerably below original estimates, conservative as these were. There are no red Alaska offerings from the Coast and on the spot they are sparingly offered at \$1.75 per dozen. Medium red are to be had here and there, about on the basis of opening prices. There is very little Columbia river offering at the moment. Sardines are very firm with an upward tendency, the market being steady on the basis of \$2.85 for quarter oil keyless. Shrimp are also firmer in tone owing to stronger advices from Southern canners.

Dried Fruits—The prune growers on the Coast have been able to maintain the firm position they assumed toward the packers, in consequence of which the latter have been compelled to pay the price. There is a demand for the smaller sizes for export and some of them are now rather hard to pick up. Export business has been rather liberal of late, and it is estimated that the sales recently have totaled more than 35,000 boxes. Most of this business has been destined to Sweden and the suspicion is entertained in many quarters that the ultimate destination is Germany. This, however, is strenuously denied by those who are either directly or indirectly concerned in the transactions, and it is pointed out that the rigid rules established by Great Britain make this absolutely impossible, to say nothing of the good faith of the Swedish government. Very little interest is manifested in peaches, and the trade is waiting to see what the outcome of the efforts of the Peach Growers' Association will amount to. So far they have not met with the success hoped for even after resorting to the device of advancing prices after having made the opening quotations. They are already encountering difficulties with the growers who are rushing their peaches into the receiving stations faster than the Association can take care of them. A warning has already been sent out to the growers to be patient and particularly not to sell to outsiders. Apricots are in somewhat better demand at 13c. Raisins are also very firmly held. Almeria currants are firm.

Rice—The demand of late has been better, although handicapped by the delay in shipment from the South. Improvement in this respect is expected now that steamer room is more available. Honduras is firm in New Orleans, with the extra fancy grades especially strong on the scarcity. Blue Rose and Japan samples are beginning to come in, but the crop will not be active until later in the month.

Cheese—The market is very firm at an advance of ½c, largely due to the continuance of the large export demand. The home demand is also good, while the receipts are only moderate. Current arrivals of cheese are showing their usual good September quality, and the increase in the make is bought up from day to day. Probably prices will not decline for some little time.

Provisions—Smoked meats, including picnic, regular and skinned back hams, bellies and bacon, have advanced 1@1½c during the past week, due to the short supply of hogs and the heavy demand. Lard shows an advance of 1¼@1½c from the same cause. This makes pure lard about 2c above normal, and probably it will not go very much higher, as they start to kill hogs in October. Compound lard is from ½@¾c up during the week, largely on account of sympathy with pure. Dried beef shows 1@2c advance, due to the short supply. Barreled pork is firm, but unchanged, with good demand. Canned meats are firm and unchanged.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 18—Were it not for the unusual steady rains since Saturday, the Canadian Soo would be the driest place in this part of the country, as all the bars were closed Saturday night and there was no dust to be seen on the streets in consequence.

The price of hunting licenses has had a marked effect upon naturalization with Houghton's county clerk last week, with the issuing of thirteen gun licenses which were taken out in one hour. The majority of the applications for the licenses were accompanied by applications for "first papers" declarations of intention to become citizens. The law on gun and deer licenses fixes the license fees to be, gun license, resident, \$1; alien or non-resident, \$10. Deer license, resident, \$1.50; non-resident and alien, \$25. An alien non-resident loses that identify by taking out first papers and, as a result, the hunting licenses are doing much to stimulate citizenship. There is no reason to believe that these aliens, in spite of having a somewhat sordid motive, will not complete the process and become full citizens at the expiration of the statutory period.

Charley Haase, President of the Traveling Men's Association, is not making any headway in pulling off that grand ball for his brother knights, although it was contemplated doing so for the past two months. Charley is getting to be an anti-circle two-stepper which may account for his lack of interest in the matter. It is understood that a committee will soon call upon our worthy President to see that he makes good or gives a satisfactory explanation before the next annual election.

"A grouch is a barnacle on the hull of happiness and good health."

The merchants at Pickford are endeavoring to close their places of business each evening except Saturday, beginning Nov. 1. The Pickford merchants believe in having time enough to do business during the day time and also enjoy the company of their families in the evening. This is a move in the right direction and it is hoped that others may do likewise.

Victor Palmer, the popular clerk at E. S. Taylor's store at Pickford, has tendered his resignation to accept a position at the locks here. While Victor will be missed at Pickford in social circles, his many friends wish him every success in his new position.

C. Y. Bennett, lumberman at See Why, who has been in poor health for the past few months, plans on consulting a physician in the near future. This is the busy season at See Why, as the yards must be cleaned up and the lumber shipped out before the opening of the winter's operations.

The many friends of E. J. Howden, one of the Soo's prominent young business men, were shocked to hear of his death, which occurred last Saturday morning. Mr. Howden succeeded his father in the hay business here on the death of the former about ten months ago. The deceased was 27 years of age and spent more than half his life in this city. He is survived by a mother and two sisters. The bereaved family have the sympathy of a large circle of friends.

C. E. Cornwell, Vice-President of the Cornwell Company, Saginaw, was a business visitor here this week.

C. E. Classen, representative of Swift & Company, Chicago, is spending a few weeks here with the Cornwell Company as specialty man.

George Bailey, known as the wide awake shoe man in charge of the shoe department of the Prenzlauer Bros. store, closed the season at his commodious summer home on Sugar Island last week with a launch party to a few of his friends.

Chester Moran, superintendent of the News printing office, has returned from a two week's vacation throughout the State and reports a most delightful time. He is pleased to get back to his home town and has yet to find a better place than the old Soo.

Much activity is being carried on here by the Soo Civic and Commercial Club on a beet sugar proposition, which is meeting with much favor by the farmers. From present indications the outlook for a large sugar factory here in the near future is very encouraging. The soil is said to be of unusual thickness and the yield

history of the Soo hospital graduated last Friday. The report of the hospital for last year shows the institution to be in a flourishing condition and it was also noted the death rate for the past year was lower than that of any hospital in Michigan, being less than 5 per cent.

William G. Tapert.

Flakes From the Food City.

Battle Creek, Sept. 18—The writer does not wish to disturb the happy thought that might be going through the minds of readers of the Tradesman, but I have got to get rid of this

are those who will not care once at least.

William Soule, who has been manager of the co-operative grocery at Scotts, has purchased the grocery stock of H. J. Hampson, at Centerville. While we regret Mr. Hampson's departure from business, inasmuch as he is one of those year round good fellows, we are glad to know that the fruits of his many years of hard work in a grocery store have enabled him to retire and enjoy his reclining years in comfort.

F. B. Lewis has purchased the stock of O. Lopee & Co., of Vandalia, and will conduct the business along the same aggressive lines as heretofore.

Lewis Freer, who formerly conducted a business in Vandalia, has again entered into business with the Lavenberg Co., of the above place. Mr. Freer was very successful in his first enterprise and we sincerely hope he will be likewise in this.

W. R. Grayburn, who conducts a grocery business in Lacey, was a visitor at Battle Creek Saturday. We always know he's here when he does come, because of the hearty laugh and general good nature which always accompanies him. Mr. Grayburn reports business very good in his territory.

The business of Bristol & Moore, butter and egg merchants, has been absorbed by R. E. Longman and will be carried on in connection with Mr. Longman's already extensive interests in the same line. Mr. Longman is Senior Counselor of our Council and is noted for being the busiest man in Battle Creek. Being busy is a good synonym for success.

Everett Foster, for over twenty-two years interested in the shoe business in Battle Creek, but lately selling his shoe store and taking to the road, was made a member of Battle Creek Council Saturday night at the regular meeting. Two other candidates who were to appear were detained on business of a pressing nature and can not be taken care of until the next regular meeting in October. A good attendance was on hand to usher the candidate through the realms of mystery in good shape. Mr. Foster was able to take nourishment Sunday, as usual, even though Ed. Guild was on the initiating team.

Gus Wilen has purchased the baking and confectionery business of Perry Welty, at Centerville.

Eight beeves have been ordered for the Republican barbecue which will be held in connection with the rally here Sept. 30. Colonel Roosevelt will arrive at about 10 a. m. on that day and will be busy from that time until midnight, he says, providing we can stand it. However, we are known as a health town and believe we can follow the ever busy Colonel one day anyway, and the next day is Sunday, too.

The Battle Creek Sanitarium is making extensive plans for an immense celebration October 3 to 6, at which time it will commemorate its fiftieth anniversary. The celebration will be known as Golden Jubilee Week and many hundreds of invitations have been sent out to old patients, patrons and employes to be present. Among the many speakers who will be invited to appear on the extensive programme is William Jennings Bryan, together with many others of National and international note. Dr. J. H. Kellogg, the founder of the immense enterprise, will be in charge of the entertainment, assisted by the many efficient aides who conduct the affairs of the institution in normal times. Otto L. Cook.

Tut-Tut.

"The word 'reviver' spells the same backward or forward." It was the frivolous man who spoke. "Can you think of another?"

The serious man scowled up from his newspaper. "Tut-tut!" he cried contemptuously.

OUT AROUND FOR THE ELEVENTH TIME.

The eleventh annual trade extension tour of the Wholesale Department of the Grand Rapids Association of Commerce will take place next week, leaving Grand Rapids via special train Tuesday morning and returning 6 a. m. Saturday. The itinerary arranged for the trip is as follows:

Tuesday, September 26		
Arrive	Leave	Stop
Grand Rapids	7:00 a. m.	
Howard City	8:30 a. m.	30 Minutes
Morley	9:03 a. m.	20 Minutes
Stanwood	9:36 a. m.	20 Minutes
Big Rapids	12:40 p. m.	2 Hrs., 45 Min.
Paris	1:06 p. m.	15 Minutes
Reed City	2:00 p. m.	40 Minutes
Orono	2:12 p. m.	10 Minutes
Ashton	2:38 p. m.	10 Minutes
Dewings	2:53 p. m.	10 Minutes
Cadillac	Evening Stop	
Wednesday, September 27		
Arrive	Leave	Stop
Cadillac	6:30 a. m.	
LeRoy	7:30 a. m.	30 Minutes
Tustin	8:11 a. m.	30 Minutes
Hobart	8:31 a. m.	10 Minutes
Lake City	10:20 a. m.	40 Minutes
Jennings	11:25 a. m.	30 Minutes
Manton	12:15 p. m.	35 Minutes
Walton Junction	1:25 p. m.	15 Minutes
Fife Lake	2:12 p. m.	30 Minutes
South Boardman	2:43 p. m.	20 Minutes
Kalkaska	3:45 p. m.	45 Minutes
Westwood	4:15 p. m.	10 Minutes
Antrim	4:40 p. m.	20 Minutes
Mancelona	5:25 p. m.	40 Minutes
East Jordan	Evening Stop	
Thursday, September 28		
Arrive	Leave	Stop
East Jordan	9:30 a. m.	
Alba	10:40 a. m.	20 Minutes
Elmira	11:16 a. m.	20 Minutes
Boyer Falls	12:10 p. m.	35 Minutes
Boyer City	2:50 p. m.	2 Hrs., 20 Min.
Clarion	3:30 p. m.	10 Minutes
Petoskey	Evening Stop	
Friday, September 29		
Arrive	Leave	Stop
Petoskey	7:00 a. m.	
Harbor Springs	9:00 a. m.	1 Hr., 30 Min.
Alanson	9:55 a. m.	20 Minutes
Brutus	10:24 a. m.	20 Minutes
Pellston	11:08 a. m.	35 Minutes
Levering	11:42 a. m.	20 Minutes
Carp Lake	12:07 p. m.	15 Minutes
Mackinaw City	12:45 p. m.	25 Minutes
Cheboygan	3:10 p. m.	2 Hours
Gaylord	5:40 p. m.	1 Hour
Grayling	Evening Stop	
Saturday, September 30		
Arrive	Leave	Stop
Grayling	12:01 a. m.	
Grand Rapids	6:00 a. m.	

greater than in the lower part of the State, with a larger percentage of sugar.

C. W. Hecox, editor of the St. Ignace Enterprise, was honored by the Democratic State Central Committee last week at its meeting in Detroit when he was unanimously selected as presidential elector from the Eleventh district to take the place of William P. Preston, deceased.

The Chippewa County Fair opens for a five day exhibit next week, Sept. 25 to 29, inclusive. Great preparations have been made this year and the entries for exhibits will be the largest of any previous year.

One of the largest classes in the

one little worry, to wit: Do your Christmas shopping now.

We are pleased to note from a local daily paper that Mr. and Mrs. E. A. Stowe were recent visitors in Battle Creek as guests of A. B. Tozer, a local well known journalist. Mr. Stowe, we all know, as editor of the Tradesman and we would like to learn if his being a more frequent visitor here than just once in a while.

The four miles of cement road leading East from Battle Creek are nearing completion and the hands of many a Battle Creek motorist are itching to drive their cars over the new thoroughfare. We do not know what the speed laws are and we presume there

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 18—The West Michigan State Fair is working under a six cylinder compression this week and many U. C. T. men are in attendance. The attractions are unusually good this year and, undoubtedly, the attendance will be large, although we cannot help feeling that we could draw many more people if wider publicity had been given to it. A very noticeable feature of the Grand Rapids Fair, to one who travels outside the county, is the scarcity of hand bills, placards, street car signs, pamphlets, etc., advertising the attractions to the people in the small towns. These are the places from which we must hope to draw a large part of our attendance. In comparison with the Kalamazoo, Holland, Allegan and Calhoun county fairs our advertising is a joke. These smaller cities flood the surrounding country for miles around with literature descriptive of the many attractions they will show, placing their cards in the interurban cars, their manuals in every store and placards in the windows and on the bill boards for fifty to seventy-five miles around. The writer, in traveling daily through the South and Southwest portions of the State, failed to find one single word to advertise the Grand Rapids fair or to let the people know when it would occur or what the many strong attractions are. And when, as a traveling salesman with the interests of the fair at heart, we asked this one and that one if he was going to the West Michigan State Fair, in every case the reply was, "When is it?" or "I have been trying to find some one who knows about it and can't," and words of this nature. This within a distance of thirty miles of Grand Rapids. Everybody knows when the Hillsdale fair is going to be held, for the bill boards are full of it for a radius of 100 miles. We know we draw a big crowd at our fairs, but we be-

lieve we could draw a much larger one by sending out our advertising beyond the bounds of the city and letting the people of the districts within a radius of 100 or 200 miles know about our big and flourishing show.

Grand Rapids Council was shocked last week to hear of the death, at McBrides, of Robert Ruth. He left Grand Rapids in his usual good health and while engaged in the pursuit of his business was suddenly stricken with apoplexy on Tuesday afternoon, Sept. 12 at 2 o'clock, from which he died at 10 o'clock that night. He leaves a widow and three sons, to whom the members of Grand Rapids Council extend their heartfelt sympathy.

Now Detroit is trying to thrust that Eastern time joke on Grand Rapids. This is all right for a frivolous, fickle town like Detroit, but would not be becoming to an aristocratic, staid and dependable city like ours. Shoo them away, Miss Grand Rapids, shoo them away!

Don't forget the next meeting of Grand Rapids Council Oct. 7 and be sure to bring at least one application with you.

Boost for the largest and best fraternal organization of traveling salesmen in the world.

The United Commercial Travelers of Michigan were a big factor in bringing about the absent voters' law. Would it not be consistent for us to make use of it at the coming fall election? Now is a good time to get informed concerning the modus operandi of absent voting, so when the time comes we can exercise the franchise intelligently and accurately while pursuing our occupation as traveling salesmen anywhere in the State. There are a great many questions up this fall which are of interest to us all and it is the duty of every man to exercise his right of franchise, as well as prove to our legislators that we were in earnest in asking for

the absent voters' law and appreciate its being given to us.

Some service now on the G. R. & I. North of Grand Rapids! Rotten is too nice a word to use to express it, but what we would like to say would not "read good" in this paper. It was our pleasure last Friday to take passage home from Petoskey and in place of the regular train due out of Petoskey at 1:10 p. m.—which we found had been discontinued—we were told there would be a "resort special" going south about 3 o'clock. No one seemed to know just what time it would be along, so all we had to do was to wait around until it came and when it did come it was a train of Pullmans, with one single day coach, which was then pretty well filled, and a diner. It was scheduled to make many of the local stops on the way down and due to reach Grand Rapids at 9:20 p. m. It got in at just 11. Now imagine a Friday night bunch of traveling men getting on at all the different stations from Petoskey to Grand Rapids, all trying to get into one coach! By actual count we saw thirty-five standing in the aisle of the coach and some in each vestibule. True, you could go in one of the Pullmans—which, by the way, were but half filled—by paying the extra price. Then, if you wanted anything to eat, it was necessary to go in the diner, because the train did not stop at Walton, Cadillac or Reed City long enough to even get a lunch. Some service! It is a direct insult to Michigan people—people who are patrons of the road twelve months of the year—to put up with such conditions that the Pennsylvania system can cater to the tourist travel that comes but once a year. True, we are glad to have them come each year, for it means money for Northern Michigan, but why entirely disregard the remainder of the traveling public?

About the prettiest patriotic display we have seen this year is a twenty foot American flag laid out

with flowers in the sloping lawn near the G. R. & I. depot at Petoskey. The staff is in colors, yellow and green, the stars and stripes are worked out in red, white and blue.

Hurrah! Our regular scribe will be back on the job next week and the "office boys" can all take a lay off again. Give Correspondent Haight some items over the phone, which is easy.

Say, you automobile drivers, why don't all of you use your dimmers? When some disregard the courtesy, it only discourages those who try to obey the law and they say, like the little boy who came to school with his hands nice and clean and the other boys had disregarded the instructions of the teacher and still came without washing their hands, and he said, "What's the use? The other fellows come dirty. I might just as well, for we are all called a dirty bunch." Dim your lights and others will follow suit. Keep your glares on and all others will do the same. Dim your lights if you are a car driver; join the U. C. T. if you are a traveling man, read the Tradesman, live at peace with the world and be happy.

The traveling force of the Worden Grocer Company have petitioned the management to take Barney Langelar, the forty-five year attache of the house, on the trade extension excursion next week and President Rouse is giving the suggestion due consideration. Mr. Langelar enjoys the reputation of having been connected with the wholesale grocery trade longer than any other man at this market and it goes without saying that he bears the distinction proudly and gracefully.

Ja Dee.

Charity begins at home, but reform needs to be practiced by a neighbor.

Stupid men are never dissatisfied with themselves.



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

Barney says—

I guess most every good retail merchant in the city is selling Quaker coffee now for it seems to be on every city order I see.

I guess the people have come to know what good coffee this is and to appreciate the fact that it's always the same. Seems like our business on this has doubled in the last four or five weeks, and is growing all the time.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in advance.

Two dollars per year, if not paid in advance.

Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable invariably in advance.

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

September 20, 1916.

THE NEED OF THE HOUR.

The time seems to have arrived at which the attention of our citizens should be called to the danger liable to ensue to our political safety by reason of a too extended dilution of governmental authority. We are rapidly descending from a representative form of government to that of a demagogy in which the people at large are invited to vote upon questions and issues the qualification of which can only be comprehended by trained and technically educated minds supplied with information, both general and specific, that can only be acquired by prolonged study and concentrated attention. The theory of initiative, referendum, recall, primary nomination or election of important National or state officials, such as senators, judges, etc., while safely applicable to small communities where the issues or personalities involved can be brought within the purview of the group consciousness of a "town meeting," is obviously unfit for practice in cases wherein the voter does not and cannot possess properly discriminating knowledge. Profusion of votes and diffusion of authority do not of themselves constitute democracy in any scientific sense of that term; they, in fact, merely contribute to a condition in which sooner or latter the qualitative element becomes sacrificed to that of the quantitative, a situation which can seldom if ever receive the approval of thoughtful minds.

Let it not be understood that there is anything in these suggestions looking to the suppression of the common will of the community. Quite the contrary, for the common-sense of the people—that is, the sense that is common to the group, including the high and the low, the rich and the poor—if left to the exercise of its own instinctive function, undisturbed by political tricksters and soap-box oratorical specialists, will be found to be fundamentally correct. In its pure state vox populi is indeed vox Dei; but alas! it is rarely thus expressed, for it is constantly under the attack of a troop of adulterating agencies—class prejudice, religious bias, personal political favor, financial greed, etc., all those disintegrating influences that tend to turn us away

from a National consciousness towards the fretful chafings of mere local or individual concern; away from a homogeneous National group into a heterogeneous mess of conflicting interests which it is to the advantage of our political group demagogues to encourage. It is unnecessary to quote illustrations. They are to be seen in all quarters and in every direction, from Sunday school rivalries in the small towns clear up to the episode of the Eight-Hour Strike law recently enacted by a Congress and a President abjectly grovelling before the fear of the "labor" vote.

There was a time in the history of Rome, while the "fall" was in the making, when it is said the Praetorian Guard openly auctioned off the throne to the highest bidder. We have not yet reached that point, but we are approaching a fork in the road of our National progress where we shall have to decide whether we prefer to continue the process whereby that which started in the year 1776 as a genuine republic, which has already become a mere pseudo-democracy verging on a demagogy, eventually leading to anarchy, shall finally, like a too rapidly revolving flywheel, burst into pieces; or, on the other hand, should we not slow down the speed of our individualistic debauch, throw aside our own mere personal and local attachments, be they capitalistic, laboristic, ecclesiastic, commercial, geographical, or what not, and agree to join in the effort to create and develop a real American National consciousness, to resume a real representative republican form of government, exemplifying and resting upon that real democracy that shows forth in the willingness of every unit of the group to render up his best offering for the benefit of the whole?

There is noticeable a widespread and unfortunate tendency to figure the lending power of the banks and the margin of safety by the relations of their reserves to the amount fixed as the minimum by law. The remark is often heard that the lending power of the banks is greater now than the Federal Reserve act has lowered the reserve requirements. This is true; but the remark is apt to be a very misleading one. It does not mean that the banks can afford to keep a smaller reserve against deposits than they could before the Federal Reserve act went into effect. It merely means that they are allowed by law to do so. Legal requirements have no relation whatever to real requirements. Yet men who would have been frightened to see the excess reserve item fall below the old 25 per cent. requirement when it was in effect are not even disturbed when reserves fall below 25 per cent. with the new act. There is one feature in the Federal Reserve act which really expands the lending power of the banks, while allowing the same safety; that is the rediscount feature, and it has not been made use of to any great extent yet. In the European banking systems, which have no legal reserve requirements, and where the reserve is dictated only by prudence, it is usually kept at a much higher level than here.

TIME TO QUIT.

Two years ago the Kaiser started the great world war to protect the Hohenzollern throne from the inroads of socialism and democracy and to enlarge the boundaries and expand the trade of the German empire so as to make it the dominant nation of the earth.

The Kaiser has utterly failed to accomplish his undertaking. He has not made good in a single instance.

The Kaiser said he would dine in Paris inside of two weeks. He has never gotten within gunshot of Paris.

The Kaiser said he would eat his Christmas dinner in St. Petersburg. He is still hundreds of miles away.

The Kaiser said he would run solid German trains from Hamburg to Bagdad. He will never see the fruition of this hope.

The Kaiser said he would starve England into submission. The English people are eating full rations, while the German people—the deluded people who have permitted themselves to be misled and murdered by the million by the most monstrous monarch and most fiendish ruler who ever disgraced a throne—are gradually starving to death.

The Kaiser said he would make the Prussian name respected. Instead of doing so, he has made it a name which the civilized peoples of the world will hold in contempt and loathing as long as time lasts.

The Kaiser said he would carry out the will of God in exalting the German nation. He has, instead, proved that he was in league with the devil and has driven his people to commit crimes in the name of the Almighty which would appall the vilest demons of hell.

Having violated every law of God and man; having sought to reverse the progress of a thousand years and destroy the foundation stones of democracy and civilization; having broken every promise and repudiated every treaty; having failed even by barbarous means and uncivilized methods to accomplish a single object of his unholy ambition, it is now in order for the Kaiser to admit his defeat, abdicate the throne he has disgraced, release the people he has betrayed and butchered and retire to the obscurity and infamy which awaits him as the greatest failure and most stupendous criminal the world has ever seen.

ISHMAELITE NO LONGER.

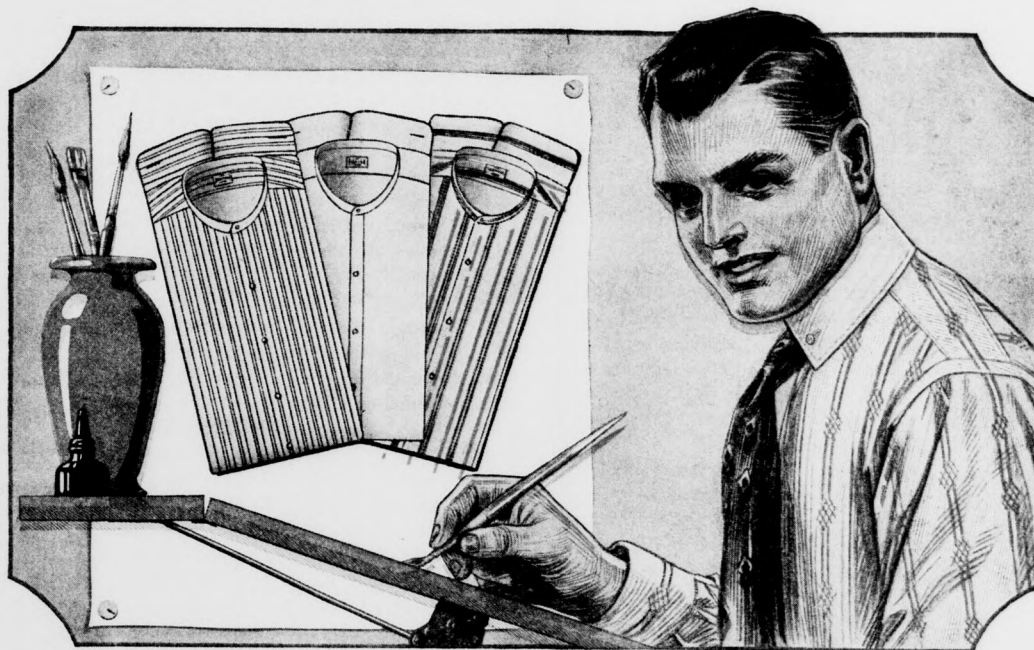
Many Republicans fail to fully appreciate the tremendous gain to the country in the accession of the Democratic party to a definite place in our political activities. The Democratic party is now an organization with distinct purposes and ideals for the first time since the civil war. For sixty years it has been a party of negation, with no settled policy except to oppose everything advocated by the Republican party. It held the position of objector to about everything that was going on in the country, the place of "the opposition" in the halls of Congress and a stumbling block to everything that made for progress or the realization of ideals. It has been an Ishmaelite. During the civil war that portion of the party resident in the South tried to destroy the Union and maintain slavery, while most of the Democrats of the North were "copper heads" in thought and

action. The National conventions of the Democratic party condemned the war as a failure, denounced Lincoln as an usurper and demanded the immediate abandonment of the war. Democrats as a class did everything they could to embarrass the friends of the Union who were fighting in the battle fields of the South, to harass legislators voting supplies for the army and navy and to heap contempt upon that greatest of Americans, Abraham Lincoln. Since that time it has conquered with the silver delusion, the fiat money fraud and almost every political superstition that happened to be fashionable. Today it is a definite political party, with principles, with ideals, with organization, with the support of enlightened and substantial citizens and with several important achievements to its credit. Much that the party has done must be condemned as not beneficial to the people. The enactment of the Adamson bill, for instance, is just as subservient to good government as the firing of rebel guns on Fort Sumpter, but along with many hurtful things there has been some good legislation.

All this is a distinct gain to the country. Politically, it is almost as if our population had been doubled, for it has brought into the ranks of progress many citizens who formerly were only objectors and traitors. It may be that in time the two parties in this country will hold much the same attitude toward each other as do the two great parties in England. The British have their political quarrels, but there are certain principles on which both parties are agreed and there is usually cooperation between the two when any measure of much importance is pending. We in this country have been divided by one issue greater and more perilous than anything in modern British politics—the question of slavery. Once thus divided, the parties became antagonistic with respect to other matters less important and every four years the political sword has been unsheathed. Little by little we are forgetting these causes of antagonism, and now we have two strong operative parties in the United States, both of them committed to the doctrine of National unity and both setting true Americanism up as a grand ideal. It is a great gain.

A few months since a movement was started to change the name of the Bowery, the far-famed street in Manhattan, which was advertised in a popular song many years ago. Perhaps that is what made the merchants of Clark street, Chicago, think about a change. They say that Clark street is shunned because of its past bad reputation. At present Clark street has solid business houses, hotels, theaters and banks, but travelers who come to Chicago are reluctant about transacting business in these places because they have heard that Clark street is a wicked thoroughfare. The merchants want the name changed to Broadway, but they may not succeed. The Bowery is still the Bowery, for the effort to change its name amounted to nothing.

One kind of a nuisance is a man who works but tries to impress people with the idea that he doesn't have to.



“The Line With the Quality Kept Up”

HALLMARK SHIRTS

Every HALLMARK Shirt for Spring, 1917, delivery carries our guarantee of “Standard in Quality, Fabric and Workmanship”

NO DETERIORATION TO FIT A PRICE

All patterns exclusive and distinctive, with only Indanthrene colors used as heretofore.

GUARANTEED TUB- PERSPIRATION- AND SUN-PROOF

The term “FAST COLOR” may refer to the substitute colors being employed (for economy) in place of Indanthrene, and cannot be guaranteed. Indanthrene color is and can be guaranteed absolutely fast.

HALLMARK Shirts for Spring, 1917, delivery are now being offered by the 400 leading wholesalers of the U. S., who maintain HALLMARK distributing stations.

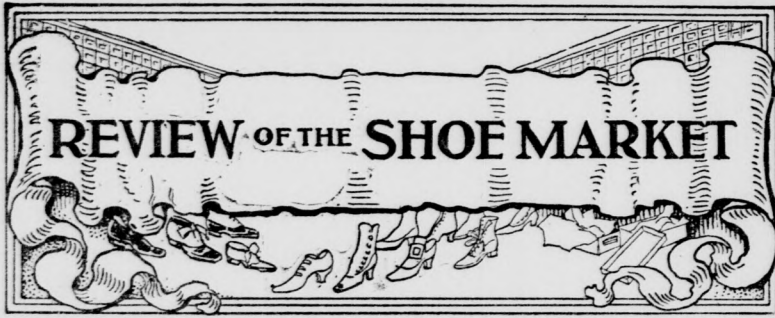
RED LABEL
\$9.50 per dozen,
to retail
\$1.15 each

BLACK LABEL
\$10.50 per dozen,
to retail
\$1.25 each

BLUE LABEL
\$12.50 per dozen
and up, to retail
\$1.50 each and up

Sold Nationally and will be so Nationally Advertised

HALL, HARTWELL & CO., *Makers of SLIDEWELL Collars*
TROY, N. Y.



Winning New Customers to the Shoe Store.

Written for the Tradesman.

This is the most practical problem facing the retail shoe dealer. What is its solution? How is he going to do it? If he isn't doing it, why not? A growing, going retail shoe business depends upon the solution of the problem of getting new customers. Old customers die, more out of the community, fall on evil days, and, in spite of all one can do to extend satisfactory service, a few of them will drift over to one's competitors; so the shoe dealer that isn't acquiring new customers continually, isn't even holding his own—he is losing ground. Failure is staring him in the face.

With the coming of the new fall season, and the natural demand for new and seasonable footwear occasioned thereby, exclusive shoe dealers and general storekeepers handling shoes, should make some definite, consistent and determined effort to win new patrons to the store. What is to be the nature of such efforts?

What particular form will they take at the beginning of the fall and winter season of 1916?

Footwear Fashion Display.

Many retail shoe dealers throughout the country have planned, or are now planning, their fall opening. Some of them deviated from the customary phraseology, and called these fall openings, "Footwear Fashion Displays," or something along the same line. And the new wording is obviously an improvement upon the much-used phrase, "Fall Opening." It seems to emphasize the idea of "fashion," and lifts the whole enterprise out of the commonplace by describing it as a "Display."

The success of the effort will be directly proportioned to the care with which it is worked up and the extent of its advertising. All new fall and winter stocks should be carefully arranged and attractively displayed, not only in the show-windows but also in such interior cases and cabinets as the dealer may have; and it should be well advertised in the newspapers.

Newspaper advertising may be supplemented by neatly printed invitations mailed out directly to old customers and prospective new ones. Needless to say the store should be spic-and-span and appropriately decorated. Any adequate decorative scheme seems to suggest the use of one or more fall flowers—of which there are numerous varieties, such as scarlet sage, asters, chrysanthemums—or autumn foliage. And a little music helps much. But anyhow there should be souvenirs for everybody visiting the store.

Your Fall Advertising.

But after all one's "Fall Opening" or "Autumnal Footwear Fashion Display" is but a beginning. This initial effort should be followed up by a continuous advertising campaign.

Advertising has often been called printed salesmanship, and this is perhaps about as good a description as any. If one is able to talk well—i. e. convincingly—about merchandise or any other matter, it would seem that he ought to be able to write convincingly. But this does not follow. You know there is many a merchant who is strong on salesmanship and always seems to know just what to say—who can really put it over when it comes to making sales—but for

some reason seems to make a poor job of it when it comes to writing a newspaper advertisement.

Good advertising for the retail shoe store presupposes a whole lot of things, and it isn't anything like as easy as it may appear at first glance. The truth of this statement is evidenced by the fact that there are a whole lot of small shoe dealers and general storekeepers throughout the country who are not altogether persuaded in their minds that advertising really pays. They have tried it—so they say, and believe—and they have had rather dubious results. They



"Brandau-Brand" Service Shoes FOR SHOP AND FARM

Manufactured by Brandau Shoe Co. - Detroit, Mich.



Attention Shoe Merchants of Western Michigan and Elsewhere

We invite you to be our guests at the West Michigan State Fair September 18-22. Your and your wife's fully paid admission is waiting for you at our office.

During this week we offer you a certain quantity of high quality shoes at a price that will give you a large, quick retail profit. We are not going into details as to what kind they are. Rest assured they are all live-wire sellers.

Though you live in Michigan, we know that you hail from the mythical region of Missouri and have to be shown. In this ad we are merely asking for a chance to show you, and we earnestly believe that if you visit us during Fair week you will be glad you came.

Rindge, Kalmbach, Logie Company

10 North Ionia Ave., just as you come up from the depot

GRAND RAPIDS, MICHIGAN



look upon it as a sort of gamble. Consequently their advertising ventures are tentative, spasmodic, and seldom accompanied by settled conviction that the thing they are doing is worth doing.

Continuous Advertising.

One's fall advertising should be merely a link in the chain of a continuous advertising effort, for it is only by continuous effort that the retail shoe dealer can gradually popularize his store and bring in a continuous stream of new patrons to take the places of those who are dropping out, and to increase, year by year, the number of customers and the net profits of the business.

And this naturally leads up to the idea, what is the purpose of shoe store advertising? In an address before the Iowa Retail Dealers' Association delivered by Mr. Verne C. Levine, of Chicago, I find this illuminating statement:

"Abolish the idea that each piece of advertising you put out must create immediate, direct sales. What it should do is to create a favorable impression, make friends and build up a patronage that will not only stick but grow. A series of advertisements that create confidence and good will is worth hundreds of dollars, but an advertisement that brings customers for one or more certain bargains cannot possibly produce lasting results." And further on in his speech he had this true word to say:

"Show me the advertising of any merchant who talks in his advertise-

ments to the public just like he talks to them in his store, and I will show you the advertising that is producing results. Show me the advertising of a merchant who never says anything in it that he would not say to a customer face to face and I will show you the advertising that is building trade. Show me the advertising of any store that consistently, month after month and year after year, tells the readers nothing but absolute facts, and I will show you an advertising appropriation that is paying big dividends, providing of course, that the advertising is laid out in an attractive manner, and is well illustrated and so worded that a child can understand it." Cid McKay.

One of the Signs.

Speaking at a banquet on the familiarity of certain signs, Congressman Thomas Sterling of South Dakota illustrated his remarks with the following story:

Some time since two hoboes crawled from the box car where they had been sleeping and slowly started to go over the handout route of the adjacent town.

"Say, Winston," remarked one of the precious pair, breaking the silence, "was you ever a married man?"

"Why, no, Mortimer," responded the other, with an expression of great surprise. "What makes you ask such a remarkable question?"

"Because," was the rejoinder, "you always sleep with your hands in your pockets."

Because they WILL SELL in YOUR STORE too—just as they have and are in many stores like yours, we show again

Two Leading Gotshall Styles



No. 201 1/2—Growing Girls Patent Lace, with PEARL KID Top. Goodyear Welt, D wide @ \$3.35

No. 202 1/4—Growing Girls Patent Lace with Black Goat Top. Goodyear Welt, D wide @ \$2.75

Clean Merchandise. Trade Winners.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Rouge Rex High Cuts

that stand the test

No. 469—12 inch Chocolate Kip, heavy nailed sole.... \$3.75

No. 430—12 inch black water-proof Kip, large nickel hooks and eyelets, heavy nailed sole 4.00



In Stock Awaiting Your Order



HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Michigan

The Ideal Shoe From a Dealer's Standpoint

H. B. HARD PAN SERVICE SHOE

There are also thousands of wearers who consider them ideal. They are the most satisfactory service shoes to wear and sell.

If you want to swell the "Net Profit" column and the "Satisfied Customer" sell H. B. Hard Pan Service Shoes

Every retailer knows that the more "steady customers" he can obtain the more solid his business will become. There is no shoe to-day whose construction requires such high grade material and such infinite care in the making as the H. B. HARD PAN Shoe.

All this care in the selection of material and in building the shoe is taken to the end that the finished product will give the utmost satisfaction to the wearer, and make him a "steady customer" for the retailer furnishing him the shoe.

Think what an agency for this line means to you in protection and profit.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.



The Business Man's Interest in Politics.

The great English writer, Fielding, once defined politics as the science of getting office. In that view, those having in hand great business interests naturally ought to have little to do with politics, but there is a better and broader definition of the term, and in that broader and better view, every business man should take a deep and active interest. Politics, in the true sense of the term, is the science of government, the science of political economy.

President Lincoln once characterized this as a government of the people, for the people, and by the people. Analyzed, the sentence contains two clauses which are surplusage, for the words, "by the people," cover the whole situation. If it is a government by the people, it follows that it is for the people, and when we deviate from that it is no longer a government by the people.

Being a government by the people it is the solemn duty of every one who aspires to be classed as a good citizen to make a careful study of every policy of government proposed, and to advocate or oppose, as he views the policy and the situation. It may never happen that all men will think alike on any one question, either of government, morals, or business, whether the question be one of great or of little moment, but when a man studies a question and acts up to the light and judgment he has he is acting in the line of good citizenship.

It is all too common to hear a man say, "Oh! I am not a politician, I do not take any interest in politics," or "I have no time to give to politics." Such expressions should never come from the lips of a business man—in fact, should not come from any citizen. Our very form of government, the genius of our institutions, is based on the great fundamental idea that every citizen shall take an active interest in politics in the broader and better definition of that term. It is right there that our present civil service law, as administered, is grossly wrong, working a dangerous precedent. By forbidding those in Government employ to think and act for themselves in regard to any proposed policy of government that may be before the people for determination, the law is building up a generation of citizens whose only interest in the Government is to continue drawing a salary. Those thus censored are denied by law the right accorded by the Constitution to every citizen. In fact the law compels them to forego and neglect a solemn duty they owe the country.

If a policy of government is proposed which a man believes would work to the injury of the country at large he should be left free to oppose it, and free to say to his neighbor that he opposes it, and to give the reasons for his opposition. Take, for an example, the question that a score of years ago agitated the whole country—the free coinage of silver. If a man in Government employ believed the policy was one that would benefit the masses of the people, as many of them did believe, his duty, as a good citizen, required him to advocate the policy, and if he failed to do so on all proper occasions, he failed, to that extent, in performing a solemn obligation as a citizen. Government ownership of public utilities is a question now before the people. It is a question on which, like that of the tariff, men may honestly differ in their judgment, but it is a question on which every citizen in or out of Government employ should think and act for himself. It is one of the anomalies of the present age that the right to think and act on questions of Government policy is divided by an iron and fast rule. If a man holds a cabinet position, or if he is one of the under secretaries, or is the head of an important Government Bureau, he is permitted to go through the country on a speech-making tour, to talk at dinner parties, to be interviewed by newspaper and magazine writers, or even write magazine articles himself, and for doing any or all of these things he is to be commended, but if a subordinate clerk, even though he may have as great mental capacity, and possess an even greater grasp of the subject than his superior, happens to give his views on the question to his neighbors he is at once a subject for dismissal from his employment.

Without reflecting on the present Secretary of the Treasury, it can be truthfully said that in the Treasury Department are a number of men holding subordinate positions, who from their long training, and the knowledge they have gathered, are as fully competent to discuss financial matters of the Government as the Secretary, yet their mouths are closed by the civil service rules, and the public are the losers by this suppression of the knowledge gathered by experience.

As stated, the broad proposition on which our Government is based, and on which its security and prosperity depends, is that every citizen should take an active interest in the politics of the Government. Especially is this true of every man engaged in business, having business interests larger

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMP AU' SQUARE

The convenient banks for out of town people. Located at the very center of the city Handy to the street cars—the interurbans—the hotels—the shopping district.

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

Combined Capital and Surplus.....	\$ 1,778,700.00
Combined Total Deposits.....	8,577,800.00
Combined Total Resources.....	11,503,300.00

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

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or small at stake. The welfare of the country is dependent upon the prosperity and growth of its business interests, its industrial establishments. Few laws are proposed, and still fewer enacted that do not, in some way, affect business.

There is in the country a class of unthinking voters, and another whose votes are a matter of barter and sale. Neither of these two classes can be called good citizens. It is on them the demagogue works. He sways the unthinking voter by various methods; he buys the other. The number of the two combined is very large, and form a very dangerous element, an element which threatens the security of business.

The growth of socialism is largely due to the fact that the business interests of the country take no active steps to check it. Business men complain of oppressive, and what they have every reason to call, unjust laws. Every law of that kind found its way to the statute books through the neglect of those whose interests were at stake. Had organized labor shown the same lukewarmness, the same lack of interest, not one of the great measures in their behalf would have been enacted by Congress or by state legislatures. Organized labor can find time to think about, and to take an active interest in politics, especially such as will affect its cause, while those whose money operates, and whose brains direct great business and industrial enterprise, may think, but they do not act.

It is true that when a measure is proposed every member of Congress should regard it from a National point of view, view it as to its general effect on the country at large, but in the main he does not so view it. He looks as to its effect on the voters, especially those of his own district, that is, the voters who go to the polls and cast their ballots. He does not care for the stay-at-home voter, he has no interest in him, but rightfully regards him as not entitled to any particular consideration. I have been in large department stores and seen in plain view of the shopper many placards reading: "If you do not see what you want, ask for it." Organized labor has acted on that principle. It has not hesitated to ask for what it wanted. It asks for it before and after the election. But business men are too much occupied to ask, or to oppose, before election, what organized labor or others may ask detrimental to business.

The House of Representatives is composed of 435 members, all estimable gentlemen, no doubt, in their own communities, but fully one-fourth of them are not of the mental measure out of which National legislators ought to be made. They lack the

ability to grasp great questions of public policy and deal with them. They are swayed in their votes by party considerations, by local prejudices, or by some narrow mental crotchet. Many of them would not be holding a seat in the House had the business men of their district looked carefully to their own interests.

During the last quarter of a century the business of the country has been met with oppressive laws of one kind or another, until state legislatures and the Congress have reached a point where they believe they are doing God's service by finding some way in which to hamper business interests. Take as an illustration the Keating bill proposing to regulate child labor in factories and mines. The danger in it lies in the fact that it is an attempt on the part of Congress to stretch its authority over the methods and processes of production, a thing the Constitution never intended.

By modern construction our Constitution is even more elastic than charity. When first adopted it was supposed to be a fast and iron rule by which Congress should be governed. That body was given the power to do certain things, and forbidden to do others. It contains a clause that Congress shall have the sole power to regulate commerce between the states—a clause intended to do one thing only, that is prevent one state from legislating against the production of another state. It is now attempted to make that clause govern the methods and processes of production, not of commerce between the states.

Issues are settled or become obsolete; new issues arise as the country grows, as its interests change, and they should be carefully studied by every citizen whether in business or out. Not every measure proposed in Congress becomes an issue, but the great underlying principles remain. To-day the tariff may be the leading question, to-morrow it may be currency reform or the Government finances, conservation, leasing of public lands, merchant marine, some new demand of organized labor. They all enter into the politics of the country, and the business man, as a good citizen, even though his personal interests are not at stake, should form his own judgment on each question as it arises, and having formed his judgment, take an active interest among his fellows.

Mr. Wilson in his volume on Congressional Government, written before he became President, draws numerous comparisons between the British Parliament and the American Congress, all to the exaltation of the Parliament and the depreciation of the Congress. He fails, however, to tell his readers why it is that no freak

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bills are ever introduced in the Parliament, and why the American Congress is annually deluged with them. It does not require more than a cursory study to reach an understanding of the difference between the two bodies.

In the American Congress the number of members who have had large business experience is very limited, while the number who have an ambition to make themselves notorious by introducing and advocating extreme and impracticable measures is all too large. In some sections of the country the pathway to political preferment runs along the line of railing at "the Interests," talking about "predatory wealth," "trusts," etc. What the country needs most at this time is more business men in Congress, more business men in state legislatures, more business men taking an active part in politics, and more business men at the polls on election day.

W. H. S.

One Way To Combat Catalogue House Trade.

Cadillac, Sept. 19.—In these days of keen competition and soaring prices on the necessities of life, there is a decided tendency on the part of consumers generally to "try out" a catalogue house in the hope of reducing their living cost.

As a matter of fairness to every man, we must concede the fact that the consumer is doing what he believes to be to his own advantage if by patronizing the catalogue house he saves even 1 per cent. on his living expenses and he rarely goes into the broader feature of the deal by considering the injury to his community in sending the profit on his purchases to some other city.

We must, however, admit that the catalogue house people have as good a right to go after the business as the local dealer. For this reason we have no moral right to legislate, tax, license or in any other way shut off their privileges, so long as they are doing business fairly, furnishing the goods they advertise, giving value for value received, selling their goods at a sufficient margin of profit to enable them to keep out of bankruptcy. Their managers are human and are living under the glorious Stars and Stripes and are, no doubt, complying with the conditions set forth in the Constitution of the United States as closely as most men in business. If this be true, how, then, are we to prevent the death rate which is so much greater among the small retail stores than among the catalogue houses?

1. Among the curable diseases from which retail stores are suffering is the credit evil or, rather, the methods employed in extending credit without first having proper knowledge of the willingness of the credit customer to pay. The catalogue house gets cash a considerable time before the order is delivered, and although the characteristic that prompts the merchant to extend loose credit is a very human element and indicates confidence, still the practice is very unbusinesslike.

2. Methods employed by the catalogue house could be profitably employed by smaller stores because it does not do much good to criticize a competitor, but it does good to tell about the goods you have to sell. If once telling does not produce the desired results, tell it again. A good thing always stands repeating. Practise what you preach. Buy at home yourself if you expect the other fellow to do so, for, after all, most men are loyal to their own families, friends and home. They are loyal to their own business, but they sometimes forget their loyalty to their own community for the simple reason that a

letter somewhat after the style of the following may await him after a hard days work when his mind and body is tired of the humdrum of everyday duties, when a touch of human kindness if only expressed in a letter does much to rest the tired man:

Blank, Sept. 18, 1916.

Mr. J. J. Blank
Gleneden

My dear Mr. Blank: We are very much interested in the condition of the growing crops throughout the country, as the success of our business depends on the success of the tiller of the soil very largely. For this reason we would be greatly pleased to have a letter from you as to the prospects of a good crop in your locality and particularly your own place. We also hope to have the privilege of helping add to the profit which you may realize from your crops by saving you some money on such goods as you may need during the season and we are taking the privilege of sending under separate cover one of our latest bulletins showing many articles of common use prices on which we confidently believe will appeal to you.

We will appreciate a letter from you and enclose herewith envelope for your convenience.

Wishing you the greatest success we are

Yours very truly
Catalogue & Co.

This method of advertising will do more to keep trade at home than all the argument you can produce to prove the superior quality of your goods as well as knocking the catalogue house.

There is one difficulty that is hard to overcome and that is the inability of the average small merchant to give the time necessary in writing letters to his customers, but there is no reason why any town over 3,000 population cannot employ a secretary of the merchants association who will be in a position to devote all his time to credit rating collections and mailing all such letters as the members cared to send to the names on their list.

J. M. Bothwell.

Territory Conquered in Two Years of War.

By the Allies.

Europe 700 square miles.
Asia 52,000 square miles.
The Pacific 96,000 square miles.
Arica 600,000 square miles.

Allies gain 748,700 square miles.

By the Teutons.

Belgium 11,000 square miles.
France 9,000 square miles.
Russia 80,000 square miles.
Balkans 25,000 square miles.

Teutons gain ... 125,000 square miles.

It will be noted by this compilation that the Allies have gained six times as much territory as the Teutons—and will hold it all. The territory gained by the Teutons is gradually being wrested from them and will all be restored to the countries from which it was taken before the close of the war.

Forget It.

Forget it, my dear boy, forget it;
That's the very best thing U can do
It will do you no good to remember
All the mean things that are said about
U.

This life is too short to get even,
For every mean act that you know,
So forget it, my dear boy, forget it;
Forget it, and just let it go.

Many good men have been ruined,
And many good, pure women, too,
By some knocker starting a rumor,
And not a word of it true,
So if you hear some fellow knocking
A man or a woman's good name,
You can bet it's a lie, so forget it;
And never repeat it again.

Investment Buying

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

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

Allen G. Thurman & Co.

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

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As Administrator or Executor insures a
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OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

AUTOMOBILES AND ACCESSORIES

Plan Uniformity of Traffic Laws.

National regulation of the traffic problem is to be, it is expected, an early outcome of work now being done by the Safety First Federation of America, in which Detroit has been an example for other cities of the country in the regulation of traffic.

The street traffic committee of the federation, composed of experts from over all the United States, has spent eighteen months in studying the problem and in arranging a code, has covered even the smallest details, from the carrying of a license to the regulation of lights, the prohibition of whistles, questions of noise and smoke, and details of what is necessary in case of accident. Every possibility is covered in conservative clauses that are comprehensive.

One notable item of the code having to do with speed states that "no person shall operate a motor vehicle in a reckless or careless manner, and shall have proper regard for the width, traffic and use of the thoroughfare, so as not to endanger the life or limb or the property of any person.

"No vehicle shall cross any street or make any turn at a rate of speed exceeding one-half the legal rate of speed."

The code contains instructions about right of way, also instructions to pedestrians, how to drive slow-moving vehicles, and innumerable other instructions, including those for safety in street traffic, a standard code of traffic regulations for general adoption by municipalities, the latter compiled by Police Commissioner John Gillespie of Detroit, with the assistance of State and city officials, automobile clubs, transportation and street railway companies in sixty-five cities of the United States of America, and many others.

One notable feature of the code has to do with the controlling of headlight glare. This is approved by the Society of Automobile Engineers, and indorsed by the street traffic committee of the Safety First federation. Many cities have adopted it. The regulation provides that where there is not sufficient light within the limits of the highway location clearly to reveal all persons, vehicles or substantial objects, within the limits for a distance of at least 150 feet, the headlights of all motor vehicles in motion shall give sufficient light to reveal any person, vehicle or substantial object on the road straight ahead of such motor vehicles for a distance of at least 150 feet.

The headlights shall be so arranged

that no portion of the beam of reflected light when measured seventy-five feet or more ahead of the lamp shall be above forty-two inches from the level surface on which the vehicle stands.

Such headlights shall also give sufficient side illumination to indicate any person ten feet to the side.

The adoption of the standard code with the view to securing uniformity in traffic regulation is expected to be of help to the authorities in many cities which have been slow to recognize the importance of the safety first movement, and to bring to these cities the experience of the more progressive municipalities.

The code will serve to afford a means of instructing all drivers and visitors, as well as residents, in the simple rules of safety. By the adoption of this standard code substantially in the form as approved in all of the larger cities, automobile touring through the country will have no excuse for violating traffic rules.

In the code pamphlet is contained an accident report form adopted by the police department of New York on the suggestion of the Safety First society of New York. This form has been approved by the street traffic committee of the Safety First Federation of America.

There is also provided a uniform code of signals to be adopted by local legislative bodies for use in the regulation of traffic. The standard code of traffic signals and a uniform system of signs, semaphores and the like will be presented for approval at the second annual convention of the federation, to be held in Baltimore, December 7-8-9.—Detroit Free Press.

Service.

Too often an attempt to remedy some slight defect or disorder in your car only results in making matters worse—that is, if you are not an experienced mechanic.

Remember this, the man who sold you your car is ready and willing to render you service. In fact, not one-half of the automobile owners of today appreciate the extent to which service is rendered; often it is given free, sometimes at a slight cost.

Tinkering around your car is an expensive pastime, after all, so if something goes wrong take advantage of the service that is offered you by the company that sold you the car.

Fixing an automobile yourself is like curing a bad cold. Every one offers advice—but nine times out of ten it is detrimental instead of beneficial. It takes an experienced man to work intelligently in any individual

line. The automobile line is no exception.

With the onward march of civilization more opportunities arise for men to make fools of themselves.

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Runabouts \$65-\$350 Touring Cars \$150 and up
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United Trucks are the best business and profit builders a dealer can secure. They are standardized in construction and are capable of performing beyond the requirements usually made on similarly rated trucks as to capacity and endurance.

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

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Use Half as Much
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FOR GOODNESS SAKE
BUY
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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.

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

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We have an interesting proposition to make to dealers.

Carbide Sealer Cures Punctures While You Ride

Guaranteed to instantly and permanently seal any puncture up to 20d nail, will stop slow leaks, prevent flat tires and rim cuts from that cause; will not freeze, gum, dry out or get hard in tube, will not injure rubber or cloth, will outlast tube and reduce tire cost. Not a filler, easy to apply, one gallon will treat four 4 inch tires.

Retails at \$3 the gallon, \$1.50 the tire when put in tube at garage, 100% to dealers and garages.

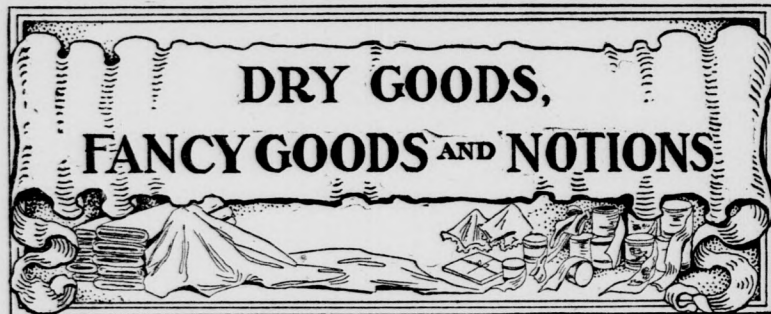
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It is the best oil for the high grade car, and the best oil for the cheapest car. Write for prices and particulars.

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Grand Rapids, Michigan



Story of a Dry Goods Dealer's Romance.

Chapter VIII.

Written for the Tradesman.

While Elsworth Seaton Moore, with an injured-innocence air, was imparting to the police official such information about himself and his mission as the latter desired and the former saw fit to divulge, the Hopple street taxi drew up and a superior officer stepped out. It was none other than Warren Fagley, Centerville's Chief of Police. When this person leveled a glance at Elsworth Seaton Moore, he looked again to make sure he was seeing straight. Moore was smiling, but the Chief was visibly got.

"Hello, Mr. Moore! I'm surprised to see you! I thought you were somebody else," stated the Chief, making a rather lame attempt to conceal his disappointment.

"Oh that's all right Chief," chipped Elsworth Moore; "you haven't anything on me. Your man here bowled me over for a second or two." And he shot a good-humored glance at the nonplussed officer of the wheel. To an unprejudiced bystander it must have occurred that Elsworth Seaton Moore was either scot free of conscious wrong-doing or a suave and expert criminal.

"Is this the car I told you to overhaul?" said the chief, addressing his subordinate.

"Yes sir, this is th' car," he returned.

"You're sure?"

"Yes, Chief." And the Chief walked around and glanced at the number.

"You came out Hopple street, did you not?" This to Elsworth Seaton Moore.

"I did; and I fear I was almost exceeding the speed-limit, was I not?" he queried.

"Almost?" exclaimed Chief Fagley with a grin; "I rather opine so! Say, Moore, did you doze off and dream you were in Los Angeles?" Whereupon they all laughed.

"By the way," he asked, "who was the little lady in black?"

"Mrs. William Ernst Richardson," replied Elsworth Moore, returning the Chief's level glance.

"Lives at Brighton and Pell Place, does she not?" asked the Chief.

"Yes."

"Do you know her well?"

"Never saw her in my life until this afternoon."

"And how did she happen to be with you in your car?" asked the Chief.

"At Fifth and Vine," stated Elsworth Moore, "she was waiting for her car—or was it a taxi? Maybe either, or the first that might happen

along. But neither seemed to come; or so it seemed to her—as the little lady for some reason—the Lord knows why—was anxious to get home as quickly as possible. It was just a case of nerves I fancy, although I believe she did say something about a premonition that all wasn't well at home, or something to that effect. Along I came just at the moment when her nerves were at their worst, I suppose; and, while waiting for the traffic officer to signal me, I noticed the pallor of the little woman in black; and the mute appeal in her ladyship's eyes. Well, to make it brief, she quickly gave me to understand that I would greatly oblige her by giving her a lift out to her home. And I fell for it, Chief. What's all this ado about?"

"We have reason for suspecting," asserted the Chief, "that your recent acquaintance—this Mrs. Ernst Richardson of Pell Place, is either harboring a certain party we should like very much to get hold of, or that she knows where he is. We are positive of one thing: that a woman answering her description has been seen in his company more than once during the last two or three days; and we think—or felt that we had grounds for thinking—that she is 'the woman in the case.' But it was not until just after noon to-day that one of our plain-clothes men got a clue. It led to the residence at Pell and Brighton. Lieutenant Renfrew and a couple of plain-clothes men are up there now seeing what they can learn; but when I saw your car scorching up the avenue, I made sure I was goin' to beat 'em to it. It sort o' put the crimps in me when I saw who I had. Well, so-long Mr. Moore! And, by the way," he added, in an undertone, "don't let out quite so much speed, or somebody might report you."

As Elsworth Seaton Moore drove leisurely back down town, his mind was busily occupied trying to clear up several matters.

First, who was the person the Chief wanted so badly? And why? What had he done? Why hadn't Chief Fagley said? And why in the name of all the simplicities hadn't he asked the Chief point blank? Oh well, he would doubtless know in due time. Maybe the evening papers would recite the story of the misdemeanor or crime, or whatever it was, and tell about the latest clue upon which the police were at work. It was generally that way in the Centerville dailies. If not, he could get Lenier to find out for him. Lenier was good at such things, having been a newspaper man. Clearly it was stupid of him to speculate further on

who the man of mystery was. In the next place, what did Mrs. William Ernst Richardson know about him, if anything? Surely the Chief had gotten the wrong steek. For the life of him, Elsworth Seaton Moore couldn't think of her having guilty

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Don't Despise the Drinking Man—Help Him

Don't kick a man because he is drunk. Help him. Surely every man is worth saving. Drop us a line and let us tell you how we can aid him. Address The Keeley Institute.

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

CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
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Grand Rapids Store Fixture Co., Inc.

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

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

Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

Get acquainted with the Yellow Page Specials in each issue of "Our Drummer." They will help you pull trade to your store.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



The Wilson Hose Supporter For Children

Is said to be endorsed by Physicians, State Boards of Health and Health Research Institutions. It is made with a cord that permits the elastics to slide with each movement of the body. Sizes are from 2 to 14 years. Price per dozen \$2.00.

Try our Notions and Fancy Goods Department for dependable merchandise. If an article is worth having we aim to carry it in stock.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

20-22 Commerce Ave. - Grand Rapids, Mich.

knowledge of a criminal. "Shielding a criminal!" he exclaimed, half audibly; "I don't believe it!" But then he quickly recalled that good women and fair had often done the like, and doubtless would to the end of the chapter.

Ah well, one thing was sure: he had enjoyed a thrill the like of which he hadn't known for many a long day. He had volunteered to help a fair lady in her time of need; and in so doing had unwittingly drawn towards himself the "strong arm of the law." He hadn't been openly charged with aiding and abetting a fugitive from justice; but he had definitely experienced the fascination of being under police espionage for a few minutes, and he had narrowly escaped being reported for overt violation of the speed law. And, all in all, he had enjoyed himself hugely. But continually, and in spite of himself, he kept wondering about "the little lady in black," as he preferred to think of Mrs. William Ernst Richardson. Where had he seen Mrs. Richardson before? Or had he ever seen her before? If not, surely at some time, somewhere, he had seen her double; or at all events, someone strangely like her.

On his desk in the little mezzanine office Mr. Moore found a batch of matter awaiting his attention—memos from department heads, correspondence to look over and signed, and a fresh bunch of mail including letters, advertising circulars, trade papers and what not. Here was a whole afternoon's work to be compressed into the compass of an hour and a half. With coat off, sleeves rolled up, and his mind concentrated on the work before him, Elsworth Seaton Moore was oblivious to all else, when his stenographer entered his private office and handed him a note saying the boy was waiting for a reply. It's contents were rather mystifying.

"My dear Mr. Moore," it read, "May I presume on your kindness for an additional favor? I am loath to ask it of you, knowing that you are a very busy man, but it means—oh so much to me, and to some one who is related to me by the strongest of ties. I would 'phone you about it, only the house is being closely watched, and I am sure they are also listening-in on the wire. This note seems safest.

"This is my request: Will you go to-night in your automobile to the old Tucker House on Bond Hill—the property recently acquired by the city for park purposes—arriving there promptly at 8:30? A heavily veiled young lady—my own dear little sister—will meet you and give you further information as to how you can serve us in our time of need.

"Please answer by messenger; also make sure your gasoline tank is well supplied before starting.

Yours confidingly,

Mrs. William Ernst Richardson."

Mr. Moore hastily scribbled a note to the effect that he would most gladly comply with her request, and sent it to the little lady in black.

Charles L. Garrison.

A man isn't necessarily attached to a baby carriage because he follows it.

Stop Premium Giving With Articles of Food.

Kalamazoo, Sept. 18.—I am wondering where the editor of the Tradesman stands on the proposed action of the National Wholesale Grocers Association to secure the enactment of laws prohibiting the giving of prizes with articles of food. That would hit James S. Kirk & Co. pretty hard, because it would force that house to stop giving away spoons with soap, which I have never believed was the right thing for such a house to do. Can you kindly preach us a little sermon on this text? Retail Grocer.

Where the Tradesman Stands.

Grand Rapids, Sept. 19.—In reply to your letter, I beg leave to state that the action of the National Wholesale Grocers' Association in instructing its attorney to prepare a model draft of a law to be enacted by the different states prohibiting trading stamps, coupons, premiums and prizes in connection with the sale of food products and household necessities meets my hearty approval, because I believe extraneous inducements of that kind are not proper methods for the manufacturer and distributor of food products to employ. I believe the manufacturer of food products or the jobber of groceries should be a manufacturer and distributor of the goods he actually makes or which he handles within his legitimate province. The attempt to increase the volume of business by resort to chromos, prizes, jewelry or china is, in my opinion, educating the consumer along wrong lines, because it takes him away from the great question of quality and influences him to buy goods, not for the sake of their inherent worth, but for the sake of getting a rug or a clock or a teaspoon.

The house of James S. Kirk & Co. has been in business now for two or three generations. It came into existence as a manufacturer of soap. So long as it confines its business to the manufacture and distribution of soap and allied products, it is conducting its business along legitimate channels, but when it offers a teaspoon or a rug or a chromo as an inducement to purchase soap, it is, in my opinion, departing from the broad path of good merchandizing and good manufacturing. It may say, of course, that it feels compelled to do this to enable it to compete with other manufacturers in its line of business—and there may be some measure of justice in this claim—but if the statute proposed by the National Wholesale Grocers' Association is enacted into law by every state, this excrescence on merchandising will be entirely eliminated throughout the country, so that all manufacturers will be on the same basis. As a matter of fact, we have had a law of this kind on the statute books of Michigan for four years, but it has not yet been thoroughly enforced because Sperry & Hutchinson are putting up a sturdy fight to destroy it. They first went to the United States Circuit Court of Appeals at Cincinnati and asked for a mandamus to restrain the Attorney General from enforcing the law. That tribunal refused to consider the matter, on the ground that every state has the sole right to enact laws of this kind and that the only tribunal to which appeal could properly be made is the State Supreme Court. The legality of the law is now before the Michigan Supreme Court. It was argued in February and numerous briefs were submitted on both sides. The decision is in the hands of Judge Bird and I am expecting a favorable decision this month. There cannot be anything but a favorable decision, as it looks to me, in the light of recent decisions of the United States Supreme Court in the Oregon and Florida cases. Of course, you are familiar with these decisions. If you are not, I suggest you write the Michigan Tradesman for a copy.

Regarding mail order competition, I beg leave to state that I believe that is going to be effectually restricted by proper legislation which will probably be fathered by the National Wholesale Grocers' Association. As an active associate of retail grocers for forty-five years and the editor of a trade journal for thirty-three years, I realize the seriousness of this situation and the necessity of curtailing it to the greatest possible extent. I feel toward mail order competition about the same as I do about premium giving and coupon distribution—they are excrescences which have no right to exist in a country which is composed of intelligent American people. They both appeal to the credulity of the people. They have no foundation basis on the solid rock of good business and in due course of time they must stand up before the tribunal of public opinion and continue or fail, according as their merits justify. E. A. Stowe.

DOUBLE YOUR MONEY

Put in a line of

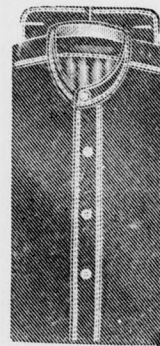
PILLOWS

Get this Leader Assortment:

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

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

Grand Rapids Bedding Co.
Grand Rapids, Mich.



HALLMARK SHIRTS

"The Line With the Quality Kept Up"

Exclusive and distinctive fast color patterns standard in Quality, Fabric and Workmanship. Nationally advertised and backed by the above mentioned facts is creating an ever increasing demand. We are offering a large assortment from which to select.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

**THE MEANING OF A MEDAL
THE JOY OF BEING USEFUL**



THE SEAMAN MEDAL



THE SEAMAN MEDAL

"It can be safely asserted that The Diamond Match Co., more than any one person or interest, has been responsible for the great improvements made in the match industry during the past few years—the elimination of occupational disease from the factories and the promotion of safety in the home." Extract from Special Bulletin of the American Museum of Safety, announcing the presentation to The Diamond Match Co. of the Louis Livingston Seaman Gold Medal.

Our aim is to produce matches that are the last word in quality and safety

Safe to Make—Safe to Use—Safe to Sell—and Safe to Recommend

THE DIAMOND MATCH COMPANY



"The End of Fire Waste"

COMPLETE APPROVED

Automatic Sprinkler Systems

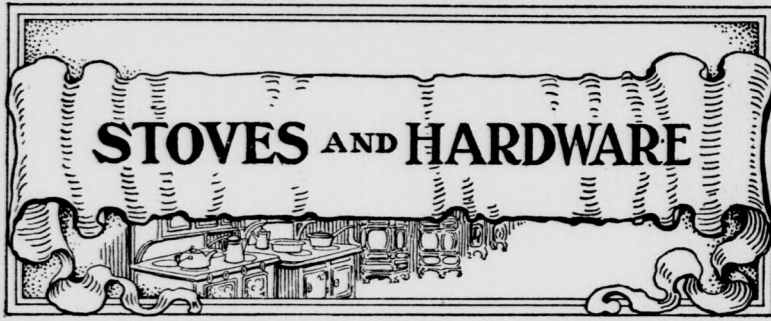
Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich.
115 Campau Ave.

Estimates Free

Detroit, Mich.
909 Hammond Bldg.



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.

Demonstrations As a Help to Stove Sales.

Written for the Tradesman.

Most of all, the buyer is interested in results. He likes to see what the article he is purchasing will do for him in return for the money he lays out. Price is an interesting subject, of course, but whether or not a price is fair, depends upon the value given in return for it.

For this reason, a demonstration is the most convincing help to the stove salesman in his work. A demonstration shows the customer just what he can expect; what he may look for a range to do for him when it is properly and intelligently handled. More than that, a demonstration by showing him how the range operates, will lead him to handle it intelligently after it is purchased, and thereby will obviate complaints and ensure satisfaction.

Then, too, the demonstration draws the crowd; and it particularly interests women customers.

In one small city, a hardware concern reports very profitable and satisfactory results from demonstrations. This firm sets aside a week each year in which stoves receive attention practically to the exclusion of all other considerations. To some dealers this policy may seem extreme; but stove sales amounting to several thousand dollars a year—a very good showing in a small town—have been built up.

The demonstration is almost a big social affair. Cooking of all kind is done right in the store, the working of the range being explained by a skilled demonstrator. A portion of the floor adjoining the stove department is set aside for a lunch room, tables being set with immaculate linen, and coffee, biscuits, cakes, cookies, bread and other refreshments cooked in the store being served to visitors. These demonstrations attract country people for miles around.

Incidentally, this firm has always featured its repair and storage department, in which stoves are cared for and overhauled in the summer months. As a rule, several hundred stoves are warehoused and overhauled in the summer, and set up for the owners in the fall. This department keeps the merchant in touch with stove owners; and every old stove brought in points the way to a new stove prospect.

Often the demonstration is linked up successfully with a contest feature of some sort. In one small community a combined demonstration and drawing is held. The owner tells me that on one occasion upwards of 2,500 people were in the crowd in front of the store when the drawing of the prize number took place. Such an event needs to be liberally advertised, but, particularly in a small place, it attracts a lot of attention.

Where the range demonstration is an annual event, preparations should be made long beforehand. A firm I know of makes a veritable campaign of the event. A month ahead of time, tickets are distributed; the customer gets a numbered stub and the corresponding number is placed in a sealed box with a slot. Two weeks before the demonstration a range is placed in the show window with cards announcing that it is the prize which goes to the holder of the lucky number. Coincidentally and continuously newspaper advertising is carried on, featuring the coming event.

The demonstration is continued for a week. Coffee, biscuits and other refreshments are cooked and served to visitors and the salespeople have every opportunity to get in touch with customers and explain the goods. On the day of the actual drawing of the "lucky number," the prize stove is taken out in the open in a wagon and fired up. A stove in operation in the open without a flue connection is a novel advertising stunt that interests a lot of people, and gives opportunity to explain and elucidate the workings of the stove.

Finally, the wagon is driven underneath a large advertising banner which spans the street in front of the store. The box containing the tickets is placed on the wagon; a disinterested citizen is invited from the crowd to draw a ticket from the box; and the winning number is announced. The customer holding the duplicate number is awarded the stove.

Another stunt is to offer prizes for the best biscuits cooked on a "—" range purchased from your store. Sometimes small prizes are offered for a variety of cooking, and a sort of small-sized cooking fair is held in the store. Incidentally, the stove is demonstrated and explained, and refreshments distributed. Often these demonstrations develop into large-sized enterprises. One Western retailer states that on one occasion coffee and biscuits were served to 2,600 people during an exhibit.

It is not alone the cooking value of ranges that the hardwareman can demonstrate to advantage. A hardware dealer in the Canadian West

some years ago demonstrated fuel consumption. At 9 o'clock at night twenty pounds of Edmonton coal were placed in the fire pot of a range. The stove was sealed and opened at 9 o'clock the following morning when a fine fire was still burning. To show that the heat had not abated, a breakfast was cooked on the twelve-hour fire. In addition to the actual witnesses of the demonstration, who were quite numerous, the affair was advertised through "reading notices" in the local papers. It was something out of the ordinary run of demonstrations, and for that reason attracted all the more notice.

A small city hardware firm combines the stove demonstration with demonstrations of other lines, holding semi-annual demonstration weeks in both spring and fall. On one occasion five demonstrations were conducted simultaneously, the lines featured being house paint, interior finishing, prepared roofing, wire fencing and gas ranges. Thousands of people visited the store. Of course, such an event would demand considerable floor space.

Another firm in a town of 10,000 runs a demonstration covering an entire week. The firm advertised heavily, using two-thirds of a page daily in the local papers. Here are a few quotations from their advertising talks:

Come, If You Intend to Buy or Not.

Education lies in knowing things. Know why the oven of the range is

Want Shipping Clerk

who understands Hardware and Supplies—must have experience.

VAN DERVOORT HARDWARE CO.
LANSING, MICH.

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

REYNOLDS

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

SHINGLES

Reduces Fire Insurance Rates

Will Not Ignite from Flying Sparks or Brands,

Sold by All Lumber Dealers

H. M. Reynolds Asphalt Shingle Co.

"Originators of the Asphalt Shingle"
Grand Rapids, Mich.

Johnson Paint Company

"Quality" Paint Manufacturers
The Prompt Shippers
Get Our Dealers Proposition

BIG RAPIDS, MICHIGAN

TAKING INVENTORY

Ask about our way

BARLOW BROS. Grand Rapids, Mich.

Holland Ladder & Mfg. Co.

Holland, Mich.

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

EVEREADY

FLASHLIGHTS

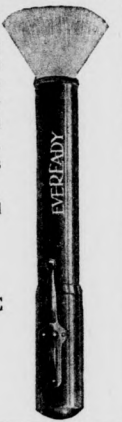
are made in 75 styles, among which your customers are bound to find some that just meet their needs. Vest pocket lights, tubular pocket lights, home lamps, hand search-lights, fountain pen lights, guest candles and flashlight clocks are just a few of the many kinds.

The EVEREADY Line is a real profit maker.

LET US TELL YOU MORE ABOUT IT

C. J. LITSCHER ELECTRIC COMPANY

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



Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

heated—how the top is heated—why the “—” uses so little fuel. Know how a range is made inside and outside. This education may serve you in the future. Don't overlook a chance to be shown things by one who knows. Come.

Which Shall It Be?

Do you intend to continue laboring, burning valuable fuel and destroying high-priced food with that old worn-out cook stove?

You know that old stove eats up a lot of fuel each year.

You know you have trouble in getting it to bake just right, in fact you spoil a batch of bread every once in a while. You know it costs a lot for yearly repairs.

Stop, think, figure!

Wouldn't it pay you to buy a good range—a range with a reputation?

There are many dealers who do not believe in demonstrations. Others make them a regular item of each year's stove selling, and declare that they are profitable. Here, as in many other items of store practice upon which opinion is divided, the matter is really one to be decided by individual judgment based upon local conditions, and established store policy. The merchant who doesn't believe in demonstrations as an aid to stove selling won't succeed with a demonstration until he builds on a foundation of belief, or, at least, of hope.

If you demonstrate, plan your demonstration carefully. It is better to have a two days' demonstration carefully planned but not too elaborately staged, than to plunge heedlessly into a big affair without knowing just where you are likely to come out. Advertising is essential. You must get the customers to visit your store. Having done that, show them what you have to offer. Do not attempt too much the first time, or incur too heavy an expense. A demonstration is not a miracle working device; it is—or should be—just plain business.

William Edward Park.

Pickings Picked Up in the Windy City.

Chicago, Sept. 18—Chicago still does its voting in the old way by using such places as barber shops, candy stores and school houses as polling places. This does away with portable houses being put up each election. The regular tenant receives about \$5 per day.

Robbers at large again. The Standard Tobacco Co., 223 West 61st street, was entered last Sunday night. About \$1,000 worth of stock was carried away. Dutch Master cigars were very popular, nine hundred being taken. That's a few the writer don't have to sell.

Chicago has put in service five women flirt catchers, known as the flirt squad. Their instructions are to let the masher flirt with them and then make the arrest. The police department think in this way they can stop the street flirting, so be careful of the “copperettes.”

One of the oldest cigar merchants in Chicago is Henry E. Ackerberg, located at 187 West Madison street. Mr. Ackerberg has been established since 1880 and during all these years has never felt the hard times or falling off in business. He caters to some of the best people in Chicago, keeping in stock at all times the very finest grade of cigars. His place of business is the headquarters for the cigar and tobacco men and to them it is the

same as the Bankers' Club. Any lover of good cigars can always find his brand at this store.

The New Elks Temple being built on Washington street, between La Salle and Fifth avenue, is going to be a beauty when finished. It will be fourteen stories in height. The lower floors will be rented for stores. The upper floors will be used as lodge, club, grill and parlors.

Primaries in Chicago are now a thing of the past. Both the Republicans and Democrats have weeded themselves down to one man for each office, each side claiming victory at the coming election in November. To hear both sides talk, there is no use in having an election, because they are both going to be elected. From the way the taxpayers' money is being spent for registration days primary days and election days, the writer thinks that it is about time for the commission form of government to have its day.

The Detroit Tigers keep Detroit on the map in this village. All one can hear around this man's town is that Detroit ought to lose a couple of games, so the Sox will have a better chance to get the pennant. The writer doesn't think so.

A warning to ford car drivers: No more bluffing the speed cop as to how fast you were driving. At the Chicago speedway last Sunday, ford cars made from sixty to seventy miles per hour, so look out, you owners of tin lizzies and don't let the other fellow tell you your car won't go fast.

Anyone can tell that fall is near by the way the writings from the different scribes are increasing in length in the Tradesman. If it keeps on getting colder, the editor will have to run a newspaper.

More improvements are coming. The Illinois Central has turned over to the city of Chicago plans for their new passenger station, which they say will be the finest in the world. The plans call for a steel and granite structure, 400 x 700 feet. Train shed, 140 feet long and covering forty tracks. All suburban service when station is finished will be handled by electricity. The cost, as reported, will reach many million of dollars. There will be two levels of tracks. The lower level will be seven feet below the present lake line. The main entrance will be from Michigan boulevard, from the south side of Twelfth street. There is a suggestion to the plan to make such an entrance acceptable, so that a mammoth hotel can be built with a direct entrance to the station. The land now owned by the railroad from the South side of Twelfth street north will be turned over to the city as part of Grant Park.

Chicago has about 400 Chinese who vote. These men were born in America. Some of the candidates did not go after these votes, not knowing that the Chinese had a right to vote. On receiving this information they are after the Chinese vote with all kinds of arguments, but from what the writer can learn every Chinaman votes the Republican ticket.

The city traction and subway commission is soon to report to the City Council recommending that the elevated and surface lines be merged under single management. It is said that its recommendations also will include one fare and universal transfers. The elevated tracks are to be used for express service while local traffic will be confined to the surface. Plans for extensions of the existing surface lines and for the construction of new routes probably will be confined chiefly to cross-town lines. Traction funds now available total approximately \$18,000,000, and by the time the subways can be actually put under construction should be about \$25,000,000. The commission does not recommend an elaborate system of subways for the present.

One of the leaders of men closely identified with the substantial history

of Chicago, John A. King, for many years prominent in finance and politics, died Sept. 12 at his home, 431 South Asland avenue, in his 83rd year. Mr. King was born on a farm near De Witt, N. Y., in 1834. Coming to Chicago in 1861 he started a drug store which was burned out in the great fire. He opened a second and then bought a controlling interest in the McAvoy Brewing company. By this time Mr. King had entered politics and was a figure of importance in the Democratic party. He was a member of the “committee of seventy” which prosecuted the county commissioners for bribe taking, and was a member of the grand jury that indicted them. In 1889 Mr. King was made President of the Fort Dearborn National Bank, retiring in 1902. He remained a director of the bank until his death.

There is no reason why Chicago should not have the new Government armor plant. The advantages contributing to economy and efficiency in the production of steel are all right here which together with the wonderful system of railroads penetrating all sections of the country distribution of output could not be excelled. A strong bid for the establishment of the proposed \$11,000,000 armor plate mill in the Chicago district was made at a hearing before Secretary of the Navy Daniels Wednesday. R. B. Beach, industrial commissioner of the Chicago Association of Commerce, presented an argument, not only for Chicago but for the manufacturing district extending from Gary, Ind., to Waukegan, Ill. Mr. Beach said the Chicago district met the three principal requirements, low cost of production, free market for labor and material, and safety in time of war. No city in the world, Beach said, has transportation facilities, rail and water combined, comparable with Chicago. He mentioned that the lowest production cost ever realized in the manufacture of steel in this country had been made at Gary, Ind., one of the locations for which he was arguing. Mr. Beach also urged that the moral effect of developing at a central interior point a military and naval center would prove beneficial by stimulating a more direct interest in the military and naval requirements of the United States in the large territory of which Chicago is the center.

Charles W. Reattoir.

Annual Meeting of Michigan Hardware Dealers.

Marine City, Sept. 18—At a meeting of the Programme and Convention Committee of the Michigan Retail Hardware Association, held a few days ago, it was decided to hold our next annual meeting in Detroit, February 13, 14, 15 and 16, 1917, with official headquarters at the Hotel Statler and the exhibits at a separate hall to be announced later.

O. J. Darling, who so efficiently handled the details of the last two ex-

hibits held in Detroit, has again consented to take the management of exhibits and the general committee which will have charge of this feature is composed of A. Lemke, chairman, Walter Tyre, Fred Harms, James Draper, Fred Marriott and George Kidd.

A Buyer's Contest will be conducted again as in former years, as this feature has proven mutually interesting to both the delegates and the exhibitors.

The Michigan Association is rapidly approaching the 1,200 mark in point of membership and hopes to pass that figure by the time the convention opens.

The committee is already at work seeking educational features to incorporate in its programme for the business sessions and will present a programme well up to the high standard established at previous conventions.

A. J. Scott, Sec'y.

The Hills of Song.

Lo! I have fared and fared again,
Far up and down the ways of men
And found no path I strayed along
As happy as the hills of song.
Clinton Scollard

Let money talk and people will laugh at silly jokes.

Sand Lime Brick

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

Brick is Everlasting

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

**Signs of the Times
Are
Electric Signs**

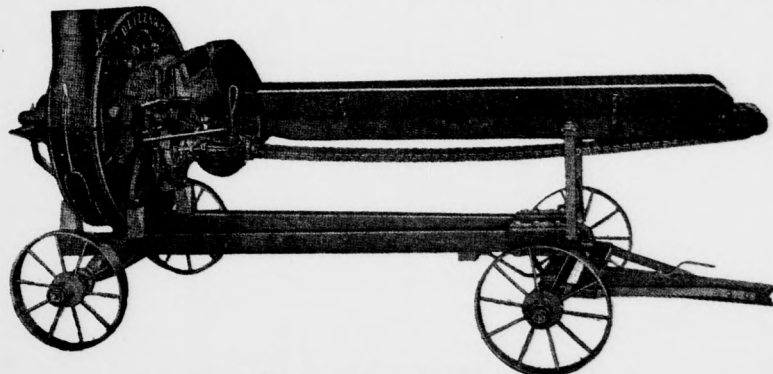
Progressive merchants and manufacturers now realize the value of Electric Advertising.

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

THE POWER CO.

Bell M 797 Citizens 4261

“Blizzard” Ensilage Cutters



CLEMENS & GINGRICH CO.

Distributors for Central Western States

1501 Wealthy St.

Grand Rapids, Michigan



Expect Only Her Own Kind of Excellence.

Written for the Tradesman.

You really wish Marietta were of the other sort.

A half hour ago you gave Kingdon your final answer. For some weeks past he has been trying to induce you to finance a project which he very convincingly argues has almost unlimited possibilities.

This morning you told him frankly that you yourself feel inclined to look favorably on the undertaking, but that your wife fears it is too hazardous. Nothing was gained by mentioning Marietta's opposition. It would have been more dignified to state the decision as if it had been entirely your own. This would not have thrown in Kingdon's way the chance to taunt you with being under your wife's thumb—a chance which he was quick to see and did not scruple to employ.

Of course he didn't come out with his jeers until he saw that persuasion had failed. He went over the whole proposition again, taking his time to dwell impressively on the bright and promising features. In all he has talked with you about it, he never before made it look so big and so sure. You wished Marietta could have heard him. Possibly she would have been brought to see it in a different light. When you still refused to go into it, as you were in honor bound to do since you had promised Marietta to drop the whole matter, then Kingdon flung out that "evidently you are a hopeless victim of petticoat rule, and so not free to take up with a genuine good thing that is sure, absolutely." It always seems to him that a wife is very much out of place when she attempts to stick her nose into her husband's business. He is really glad that he never has slipped his neck into the matrimonial noose. If ever he does marry he shall give his wife to understand from the start that she is not to meddle in his affairs. He couldn't waste any more time on you. He gave you the first chance as a great personal favor. There are three or four others eager to snap up his offer.

Kingdon left in a huff and you are peeved. Your supposed grievance, however, is not against Kingdon, although he descended to actual rudeness, but against Marietta.

As yet your faith in Kingdon is unshaken. We will not say that he has you hypnotized, for you are a man with a strong will and not easily influenced. But he has a truly remarkable personality and he has inspired you with confidence in him and in his scheme, which is the manufac-

ture on a large scale, of a patented article very similar to another which has come into wide use and from which a large fortune has been made. You honestly feel that you have turned down the chance of a lifetime, and all because of Marietta's groundless objections. Wouldn't it have shown more manliness and backbone on your part to have disregarded Marietta's wishes and written the several-thousand-dollar check required for accepting Kingdon's offer? You wish you had. This roughly describes the workings of that portion of your mind of which you are conscious.

Down in another part of your brain you know that there is a lot of hard sense in what Marietta says. You would furnish the money and Kingdon would have the handling of it. Hardly fair to you. In all the years that you have known Kingdon he has been promoting first one project and then another, but he manages so that some one besides himself finances every one of his schemes. He dresses well, boards at the best hotel, drives a fine car and spends freely. He explains very plausibly that at present all his ready means is tied up in a mine which is a bonanza, only it has to be developed. But you don't know, or rather Marietta doesn't feel at all assured, that this brilliant, fascinating Kingdon ever has brought any one of his plans to a successful culmination. Then she points out, with a clearness of logic that is really irritating, that this project in which Kingdon has tried to interest you has certain inherent weaknesses. He proposes to make an article which is "just as good." But the original can be made as cheaply, and the manufacturers of that have the advantage of capital and an established reputation. They would be in a position to put the price down and squeeze out any small rival. Or, if they should not see fit to do that, trouble might come from other quarters. There is nothing to prevent any number of imitations of Kingdon's article.

Marietta was very gentle. She even admitted magnanimously that the scheme might be all right and succeed immensely. But it seemed to her that the probabilities of success are so slender that it would not be wise to risk so much money. All of which, in that corner of your brain which just now is asleep or nearly so, you know to be sound and valid reasoning.

In that other portion of your mind which at present is very much awake, you feel aggrieved and abused. You have passed up what you believe to be an amazingly good thing, and Marietta is to blame. You wish Marietta



Your Trade will Repeat
MAPLEINE
Flavoring



brings back your customers. You can make no mistake. They come back for that genuine "Mapley" tang. A real American flavoring used for every purpose.

Order from
Louis Hilfer Co.
1503 Peoples Life Bldg.
Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.

Mr. Flour Merchant:
You can own and control your flour trade. Make each clerk a "salesman" instead of an "order taker."

Write us to-day for exclusive sale proposition covering your market for

Purity Patent Flour

We mill strictly choice Michigan wheat, properly blended, to produce a satisfactory all purpose family flour.

GRAND RAPIDS GRAIN & MILLING CO.,
Grand Rapids, Michigan

ECZEMA also EXTERNAL CANCER

Treated by methods that make results we promise before you pay. Eczema cases may be treated by our method at home when you know our hot compress system.

PURITAN INSTITUTE, Incorporated
77 Sheldon Ave. Grand Rapids, Michigan

Bell Phone 860

Citz. Phone 2713

Lynch Bros.
Special Sale Conductors
Expert Advertising—Expert Merchandising
28 So. Ionia Ave. Grand Rapids, Mich.

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



Registered,
U. S. Pat. Off.

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising. This means for the grocer a steady and increasing demand from satisfied customers, in the long run by far the most profitable trade.

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

WALTER BAKER & CO. Ltd.
Established 1780 Dorchester, Mass.

WHITE HOUSE COFFEE

ARE You Aware, Mr. Grocer, that people are fast getting thoroughly and satisfactorily acquainted with this splendid coffee of ours; are rapidly finding out in a hundred different ways that "White House" Coffee IS REALLY all it is represented to be—THE ONE COFFEE that has not a single fault to its discredit? Are you aware what this MAY mean to YOU?

JUDSON GROCER CO.
Grand Rapids, Mich.
WHOLESALE DISTRIBUTORS

were different—of another type altogether. It isn't that you have strayed from the straight and narrow matrimonial way and allowed your affections to fasten on any other. You still love Marietta. But you wish she could be one of the kind that would take your judgment in a matter like this without question. You feel that the best sort of wife is the one who is just a good dutiful child, with implicit trust and confidence in her husband's wisdom.

It was not Kingdon's sarcasm alone that brought you to this state of mind. You have felt so before. The trouble with Marietta is that she thinks for herself and forms independent judgments. Every man who happens to have this kind of wife sometimes feels that the ideal life mate would be an obedient little girl. Even the most earnest feminist and supporter of the rights of women has these occasional reversions to the views of the cave man. It is only natural.

The one solace that can be suggested for your sorrow, you are not now willing to apply. But perhaps in a few days, maybe in a few hours, you will be ready to look about and see how marriage with the woman who remains always a child, works out.

McCrary, the man whose office is next to yours, has that kind of a wife. Mrs. McCrary is a pretty little thing and you might think McCrary very lucky, did you not know that he is kept deeply in debt all the time by his wife's extravagance. Her rudimentary brain never can be made to see the value of a dollar. Poor McCrary never is asked to finance any projects.

Your old chum Reswick proudly led to the altar a doll-faced beauty who hasn't brains enough to manage a household. Reswick has to plan the meals, direct the maid, and even select stockings and dresses for the children. Worst of all, during all the waking hours he spends in his own home, he must listen to his wife's silly, childish chatter.

You have another friend who has invested all his savings in one wild-cat venture after another and has lost out every time. His meek little wife never dreamed of making the slightest objection.

Now Marietta isn't infallible. She isn't always right when her views differ from yours. But there is less likelihood of committing some big and costly blunder when her mind as well as yours analyzes every proposition of consequence. Why? Because two heads are better than one.

Marietta has brains. There is no denying that. And she is capable in the management of your home—you don't have to bother about the meals and the children's clothes. While she takes it as a matter of course that she is entitled to a voice in important decisions, she is not at all of the domineering type of woman. When all is said, Marietta is very good of her kind, and it is a good kind. Only she can't be what she is and all she is, and at the same time be of the other type, the obedient little girl type. No more can the little girl type be like

Marietta. Whichever kind of wife a man has, there is no denying that occasionally in the secret recesses of his soul he wishes he had chosen the other sort. Quillo.

Found the Farmers' Trade Pretty Good.

In the last few years we have tried to get the farmers' trade and have been quite successful. In the matter of cream and eggs, there are four main roads coming into our town. We have erected sign-boards 8x12 and on the sign-boards we have put our name. Every week the price of our cream and eggs is posted in large figures. Along to-

ward the latter part of the week—most of our farmers come in on Saturday—we send out little service cards, postcards, giving the market price current of wheat and oats. We send these out on Friday or Thursday morning. In that way they know our price for cream and eggs. The result is that in the last few years we have had a large increase in our farmers' trade. We have made it a point to pay the highest price for cream and eggs that can be paid. We handle cream and eggs at the same price we pay for the same and make up the difference in trade. The competition is very keen. Our prices are no higher than any other concerns.

Again, we make it a point to send out a present to all of the newly married couples in our district. It makes them feel kind of good to be remembered by the store, and when a baby arrives, we send out a notice to the mother that when she brings in the youngster we will have a gold ring for it. In that way the mother feels good, and when the baby grows up, it will be our customer. We have also made a rest room in the rear of our store for the ladies, with a lavatory, and a lavatory for the men in another part of the building. We have found the farmers' trade pretty good in our community.

E. Clark Harder.



Bevo
A BEVERAGE

—no other
soft drink
like Bevo

A beverage with positive virtues. Better than just non-intoxicating—it's good for you. More than wholesome—it's a nutritive beverage. More than being refreshing—it's pure, free from bacteria. You will like Bevo for its goodness—it will repay you by its nutritive wholesomeness. Serve your guests with Bevo—then ask them what it is. They will make a guess, but they will be wrong.

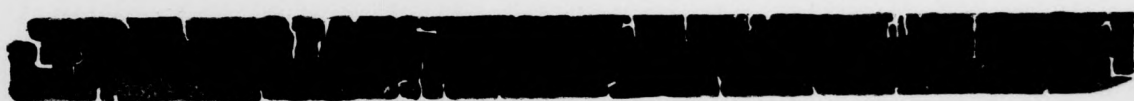
Get Bevo at inns, restaurants, groceries, department and drug stores, picnic grounds, baseball parks, soda fountains, dining cars, steamships, and other places where refreshing beverages are sold. Guard against substitutes. Have the bottle opened in front of you, first seeing that the seal is unbroken and the crown top bears the Fox.

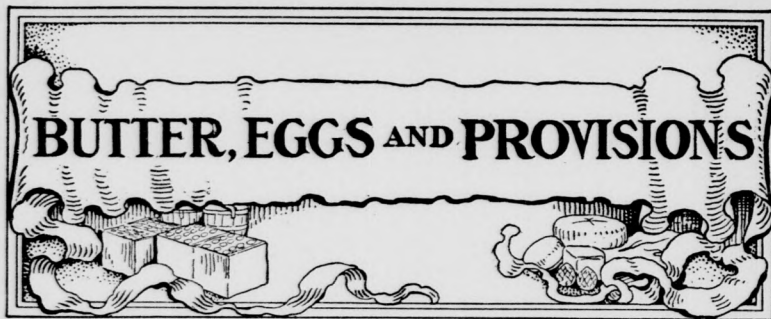
ANHEUSER-BUSCH ST. LOUIS



Anheuser-Busch Branch

Distributors GRAND RAPIDS, MICH.





Michigan Poultry, Butter and Egg Association.

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

The New Standard Basket Law.

Standards for Climax baskets for grapes, other fruits, and vegetables, and other types of baskets and containers used for small fruits, berries, and vegetables in interstate commerce, are fixed by an act approved by the President August 31, 1916. The law will become effective November 1, 1917.

The effect of the act will be to require the use of the standards in manufacturing, sale, or shipment for all interstate commerce, whether the containers are filled or unfilled. A large part of the traffic in fruits and vegetables in this country enters interstate commerce. The law relates only to the containers and will not affect local regulations in regard to heaped measure or other method of filling. A special exemption from the operations of the law is made for all containers manufactured, sold, or shipped, when intended for export to foreign countries, and when such containers accord with the specifications of the foreign purchasers, or comply with the laws of the country to which the shipment is destined.

Standards of three capacities are fixed for Climax baskets—two, four, and twelve quarts, dry measure. These containers, often known as "grape baskets," have relatively narrow, flat bottoms, rounded at each end, and thin sides flaring slightly from the perpendicular. The handle is hooped over at the middle from side to side. In addition to fixing the capacities of these standard baskets of this type, the law also prescribes their dimensions.

The other standards are for "baskets or other containers for small fruits, berries, and vegetables." They are to have capacities only of one-half pint, one pint, one quart, or multiples of one quart, dry measure. Such containers may be of any shape so long as their capacities accurately accord with the standard requirements.

The examination and test of containers to determine whether they comply with the provisions of the act are made duties of the Department, and the Secretary of Agriculture is empowered to establish and promulgate rules and regulations allowing such reasonable tolerances and variations as may be found necessary.

Penalties are provided by the act for the manufacture for shipment, sale for shipment, or shipment in interstate commerce of Climax baskets, and containers for small fruits, berries, and vegetables not in accord with the standards. It is provided, however:

That no dealer shall be prosecuted under the provisions of this act when he can establish a guaranty signed by the manufacturer, wholesaler, jobber, or other party residing within the United States from whom such Climax baskets, or other containers, as defined in this act, were purchased, to the effect that said Climax baskets, baskets, or other containers are correct within the meaning of this act. Said guaranty, to afford protection, shall contain the name and address of the party or parties making the sale of Climax baskets, or other containers, to such dealer, and in such case said party or parties shall be amenable to the prosecutions, fines, and other penalties which would attach in due course to the dealer under the provisions of this act.

Eggs Preserved By Hot Oil Process.

A Chicago receiver received a sample lot of five cases sterilized eggs from an Iowa point last week. They were March eggs treated by the hot oil process. These eggs were put to a quality test by cooking in various ways and are said to have proven to be practically as good as fine fresh stock, both for boiling and poaching. They showed no appreciable shrinkage and the slight evidence of artificial treatment shown by the shells was not sufficient to prevent their ready sale at a comparatively high price. It is to be expected that the "sterilized" eggs to come on the market during the coming season of output of reserve stock will show more or less irregular quality, but the sample lot referred to proves pretty conclusively that fine quality eggs can be preserved by this process in a highly satisfactory manner.

How to Free the Place of Rats.

"When I was a boy our farm was alive with rats," remarked a Grand Rapids banker.

"We noticed the rats were eating the grain and water of a sitting hen in a corner of the barn. So when the hen hatched and was moved we put strychnine in the water, and the first night killed twenty-three rats and the second nineteen.

"Besides this a good many more went away to die. The best way to get rid of rats is to make them accustomed to drink at one place and then poison the water."



Watson-Higgins Milling Co.

Merchant Millers
Grand Rapids, Michigan

Owned by Merchants

Products Sold Only
by Merchants

Brands Recommended
by Merchants

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.

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.

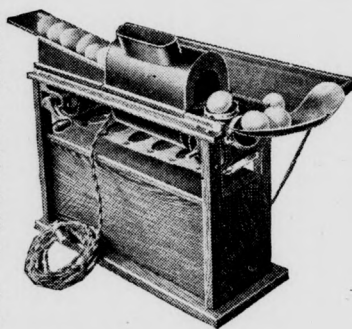
SEND US ORDERS

ALL KINDS FIELD SEEDS

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

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

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.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

THE HOLE-IN-THE-WALL.

Large Mercantile Business Created in Six Years.

Midland, Sept. 18—To do something entirely unlike anyone else has done it is unusual and unusual accomplishments should be placed on record.

Mr. Merchant, what would you think of a man, if he told you he was going to open a store with a cash capital of \$30, coupled with a big idea, forget precedent and conduct it entirely different than anyone else?

What would you think of a man who, while the big department stores of the town were using quarter page advertisements, bought a full page to announce the opening of a 10x20 store? Would you think it bold for him to prophesy in his first advertisement that in five years he would own the largest store in the town?

Sounds like fiction, but E. L. Gardiner, of Midland, widely known as Hole-In-The-Wall Gardiner, has done just this and more. The five years were not required, for in three years a fine brick building, especially equipped to handle any and all kinds of merchandise, was opened to the public. And to-day, after being in business only six years, the original store is the head of a chain of stores, one located at Saginaw and another at Bay City, with more to follow. And this is how it all came about:

Gardiner had been in all kinds of business, had worn a silk hat as well as overalls, had driven a bakery wagon for a dollar a week and was finally fascinated by theatrical work. For several seasons he was principal comedian in musical comedy companies, but left this to enter the mercantile game.

His reasons for giving up theatrical work were that his chances of ever becoming one of the big stars was no very promising and, unless he could climb to the top, he preferred to sit on the opposite side of the footlights and let the great actors entertain him. Incidentally, Gardiner never misses the really big comedians, Fred Stone being one of his favorites, so much so that he has made trips to see him in Boston, Chicago and New York.

After closing his last theatrical season, he found himself possessed of only \$30. An auction sale was in progress in a nearby town where a general stock was to be sold. Gardiner and a few friends visited it. Bids were coming slowly and to enthuse the buyers, on a stock that should have brought \$1,500, Gardiner bid \$300.

To his amazement, the bidding stopped and the goods were knocked down to him. His protests that his bid was only to boost the prices, that \$30 was all he possessed, was of no avail. The sale was over and the former owner allowed him credit for a few days. Gardiner immediately rented a 10x20 room, the only place available at the time and opened for business. One of the first customers entering dubbed the place a hole-in-the-wall and so it has remained. Under no circumstances would Gardiner part with this name, as it has proven a big advertising trade mark. His original advertising schemes have been big factors in his success. His big idea was to sell for less, to sell everything below any one else, to buy nothing in the regular way and not be compelled to handle any certain line of goods, that is what makes his stores interesting. Although at times some lines are entirely sold out and may never be duplicated at his price, you will still find almost everything to eat, drink and wear. To those not familiar with Gardiner's system, his prices give the impression that the merchandise is of an inferior quality. This is far from the truth. At times the stock will consist of standard advertised brands of shoes, cutlery, groceries, hardware, auto supplies, etc., while you can find the choicest

samples in women's ready-to-wear and men's clothing. And all at a cut price.

How does he do it? That is what they all say. No two purchases are made alike. Sometimes it is a salvage stock or a bankrupt stock or a manufacturer's surplus or a complete sample line or discontinued catalogue, numbers, but whatever the reason of the sacrifice, the customer knows Walk-Over shoes are the same on his shelves as they are across the street at the Walk-Over agency, that Heinz beans are no different because they have been moved from a bankrupt stock to the shelves of the Hole-in-the-Wall. The quality is there, but the price is cut in two.

At times to get a price on some Nationally advertised article, Gardiner will make a quantity purchase and the clerks have seen many a traveling salesman turn white and rush to the long distance phone when Gardiner mentions the quantity. But there are no cobwebs on Gardiner's shelves and it does not last long. That is the reason a customer buys an article as soon as he sees it, because a stack of several thousand cans of salmon in the center of the floor may be all sold out by to-morrow and with no delivery either.

A few of Gardiner's rules are: No delivery, no credit, nothing on approval, every article guaranteed. The windows and interiors of his stores are alike. No fancy fixtures or show cases are used. Everything is displayed to catch the eye and every article is tagged. Although he spends no money on elaborate fixtures, he buys the best on the market in computing scales, cash registers and uses three times the advertising space of other stores.

Regarding his employees, he prefers inexperienced clerks, so he can train them to his own system. Unbounded loyalty to Gardiner prevails in all stores. Every clerk gets into the spirit of the establishment and finds keen enjoyment in handing out the Gardiner bargains, just to hear the exclamations of surprise when they mention the price.

The Hole-in-the-Wall is only in its infancy. Plans for future enlargements are now under way. The next step by Gardiner is the opening of a large warehouse in Midland to which all shipments will be sent, there to be sorted and distributed to the retail stores. This will enable Gardiner to keep in closer touch with the stock and each store will buy direct from the warehouse.

A year ago the company incorporated and, although the stock could have been sold in a day to speculators who know the future of the business, Gardiner is holding the shares for his employees, many of whom have already purchased and are working and saving to acquire more.

Gardiner has had no little assistance from his wife in the phenomenal growth of the stores. Her wonderful

insight of facts and figures has been invaluable to the company. Being an expert accountant she has saved the company many hundreds of dollars by discovering mistakes and overcharges in invoices, weigh bills, etc. Conservative and accurate, she is Gardiner's balance wheel.

Gardiner is only a young man yet and if he has done all this in six short years, what will the Hole-in-the-Wall be in ten years from to-day?

J. B. Laughlin.

Boomlets From Bay City.

Bay City, Sept. 18—The Wizard Auto Parts Manufacturing Co., of Bay City, has been organized with L. J. Weatherwax as President, C. J. Scheurman as Vice-President and F. B. Scheurman as Secretary. The company will engage in the manufacture of a new steering device invented by Mr. Weatherwax which can be attached to ford and other cars which have a similar steering apparatus. The device has been used on a number of cars and thoroughly tried out and is pronounced a success.

The Bay City Y. M. C. A. is in a very prosperous condition. Under the leadership of General Secretary R. J. Ritz and Assistant Secretary C. A. Laraway, the membership has increased 205 in the past two years.

The Hemlock Elevator Co., of Hemlock, has been re-organized and its capitalization increased to \$36,000. The business will be continued as previously, when Charles Wolohan, of Birch Run, and Thomas Welsh, of Hemlock, made up the company. The re-organization was accomplished with \$8,275.63 cash and \$27,724.37 in property.

John S. Take, of Cheboygan, representing the Cornwell Company, of Saginaw, covering territory on the Michigan Central Railway, North of Bay City, visited with Saginaw relatives last week.

Louis Steele, postmaster at Millersburg, has resigned and is succeeded by Frank B. Mills, general merchant, who will move the office from its present location to his place of business. Mr. Steele has decided to move to Flint.

J. F. McEvoy, retail grocer of Onaway, has been appointed postmaster to succeed O. E. Steele, dealer in groceries and hardware, who has held the office for several years.

Frank Muncey, of Oscoda, has sold his stock of groceries to Harry Stockman, former Treasurer of Iosco county.

Ford & Simon, clothiers, doing business on the West side of the river, have opened a branch store in the building recently vacated by the Bay County Savings Bank. The building has been thoroughly remodeled and is up-to-date in all its appointments. W. T. Ballamy.

A man does meaner things than he says and a woman says meaner things than she does.

The Intelligent Cat.

Two suburban gardeners were swearing vengeance on cats.

"It appears to me," one said, "that they seem to pick out your choicest plants to scratch out of the ground."

"There's a big tomcat," the other said, "that fetches my plants out and then sits and actually defies me."

"Why don't you hurl a brick at him?" asked the first speaker.

"That's what makes me mad," was the reply. "I can't. He gets on top of my greenhouse to defy me."

**Peaches For Sale
CAR LOTS OR LESS**

We make four grades.

Pony Grade between 1 1/4 and 1 1/2 inches in diameter. Lion Grade between 1 1/4 and 2 inches. Eagle Grade between 2 and 2 1/4 inches. Jumbo Grade all peaches over 2 1/4 inches.

To reliable dealers we offer these, f.o.b. Covert, in bushel baskets as follows:

Pony	60c
Lion	90c
Eagle	\$1.20
Jumbo	\$1.50

**J. R. Spelman & Co.,
Covert, Michigan**

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products



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

Nice Profit for Dealer

Sold by All Wholesale Grocers
See Quotations in Grocery
Price Current

MONEYWEIGHT Scale Co.
GENERAL DISTRIBUTORS FOR
The Computing Scale Co.
Dayton, Ohio.

**THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES**

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



Grand Council of Michigan U. C. T.
 Grand Counselor—Fred J. Moutier, Detroit.
 Grand Junior Counselor—John A. Hach, Jr., Coldwater.
 Grand Past Counselor—Walter S. Lawton, Grand Rapids.
 Grand Secretary—Maurice Heuman, Jackson.
 Grand Treasurer—Wm. J. Devereaux, Port Huron.
 Grand Conductor—W. T. Ballamy, Bay City.
 Grand Page—C. C. Starkweather, Detroit.
 Grand Sentinel—H. D. Ranney, Saginaw.
 Next Grand Council Meeting—Bay City, June 1 and 2, 1917.

Real Salesmanship Must Be Built on Knowledge.

Written for the Tradesman.

On a salesman's knowledge of his goods will depend, to a large degree, his success. The question that comes up is, "How is the salesman to acquire that knowledge?"

There are two distinct divisions of knowledge. The first concerns theory, the second practice.

The student of chemistry, for example, may devote a year to theoretical study. He may know a lot of symbols and reactions, and that sort of thing, but he may not be able to tell arsenic when he sees it.

The second step in chemistry is the identification of those things that make chemistry. So, in the same way, the identification of goods is the second step in salesmanship. True, this training may go on simultaneously with the primary training, but for convenience here it can be treated as if it were a distinct step.

The term "identification," too, means more than that. It means a study of the constituent elements that go to make up goods.

All real salesmanship must be built on knowledge, on the foundation of a preliminary training designed to carry knowledge.

Knowledge is not mere vocabulary.

A salesman may know that there are linen goods and cotton goods and woolen goods, but unless he can tell them, one from the other, he does not possess knowledge. He may be familiar with all the different varieties of linen, cotton and wool, so far as name goes, but he has no selling knowledge if his information stops there.

One of the commonest faults of salesmen is lack of this knowledge of goods. A salesman may think he possesses it, but let him analyze this fancied knowledge and he may discover wherein it is lacking. He may be able to identify a piece of linen, and tell the name under which that particular piece is known in the mercantile world, but if you ask him wherein it excels some other piece, he may reply that its superiority lies in its strength, or its texture, or its

gloss, or lack of gloss, or something of that sort. As a matter of fact the qualities he names are effects, not causes. To get down to the foundation of knowledge, he must know what gives the strength, the texture, the gloss, or the lack of gloss. He must know the raw material, the process of manufacture, and all the elements that go into the goods.

A salesman who possesses knowledge of this sort is fortified, indeed, to go forth to sell. He is able to answer intelligently any question that may be asked of him. Furthermore, he is in a position to volunteer information of so much interest that it may be a strong factor in effecting a sale. Salesmanship is not, strictly speaking the art of entertaining, but if a brief description of any given process of manufacture pleases the customer, it is directly in the province of the salesman to furnish that description. Not only may the description please, but it may so impress the customer with the painstaking effort of a factory that the value of the goods will rise perceptibly in the customer's mind.

A business man, in talking with a salesman for a small automatic device, objected to the price, on the ground that so small an article, and one apparently so simple, should be correspondingly low in cost.

Had the salesman been without knowledge, he would have been poorly fitted to answer this argument. He might, of course, have argued in reply that the value of a thing ought not to be gauged by its size, but by what it will accomplish. He might have dilated on the saving which the machine would effect.

What he did argue was the process of manufacture. It so happened that he was a graduate of the factory itself—not of the office, merely. He knew the machine from the smallest screw in it to the paint upon it. He presented to the customer, in five minutes, such a graphic narration of its manufacture that there was no vestige of ground for further debate. When he had finished, indeed, the customer admitted, frankly, that the price was reasonable, considering the work that went into the device and the pains taken to make it perfect.

Take almost any article about you as an illustration. How often do you say, "It costs too much." Yet, when you reflect upon all the elements going into its manufacture, you are forced to acknowledge that it is really low-priced. The salesman who can tell you these elements is the salesman who will set you thinking. He will command your respect, as well.

The only way a salesman can get

this knowledge is by going after it—studying for it. Knowledge will not come to any man. He can not get practical knowledge of goods while he is sitting on a stool or at a roll-top desk. O. H. L. Wernicke.

Wants Location For a Modern Hotel.

Mecosta, Sept. 18—Can you put me in touch with some one who can give me the name of a town needing a thirty to forty room modern, hot water heated and up-to-date hotel? I will build one if I can find a good town where it will be sure of good patronage, I have had about twenty-five years' experience on the road, living a greater part of that time in hotels, and believe I appreciate thoroughly what commercial men want. During that time I covered nearly every state.

The climate in this locality and even further North agrees with me much better than that in the South.

If anything is done I should like to get the building up this fall, at least inclosed before the cold weather.

Any information you can give or aid me in obtaining will be appreciated. Edwin A. Smith.

Why does a selfish man expect the whole world to mourn for him when he is gone?

HOTEL CODY
 EUROPEAN
 GRAND RAPIDS, MICH.

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

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.



TENTS
 All sizes and prices. Write for catalogue.
 CHAS. A. COYE, INC. Grand Rapids, Mich.

The Hotel Geib

Eaton Rapids, Mich.
 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

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

NEW MERTENS
 FIRE PROOF
 One half block East of the Union Station
 GRAND RAPIDS MICH

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

USE

CITIZENS LONG DISTANCE SERVICE

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

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

Citizens Telephone Company



Exhausts From the Motor City.

Muskegon, Sept. 18—The meeting of Muskegon Council last Saturday night was rather poorly attended. This should not be, as the weather is now cool and it is no hardship to spend a few hours once a month to keep up an organization which is conducive to so much benefit to the boys on the road. Please do not leave it for just a few to bear the burden of the whole thing. Matters of importance come up in which we are all interested and it is not just to put the responsibility of directing all these things onto a few regulars. Many of you have good excuses, but there are some who have not and if you don't care to see your names in this column some time in the near future, it will be to your advantage to be present at the October meeting.

While speaking of the short comings of some of our members it might be well not to overlook the scribe. We admit we have been off the job for several reasons, but principally because no one has contributed anything for us to write about. However, we are going to make strenuous effort to have something every week and I am sure from the assurances we received last Saturday night that the boys will do their part hereafter.

Miss Hazel Dodge, daughter of Fred R. Dodge, of Comstock Park, left last Thursday for Denver, Colo., in the hope of regaining her health, which was undermined by a recent attack of nervous prostration. Her mother accompanied her. We sincerely hope that the trip will bring all the benefit which is anticipated.

The tabernacle which is to be used for the Honeywell evangelistic meetings for the next six weeks is completed and the meetings began Sunday. We know of several of the members of 404 whom it would not hurt to attend one or two of these meetings. Not mentioning any names, however.

Hasper & Roebuck, distributors of Buick and Oakland cars in this city, have dissolved partnership. Mr. Hasper will continue the business at the present location.

Ely Pinney, representing the Indiana Refining Co., is contemplating locating in Muskegon in the near future. He says, "It is the best town on the map." So say we all of us. Welcome, Mr. Pinney.

It is rumored that a ten-story office building is to be erected in the near future in the vicinity of the Occidental Hotel. Well, Muskegon is fast reaching the class of sky scraper cities in the matter of industries and the big buildings must follow as a matter of course.

We were very glad to meet A. R. Bliss last week at Greenville. He is now representing Roy Baker, of Grand Rapids, dispensing flour to the baking trade. Mr. Bliss is one of the charter members of 404.

Very encouraging remarks were heard last Saturday night regarding the membership campaign and we feel quite encouraged. Everybody hustle, for we need the members.

J. E. Lyon.

Satisfactory Condition of Dry Goods Trade.

Chicago, Sept. 19—The satisfactory state of the dry goods business is strongly manifested by the large advance business coming in for spring, immediate shipments, and unusually good collection of collections. Extended season of hot weather this summer enabled retailers to clean up their stocks thoroughly and move all sheer and seasonable lines. Consequently merchants are ordering white goods, ginghams, and all lineweave lines freely for spring. Sheerness again predominates and white goods lines with organdies and voiles, both plain and fancy, leading.

The high price of wool dress fabrics is forcing manufacturers to turn to cotton fabrics to meet the demand

for certain price dress goods. The phenomenal craze for sport effects during the last season has created an opening for woven white washable cotton fabrics with fast color checks, plaids, and stripes in plain and highly colored combinations. Manufacturers of skirts, the new flare middies, and children's wear are buying these fabrics freely.

The demand for comfortables for immediate and future delivery continues greatly in excess of last year. Notions, toys, jewelry, and small wares are active at present.

J. V. Farwell Co.

Two Changes at Custer.

Custer, Sept. 18—Chas. G. Franz, ex-supervisor from Custer township and formerly a member of the produce firm of Franz & Bigbee, has purchased the Deward Beadle grocery and meat market and also the store building in which the business is located. Mr. Franz has already assumed charge. Mr. and Mrs. Beadle expect to move to Muskegon soon where Mr. Beadle has some other line of business in view.

John R. Booth, of the Briggs & Booth Lumber Co., has disposed of his interest in the firm to E. M. Briggs, his partner, of Scottville. Fred Briggs, son of E. M. Briggs, is already in charge, and will take Mr. Booth's place as local manager of the coal and lumber business. Mr. Briggs, Jr., is a capable young man who has grown up in the lumber business with his father at Scottville and has had practical office experience in Ann Arbor. He resigned a lucrative position there to assume charge of the local lumber yard and be associated with his father in its management.

Salt Fish—The supply of shore mackerel is comparatively light and the price high. No new Norway mackerel has been offered in this country as yet and it is now beginning to be believed that there may be little or none. Some autumn Irish mackerel has been offered at very stiff prices. There seems to be no trouble to sell mackerel even at the high prices. Cod, hake and haddock are all very high, with a firm outlook. The New England curers of cod and similar fish can make more money by hard curing their fish and sending them abroad, and many are now doing it. Cod is now 4@5c above normal.

Muskegon—The F. G. Ruddiman Co. has been organized to manufacture and deal in India cocoa fibre, dash board mats, rugs, etc., with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed, \$2,000 paid in in cash and \$4,000 paid in in property.

Postma & Reitsma succeed A. H. Swets in general trade at 1453 Grandville avenue. The business will be managed by Henry Postma, who was connected with the wholesale department of P. Steketee & Sons eleven years as underwear buyer. Mr. Reitsma will not be active in the business.

S. Veltman, recently of Edmonton, Alberta, Canada, has purchased the grocery stock of C. A. Michaels and will continue the business at the same location, 557 Eastern avenue.

M. N. Slawson has engaged in the grocery business at Greenville. The Judson Grocer Company furnished the stock.

Many a man turns over a new leaf one day and turns it back the next.

Ten Rules for the Window Dresser's Guidance.

1. The display of merchandise in the windows or the interior of this store is of value (in an advertising way) to the manufacturers of such merchandise.

2. Outside of the profit accruing from each sale we have no direct interest in a large part of the merchandise we handle; thus we cannot afford to allow our windows to be used without direct payment for the value of the display.

3. Exception will be made of the products of such firms with whom we share in the manufacturing profit. The products of the American Drug-gists Syndicate for instance are a type of this class for they are not only price-protected but show a liberal margin of profit and therefore should be displayed and pushed at every opportunity. Exception will also be made of photographic supplies, kodaks, Waterman's fountain pens, and any other price-protected goods.

4. Inasmuch as this store is dependent on net profit to maintain its rent, light, heat, and pay roll, we must and will confine our displays to merchandise yielding an assured net profit.

5. Without prejudice against such manufacturers of non-price-protected merchandise who send us free window display matter such as cutouts, window strips, display cartons, flashers, and other novelties it will be the policy of this store to uniformly apply the test—"Are full prices maintained nationally on these goods?" If not, such display matter has no place in this store and must be consigned to the garbage can.

6. When merchandise is marketed on the price basis of \$2, \$4, and \$8, it must be remembered that this is the very minimum (when nationally sold at full prices) that offers any encouragement to place goods within the range of vision of our customers. In other words we do not propose to create consumer demand in this store for merchandise which is price slashed in the next block, the next ward, the next county, or the next state.

7. Clean windows, clean displays tastefully arranged and frequently changed sell merchandise. Net price tickets are sometimes advisable. Don't permit the windows to have a vacant or half filled look. This store needs every sale its windows can assist in making. We are in business for ourselves and are paying heavily for the privilege of maintaining these premises so our windows must reflect order, good taste, and scrupulously arranged goods from which we will derive a full profit.

8. Each window display should be planned in advance. The goods or cartons to be displayed should be basketed or mounted ready so that the display may be put in place as speedily as possible. A good plan is to draw a diagram in advance as an architect would plan the rooms of a house and then place each item in its apportioned part of the window.

9. We recognize no obligation to assist in creating consumer demand or to make displays of merchandise on which both the present and future

profit is not protected and assured to us.

10. Remember finally; the merchandise we want to sell is the merchandise which should command our earnest effort to display effectively. Every successful merchant follows this rule.

Pickle Crop Will Be Small This Year.

Speaking of the pickle crop outlook, a trade authority estimates that about two-thirds of the crop is now in the tanks. Receipts so far are disappointing, he says. In sections where there has been rain about half a crop will be harvested. Where rain has not fallen receipts will not average 25 per cent. of normal. In some parts of Michigan the crop is practically a failure. More favorable reports are coming in from Wisconsin. If there is rain during the month of September, a considerable quantity of cucumbers will be harvested, providing there is not a killing frost. Some signs of blight are appearing, nothing serious so far.

Taking the receipts of cucumbers for the last ten years as a basis, estimates will have to be cut down to a basis of fifty bushels to the acre as a normal crop. Previous to 1907 growers estimated 100 bushels to the acre, and this was considered a normal crop. Last year receipts were about forty bushels to the acre on the average. This year it is doubtful if fifty bushels to the acre will be harvested on the average.

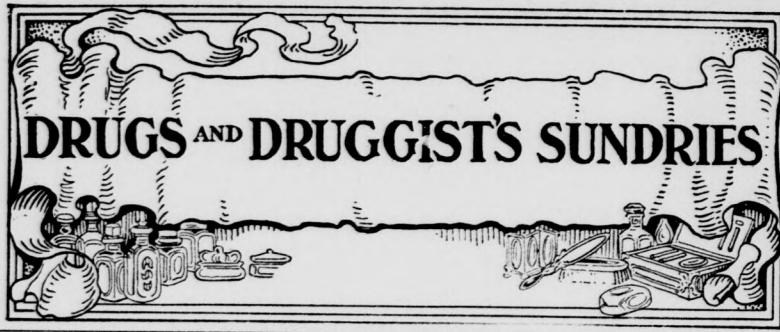
What's in a Sausage?

Evidently the scarcity of food in Germany is making violation of the pure food law irresistibly tempting. A letter received in the Middle West from Berlin states that a merchant in Hamburg has been fined 2,000 marks for one of the most remarkable offenses yet recorded against the pure food laws. A liver sausage sold by him for 2 marks and 20 pfennigs a pound was found on analysis to contain macerated rubber, finely ground hair and gelatin. There was neither liver nor other flesh or fats in the sausage.

The Tradesman bespeaks the cordial welcome of the retail trade for the representatives of the Grand Rapids wholesale trade who start out on their annual pilgrimage next week. Special effort will be made this year to make the campaign an educational one by urging consumers to become converts to the buy-at-home plan.

Iron River—The farmers of Iron county have organized a co-operative milling company under the style of the Iron County Milling Co. and are erecting a flour mill with a capacity of twenty-five barrels a day. A feed mill will be run in connection and the entire plant will be in operation about Dec. 1.

E. G. Hamel, formerly covering Michigan for Orator F. Woodward, now representing the Waukesha Pure Food Co., of Waukesha, Wis., was recently married to Miss Lena Harrison, of Harrisburg. The Tradesman extends congratulations and best wishes.



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.

Comment on the Harrison Law.

The Harrison law was intended to strengthen the local laws dealing with the drug evil. It was passed by Congress in 1914 as a revenue act, taxing dealers, purveyors and similar agents \$1 per year. A number of state laws were framed according to the tenor of the Harrison law, and all went well until the Supreme Court of the United States decided that persons, who were not compelled to pay the revenue tax, were not guilty of any crime in possessing the drug. Of course, this construction covers the ultimate consumers, the dope fiends included.

It is claimed that this construction destroys the usefulness of the law. The writer maintains that the separate states, supplemented in their power by the Harrison law as non-defined, have sufficient authority to cope with the drug evil.

No good can come from a law designed for one purpose, and intended for another. Congress cannot, by any subterfuge, encroach upon the law-making powers of the individual states. Congress can raise revenue, but can only indirectly affect the drug evil.

It is unnecessary to criticize the arguments of the Government counsel in this case before the Supreme Court. The Court itself attended to that phase. Now what can be done? I suggest that each state pass its own law, permitting only registered pharmacists to dispense the habit-forming drugs, under such regulations as may be proper and convenient.

I also call attention to the common law and the statute law which give the power of persons entitled to the services and company of individuals, created dope fiends by physicians, druggists and illegal vendors of the drugs, to sue in court for the loss of these services anyone who has been guilty of malfeasance in providing the victim with the drugs.

Let our pharmacists be bonded if necessary, and let the action lie for recovery of damages to be paid out of the bond. Louis Hogrefe.

Serving Soda Outside.

Do not forget that the druggist who has facilities for serving soda water outside has a big advantage in catering to evening trade. It is probably cooler outside; anyhow, it looks cooler. Gas heats a store, and even electric lights makes a store look hot. A few tables on a bit of lawn outside seem very attractive to customers. "Soda Parks" are getting more numerous every year, and those who have the proper facilities can make these little parks attractive without spending too much money. A small orchestra will draw people, and frequently a large trade can be built up by means of a summer park.

But even if you have no room for a park, it is well to make an effort to serve soda outside. A few benches will work wonders. If you can arrange to serve from an open window, as many dispensers do, you can get the people to step right up to the window and give their orders the same as they would at the soda counter. In this way they act as their own waiters and save you the expense of extra help. But an extra boy will not cost much, and it does not pay to be too economical. If you have a good outside service, you can make your store an objective point, which means that people will walk past many other stores to reach yours.

Young couples like to have an objective point for an evening stroll, with a glass of soda in view at the end of it. If you can get them coming your way in this fashion you can capture a great deal of extra business with a minimum amount of added expense. Every druggist should by all means try to arrange for outside serving.

Handling of Corks.

A Vienna publication recommends the following suggestions for the handling of corks: The store-room must be dry, as in a damp room the corks attract moisture, in consequence of which molds attach themselves to the corks, and they acquire not only an unpleasant, musty odor, but a bad taste easily communicated to the contents of bottles stoppered with them.

Lay the corks for at least two hours before use in a clean basket of peeled willow, lined with a clean packing cloth, and sprinkle with a little sprinkling can, repeating the sprinkling every half-hour, using clean, pure cold water only. Before each sprinkling shake the basket energetically.

The Elder in Medicine.

The folklore of the elder has recently been discussed at much length in "Notes and Queries," but without eliciting any thing new, and, somewhat curiously, without mention of the plant's place in medicine, popular or official. Yet formerly the elder had a great reputation for a variety of medical uses. A book entirely devoted to its praise, a translation from the Latin, entitled "The Anatomie of the Elder," was published in 1644, and Evelyn endorses the author's declaration that every part of the tree is useful, adding that if its virtues were fully appreciated he does not know "what our countryman could ail for which he could not fetch a remedy from every hedge, either for sickness or wound." It had a place in our medical works from the Saxon Leechbook downwards, and the bark, berries, flowers and leaves were all included in our Pharmacopoeia. It was especially valued as an antiscorbutic, and therefore "prescribed in Cachexies and Dropsies," and the rob, under the name Succus Baccae Sambuci Spisatus, kept its official character in England until 1809. Even the water of the flowers was given internally, and the bark was much esteemed in jaundice. Sir Thomas Browne mentions another use, for which he alleges a curious reason. Judas, he says, is believed to have hanged himself on an elder, which has therefore become "a famous medicine in quinsies, sore throats and strangulations ever since"—a truly homeopathic remedy! As for the fact, that voracious traveler Sir John Maundeville declares that when he was in Jerusalem this "tree of Elder that Judas hunge himself upon" was still growing "faste by" the pool of Siloam. It is a sad come-down for a tree with such a record that it now yields material for outward applications only, and that its extra official use is mainly confined to the charming away of warts.—Chem. and Drug.

Increased Cost of Drugs.

In the sale of drugs, preparations of their own making and in the compounding of prescriptions, the pharmacists of the United States now find themselves confronted with a serious problem created by the cutting off of supplies from Europe, Asia and Africa. The extent of the advances

which have been recorded in prices asked by wholesalers for almost all the leading drug supplies, including botanical and other crude drugs and fine chemicals, within the period of twenty months, since the beginning of the European war, August 1, 1914, up to April 1, 1916, is indicated in the following percentages showing the increase in wholesale cost: Acetanilid, 900 per cent.; Oxalic acid, 706 per cent.; carbolic acid, 116 per cent.; alum, crystal, 250 per cent.; borax, 90 per cent.; bromine, 350 per cent.; caffeine, 150 per cent.; chloroform, 100 per cent.; creosote, true from wood, 1,400 per cent.; flowers, arnica, 335 per cent.; glycerine, 70 per cent.; leaves, digitalis, 350 per cent.; lycopodium, 480 per cent.; mercury, 328 per cent.; naphthaline, balls, 260 per cent.; nuxvomica, 75 per cent.; castor oil, 145 per cent.; cod liver oil, 450 per cent.; potassium bicarbonate, 600 per cent.; potassium bromide, 650 per cent.; quinine sulphate, 63 per cent.; root, belladonna, 1,000 per cent.; saccharin, 900 per cent.; salol, 1,260 per cent.; sodium bromide, 545 per cent.; sodium salicylate, 1,300 per cent.

The man who talks the loudest on a street corner is apt to be dumb as an oyster when at home.

Malt and Hop Tonic

"Makes the bone and muscle
That makes you want to hustle."



Grand Rapids
 BREWING CO.
 For Sale by all Wholesale Druggists

Satisfied Customers

are the foundation of our business

Good Merchandise and Prompt Service
 have strengthened this foundation

Heystek & Canfield Co.

Jobbers of

Wall Paper — Paints — Factory Supplies

The Apple in Medicine.

The apple, although it was formerly official in this country, and entered into several old compound syrups, has never been of much account in medicine. Its presence in unguentum pomatum, to which it gave a name, called forth sarcastic comments from Culpeper and later critics. The Edinburgh College was the first to strike it out, but they retained both apple and crab in their materia medica for some time afterwards. In addition to its cooling and refreshing properties, the apple was recommended as an aperient and cordial, and crab-juice was used as an astringent in gargles, and in relaxation of the bowels. The apple especially prescribed here was the pomewater, in France the rennet, which was introduced into England and took the place of the old-fashioned pomewater in many later unofficial pomatums. It was not until 1746 that apple-pulp was omitted from the P. L. ointment, orris powder being left out at the same time, and the name ung. pomatum changed to ung. simplex. In the Edinburgh book its name, after 1735, was for a while ungu. rosaceum, vulgo pomatum. Gerard recommends a distillation of apples and camphor, mixed with buttermilk, as an application for pock-marks, and a drink made of apples (which he compares with "Lambes wool") as a remedy for stranguary and gonorrhoea. I have pleasing recollections of lamb's wool as a drink in cold weather, but I do not see it advertised in public bars now, possibly because I do not frequent them. Pomatum was origin-

ally a cosmetic for the skin, and the restriction of the same to preparations for the hair is quite recent.—Chem. and Drug.

Too Conservative.

The druggist who declines to put in any sort of goods until he has had calls for them is going to fall far short of acquiring a reputation for being progressive. As a rule, it is a most excellent plan to let the chances go by for putting in a line of a new proprietary article for which there is not any demand, but in the way of sundries and toilet specialties, it is foolish to be too conservative. Some stores always have the reputation of being the first in the field with what is new. The public, especially the women, like to go into those stores on any small excuse, just for the chance of looking around to see what is new in toilet articles, perfumes, etc. They have found that there is always something to be discovered, something interesting to see. Such visits generally result in unexpected purchases.

Store Orders.

I am sending my little boy, he is to be trusted as i cant come, please send me one quart of crouded croubice oil or i want it for chickens' coop. Crude carbolic was given.

Clerefeit Pottasch (Chlorate Pot-ash).

Five cents secler (seidlitz).

Five cents paster paris, 5 cents Mreenploo (plaster Paris and ultramarine blue).

Con-Dempt Milk (condensed milk).

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) .. 17@ 25	Boric (Xtal) .. 17@ 25	Carbolic .. 82@ 85	Citric .. 81@ 85	Muriatic .. 3@ 7	Nitric .. 8 1/2@ 15	Oxalic .. 80@ 90	Sulphuric .. 3@ 7	Tartaric .. 82@ 85	Ammonia	Water, 26 deg. .. 8 @ 12	Water, 18 deg. .. 5 1/2@ 9	Water, 14 deg. .. 4 1/2@ 8	Carbonate .. 13 @ 16	Chloride .. 10 @ 25	Balsams	Copalba .. 1 00@1 40	Flr (Canada) .. 1 25@1 50	Flr (Oregon) .. 40@ 50	Peru .. 4 50@4 75	Tolu .. 60@ 80	Berries	Cubeb .. 70 @ 75	Fish .. 15 @ 20	Juniper .. 8 @ 15	Prickley Ash .. @ 30	Barks	Cassia (ordinary) 25@ 30	Cassia (Saigon) 90@1 00	Elm (powd. 35c) 30@ 35	Sassafras (pow. 35c) 40@ 50	Soap Cut (powd.) 35c .. 23@ 25	Extracts	Licorice .. 38@ 40	Licorice powdered 50@ 55	Flowers	Arnica .. 85@ 90	Chamomile (Ger.) 80@ 85	Chamomile (Rom) 55@ 60	Gums	Acacia, 1st .. 60@ 65	Acacia, 2nd .. 50@ 55	Acacia, 3rd .. 45@ 50	Acacia, Sorts .. 35@ 40	Acacia, powdered 40@ 50	Aloes (Barb. Pow) 30@ 40	Aloes (Cape Pow) 20@ 25	Aloes (Soc. Pow.) 40@ 50	Asafoetida .. 1 00@1 10	Asafoetida, Powd.	Pure .. 1 15@1 25	U. S. P. Powd. 1 30@1 50	Camphor .. 84@ 87	Guaiac .. 40@ 45	Guaiac, powdered 50@ 55	Kino .. 70@ 75	Kino, powdered .. 75@ 80	Myrrh .. @ 40	Myrrh, powdered @ 50	Opium .. 12 75@13 00	Opium, powd. 14 25@14 60	Opium, gran. 14 25@14 60	Shellac .. 40@ 45	Shellac, Bleached 45@ 50	Tragacanth	No. 1 .. @ 3 50	Tragacanth powder 2 25	Turpentine .. 10@ 15	Leaves	Buchu .. 1 75@1 85	Buchu, powdered 1 85@2 00	Sage, bulk .. 67@ 70	Sage, 1/2 loose .. 72@ 78	Sage, powdered .. 55@ 60	Senna, Alex .. 55@ 60	Senna, Tinn. .. 42@ 50	Senna, Tinn. pow. 50@ 55	Uva Ursi .. 18@ 20	Oils	Almonds, Bitter, true .. 15 00@15 25	Almonds, Bitter, artificial .. 7 00@7 25	Almonds, Sweet, true .. 1 25@1 50	Almonds, Sweet, imitation .. 65@ 75	Amber, crude .. 2 00@2 20	Amber, rectified 3 00@3 20	Anise .. 2 00@2 25	Bergamont .. 8 00@8 20	Cajeput .. 1 35@1 60	Cassia .. 2 25@2 50	Castor .. 1 40@1 55	Cedar Leaf .. 1 25@1 40	Citronella .. 90@1 20	Cloves .. 1 85@2 00	Cococanut .. 20@ 25	Cod Liver .. 5 90@6 00	Cotton Seed .. 1 15@1 25	Croton .. 1 50@1 80	Cupbebs .. 4 25@4 50	Egigeron .. 1 75@2 00	Eucalyptus .. 1 00@1 25	Hemlock, pure .. @ 1 00	Juniper Berries 10 00@10 20	Juniper Wood .. 2 00@2 20	Lard, extra .. 95@1 05	Lard, No. 1 .. 85@ 95	Lavender Flow. 5 00@5 20	Lavender, Gar'n 1 25@1 40	Lemon .. 2 00@2 25	Linseed, boiled bbl. @ 75	Linseed, bld. less 80@ 85	Linseed, raw, bbl. @ 74	Linseed, raw, less 79@ 84	Mustard, true, oz. @ 1 80	Mustard, artifil oz. @ 1 65	Neatsfoot .. 85@ 95	Olive, pure .. 2 50@3 50	Olive, Malaga, yellow .. 1 60@1 75	Olive, Malaga, green .. 1 60@1 75	Orange, Sweet .. 4 00@4 20	Origanum, pure .. @ 2 50	Origanum, com'l .. @ 75	Pennyroyal .. 2 25@2 50	Peppermint .. 3 25@3 50	Rose, pure .. 12 00@14 00	Rosemary Flows 1 50@1 75	Sandalwood, E. I. .. 9 50@9 75	Sassafras, true 1 25@1 45	Sassafras, artifil 50@ 60	Spearmint .. 2 75@3 00	Sperm .. 95@1 05	Tansy .. 3 50@3 75	Tar, USP .. 30@ 40	Turpentine, bbls. @ 53	Turpentine, less 58@ 63	Wintergreen, tr. 5 50@5 75	Wintergreen, sweet birch .. 4 00@4 25	Wintergreen, art 2 60@2 80	Wormseed .. 3 50@4 00	Wormwood .. 3 75@4 00	Potassium	Bicarbonate .. 1 90@2 00	Bichromate .. 60@ 65	Bromide .. 1 80@2 00	Carbonate .. 1 60@1 75	Chlorate, xtal and powdered .. 57@ 60	Chlorate, gran'r 62@ 65	Cyanide .. 40@ 50	Iodide .. 30@ 40	Permanganate 2 15@2 25	Prussiate, yellow @ 1 50	Prussiate, red .. @ 3 50	Sulphate .. @ 1 10	Roots	Alkanet .. 90@1 00	Blood, powdered 20@ 25	Calamus .. 75@3 00	Elecampane, powd. 15@ 20	Gentian, powd. 38@ 45	Ginger, African, powdered .. 20@ 25	Ginger, Jamaica 30@ 35	Ginger, Jamaica, powdered .. 30@ 35	Goldenseal pow. 7 50@7 70	Ipecac, powd. 3 25@3 50	Licorice .. 32 1/2@ 35	Licorice, powd. 28@ 35	Orris, powdered 30@ 35	Poke, powdered 20@ 25	Rhubarb .. 75@1 00	Rhubarb, powd. 75@1 25	Rosinweed, powd. 25@ 30	Sarsaparilla, Hond. ground .. 55@ 60	Sarsaparilla Mexican, ground .. 25@ 30	Squills .. 35@ 40	Squills, powdered 40@ 60	Tumeric, powd. 13@ 20	Valerian, powd. 70@ 75	Seeds	Anise .. 20@ 25	Anise, powdered @ 25	Bird, ls .. @ 10	Canary .. 8@ 12	Caraway .. 30@ 35	Cardamon .. 1 80@2 00	Celery (Powd. 40) 30@ 35	Coriander .. 10@ 15	Dill .. 20@ 25	Fennel .. @ 75	Flax .. 5 1/2@ 10	Flax, ground .. 5 1/2@ 10	Foenugreek, pow. 8@ 10	Hopp .. 8@ 12	Lobelia .. 40@ 50	Mustard, yellow 22@ 30	Mustard, black .. 19@ 25	Mustard, powd. 22@ 30	Poppy .. @ 40	Quince .. 1 00@1 25	Rape .. 10@ 15	Sabadilla .. 40@ 50	Sabadilla, powd. .. @ 40	Sunflower .. 7@ 10	Worm American @ 25	Worm Levant .. 1 50@1 75	Tinctures	Aconite .. @ 75	Aloes .. @ 65	Arnica .. @ 75	Asafoetida .. @ 1 35	Belladonna .. @ 1 65	Benzoin .. @ 1 00	Benzoin Compo'd .. @ 1 00	Buchu .. @ 1 50	Cantharadies .. @ 1 80	Capsicum .. @ 90	Cardamon .. @ 1 50	Cardamon, Comp. .. @ 2 00	Catechu .. @ 60	Cinchona .. @ 1 05	Colchicum .. @ 75	Cubeba .. @ 1 20	Digitalls .. @ 80	Gentian .. @ 75	Ginger .. @ 95	Guaiac .. @ 1 05	Guaiac, Ammon. .. @ 80	Iodine .. @ 2 00	Iodine, Colorless .. @ 3 00	Ipecac .. @ 75	Iron, clo. .. @ 60	Kino .. @ 80	Myrrh .. @ 1 05	Nux Vomica .. @ 70	Opium .. @ 3 50	Opium, Capmh. .. @ 90	Opium, Deodor'd .. @ 2 75	Rhubarb .. @ 70	Paints	Lead, red dry .. 10 @ 10 1/2	Lead, white dry 10 @ 10 1/2	Lead, white oil 10 @ 10 1/2	Ochre, yellow bbl. 1 @ 1 1/2	Ochre, yellow less 2 @ 5	Putty .. 2 1/2@ 5	Red Venet'n bbl. 1 1/4@ 5	Red Venet'n less 1 1/4@ 4	Vermillion, Amer. 25@ 30	Whiting, bbl. .. @ 1 45	Whiting .. 2 @ 5	L. H. P. Prepd. 1 60@1 70	Insecticides	Arsenic .. 9@ 15	Blue Vitriol, bbl. .. @ 13	Blue Vitriol, less 14@ 20	Bordeaux Mix Pst 8@ 10	Hellebore, White powdered .. 35@ 40	Insect Powder .. 30@ 50	Lead, Arsenate 10 1/2@ 16	Lime and Sulphur Solution, gal. .. 15@ 25	Paris Green .. 37 1/2@ 43	Miscellaneous	Acetanalid .. 90@1 00	Alum .. 9@ 12	Alum, powdered and ground .. 11@ 15	Bismuth, Subnitrate .. 3 80@4 00	Borax xtal or powdered .. 10@ 15	Cantharades 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 .. 6@ 8 1/2	Chalk Precipitated 7@ 10	Chloroform .. 65@ 73	Chloral Hydrate 1 92@2 12	Cocaine .. 1 92@2 12	Cococa Butter .. 5 40@5 60	Corks, list, less 70% .. 50@ 70	Copperas, bbls. .. @ 2	Copperas, less .. 2 1/2@ 7	Copperas, powd. .. 4@ 10	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 80%	Glassware, less 70%	Glauber Salts bbl. @ 1 1/4	Glauber Salts less 2@ 5	Glue, brown .. 13@ 18	Glue, brown grd. 12@ 17	Glue, white .. 15@ 25	Glue, white grd. 15@ 20	Glycerine .. 50@ 65	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 25@4 50	Morphine .. 6 80@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@ 40	Seidlitz Mixture .. 35@ 40	Soap, green .. 20@ 25	Soap, mott castile 12@ 15	Soap, white castile case .. @ 8 00	Soap, white castile less, per bar .. @ 85	Soda Ash .. 4 1/2@ 10	Soda Bicarbonate 2 1/4@ 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
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Holiday Goods
AND
Staple Sundries

Now on display in our sundry room, viz:

White Ivory Goods
Leather Goods in Gents' Sets
Hand Bags, Writing Sets, Collar Bags, etc., Toilet, Manicure and Military Sets
Smoker's Articles, General Novelties
Cut Glass
Stationery, Books, Bibles, Games

Hazeltine & Perkins Drug Co.

Wholesale Druggists

Grand Rapids, Michigan

GROCERY PRICE CURRENT

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

Table with columns: ADVANCED, DECLINED. Items include Canned Saur Kraut, Cheese, Cream of Wheat, Minnesota Wheat Meal, Sal Soda, Mustard Seed, Some Washboards.

Index to Markets

By Columns

Index to Markets by Columns. Lists various goods like Ammonia, Baked Beans, Breakfast Foods, Dried Fruits, Evaporated Milk, etc. with corresponding page numbers.

Table with columns: 1, 2. Lists various goods like AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BREAKFAST FOODS, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CATSUP, CHEESE, CLAMS, COCOA, COCONUT, COFFEES ROASTED, etc.

Table with columns: CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOA, COCONUT, COFFEES ROASTED. Lists various goods like Adams Black Jack, German's Sweet, Twisted Cotton, etc.

Table with columns: 4, 5. Lists various goods like McLaughlin's XXXX, PEANUTS, CRACKERS, CONFECTIONERY, Mixed Candy, Specialties, etc.

6

Table with 2 columns: Item Name and Price. Includes categories like Sugar, Butter, Soda, Oyster, Specialties, Dried Fruits, Raisins, California Prunes, Evaporated Milk, Farinaceous Goods, 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, Apples, Apricots, Currants, Peaches, Raisins, California Prunes, Evaporated Milk, Farinaceous Goods, Pearl Barley, Peas, Sago, Tapioca, Fishing Tackle, Cotton Lines, Linen Lines, and Poles.

8

Table with 2 columns: Item Name and Price. Includes categories like Tallow, Wool, Horse Radish, Ice Cream, Mapleine, Molasses, Mustard, Olives, Peanut Butter, Petroleum Products, Pickles, Playing Cards, Potash, Provisions, and Barreled Pork.

9

Table with 2 columns: Item Name and Price. Includes categories like Smoked Meats, Sausages, Beef, Pig's Feet, Tripe, Canned Meats, Rolled Oats, Salad Dressing, Snider's, Saleratus, Salt Soda, Common Grades, Salt, Waraw, Solar Rock, Common, Salt Fish, Smoked Salmon, Halibut, Holland Herring, Standard, Y. M. wh. hoop, Y. M. wh. hoop Milchers, Herring, Med. Fat Split, Laborador Split, Norway, Special, Scaled, Boned, Trout, and Young Hyson.

10

Table with 2 columns: Item Name and Price. Includes categories like Mackerel, Lake Herring, Seeds, Shoe Blacking, Soda, Spices, Pure Ground in Bulk, Kingsford, Silver Gloss, Muzzy, Syrup, Corn, Blue Karo, Folger's Grape Punch, Table Sauces, Tea, and Gunpowder.

11

Table with 2 columns: Item Name and Price. Includes categories like Oolong, English Breakfast, Ceylon, Tobacco, Plug, Am. Navy, Apple, Drummond Nat. Leaf, Battle Ax, Brazer, Big Four, Boot Jack, Bullion, Climax Golden Twins, Climax, Day's Work, Creme de Menthe, Derby, 5 Bros., Four Roses, Gilt Edges, Gold Rope, Gold Rope, G. O. P., Granger Twist, G. T. W., Horse Shoe, Honey Dip Twist, Jolly Tar, J. T., Kentucky Navy, Keystone Twist, Kismet, Maple Dip, Merry Widow, Nobby Spun Roll, Parrot, Patterson's Nat. Leaf, Peachey, Picnic Twist, Piper Heidsieck, Piper Heidsieck, Polo, Red Cross, Scrapple, Sherry Cobbler, Spear Head, Spear Head, Star, Star, Standard Navy, Ten Penny, Town Talk, Yankee Girl, All Red, Am. Union Scrap, Bag Pipe, Cutlas, Globe Scrap, Happy Thought, Honey Comb Scrap, Honest Scrap, Mail Pouch, Old Songs, Old Times, Polar Bear, Red Band, Red Man Scrap, Scrapple, Sure Shot, Yankee Girl Scrap, and Pan Handle Scrap.

SPECIAL PRICE CURRENT

Table with columns 12, 13, 14. Items include Smoking (All Leaf, BB, Badger, Banner, etc.), Rob Roy foil, Butter Plates, Ovals, Wire End, Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Mop Sticks, Pails, Toothpicks, Traps, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, Yeast Cake, Wicking, Woodenware, and Charcoal.

TELFER'S COFFEE

MADE IN DETROIT USA. Jamo, 1 lb. tin 31; Eden, 1 lb. tin 27; Belle Isle, 1 lb. pkg. 27; Bismarck, 1 lb. pkg. 24; Vera, 1 lb. pkg. 22; Koran, 1 lb. pkg. 19; Telfer's Quality 25 18; Mosan, 1 lb. pkg. 18; Quality, 20 16; W. J. G. Tea 37; Cherry Blossom Tea 37; Telfer's Ceylon 40.

AXLE GREASE



1 lb. boxes, per gross 8 70; 3 lb. boxes, per gross 23 10.

BAKING POWDER

10c, 4 doz. in case 85; 15c, 4 doz. in case 1 25; 25c, 4 doz. in case 2 00; 50c, 2 doz. plain top 4 00; 80c, 1 doz. plain top 6 50; 10 lb. 1/2 dz., plain top 13 00; All cases sold F. O. B. jobbing point.

Special Deal No. 1: 12 doz. 10c, 12 doz. 15c, 12 doz., 25c 49 20; Barrel Deal No. 2: 3 doz. each 10, 15 and 25c with 4 dozen 10c free; 1/3 Barrel Deal No. 3: 6 doz. each, 10, 15 and 25c 24 60; With 3 dozen 10c free; Half-Barrel Deal No. 3: 4 doz. each, 10, 15 and 25c 16 40; With 2 doz. 10c free; All barrels sold F. O. B. Chicago.

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

FITZPATRICK BROTHERS' SOAP CHIPS: White City (Dish Washing) (Caustic) 210 lbs. 3c per lb.; Tip Top 250 lbs. 4c per lb.; No. 1 Laundry 88% Dry 225 lbs. 5 1/4c per lb.; Palm Soap 88% Dry 300 lbs. 6 1/4c per lb.

The Only Five Cent Cleanser



Guaranteed to Equal the Best 10c Kinds. 80 Cans..... \$2.90 Per Case SHOWS A PROFIT OF 40%. Handled by All Jobbers. Place an order with your jobber. If goods are not satisfactory return same at our expense.—FITZPATRICK BROS.

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.

Roasted Dwinell-Wright Brands



White House, 1 lb 100; White House, 2 lb 100; Excelsior, Blend, 1 lb 100; Excelsior, Blend, 2 lb 100; Tip Top Blend, 1 lb 100; Royal Blend 100; Royal High Grade 100; Superior Blend 100; Boston Combination 100.

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



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

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

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

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

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

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

Climax, 100 oyal cakes 3 25; Gloss, 100 cakes, 5c sz 3 60; Big Master, 100 blocks 4 00; Naphtha, 100 cakes 3 40; Oak Leaf, 100 cakes 3 60; Queen Anne, 100 cakes 3 60; Queen White, 100 cks. 3 90; Railroad, 120 cakes 2 50; Saratoga, 120 cakes 2 50; White Fleece, 50 cks. 2 50; White Fleece, 100 cks. 3 25; White Fleece, 200 cks. 2 50.

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

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

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

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

Soap Compounds: Johnson's Fine, 48 2 35; Johnson's XXX 100 5c 4 00; Rub-No-More 3 85; Nine O'Clock 3 50.

WASHING POWDERS: Gold Dust: 24 large packages 4 30; 100 small packages 3 85.

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

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

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

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

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

Hotel—Lease and furniture, 65 guest rooms, American plan; rates \$2 to \$2.50. Four-story brick building, lobby on ground floor with good cigar trade. Best location in busy city 14,000. Will trade for fruit farm or residence; part cash. Must sacrifice on account sickness. Price \$6,000. Money maker. Address H. Luplow, LaPorte, Indiana. 488

For Sale—A stock of ladies' ready-to-wear furnishings located in a thriving Michigan city. Address No. 489, care Michigan Tradesman. 489

Wanted—Stock of hardware not over \$4,000, showing good business in a good small town. E. C. Lindsey, Litchfield, Michigan. 490

For Sale—Drug stock, consisting of drugs, paints, and oils, wall paper, books and stationery, school supplies. Only store of its kind in small but prosperous town, in best farming and dairying section in Central Michigan. One sideline alone paying \$85 per month. Owner wishes to retire. Snap for a live wire druggist. Price including one-story brick building 22 x 85 \$4,500. \$3,000 down, balance easy. For information address all enquiries to J. D. G., care Michigan Tradesman or J. D. Gilleo, Pompeii, Michigan. 491

Placer mining in tested ground is a mathematically safe proposition; the right proposition pays big dividends to shareholders. I can let a few men into a tested proposition "below the market" on a syndicate or "underwriting" basis. Don't invest until you are satisfied, but write to M. E. Eastman, Weaverville, California. 492

For Sale—Stock of dry goods, shoes and groceries located in one of the best little oil towns in Oklahoma. Town has wonderful prospects, profits are large, stock is new and clean, about \$6,000. Best location in town. Brick building, concrete and tile floor, rent only \$35. Can get lease if taken soon. Great chance for young man with push to build up a great store. Will not trade, will sell for cash but will not sacrifice. B. F. Coughlan, Atchison, Kansas. 493

For Sale Cheap—One V. & K. No. D A 6 water motor. Used less than year. Address E. J. M., care Tradesman. 494

For Sale—Elliott Addressing machine, stencil cutter, cards cabinet and complete equipment. Brand new used only two months. Will sacrifice for quick sale. Photo Finishing Company, 3159 Indiana Ave., Chicago. 495

Want To Sell Or Exchange—My 181-acre farm south of Battle Creek in Calhoun county. Would take a stock men's and boys' clothing, shoes and furnishings or a general stock of merchandise. Would not assume a lease. This farm has good buildings, good soil and good fences. Price \$75 per acre. Address O. M. McLaughlin, Nashville, Mich. 496

For Sale—Meat market in prospering town of 5,000. Good business, good location in business section. Price reasonable if taken at once. Address No. 497, care Tradesman. 497

For Sale—Machinery, formula and patent for an absolutely fire and acid proof paint. A paint which can be heated white hot without injury. Can be made cheap. There is an unlimited field and no competition. Would consider removal of plant to Southern Michigan or to Ohio or Indiana. For particulars address Box 87, Oden, Michigan. 498

For Sale—Hotel St. Joe, Colon, St. Joseph Co., Michigan, ideal location between Jackson and Niles. Property is an estate matter and will have to be sold. Rents for \$70 per month, and has for the last fifteen years. Big value for someone who wishes to locate in a thriving town. Come and look this property over and we will make you the right price. E. Hill & Sons, Colon, Michigan. 484

A Partner Wanted—To conduct and have charge of a large manufacturing business; 100 employees; working capital \$100,000; will be able to pay 50 cents dividend or more upon working capital each year. 22,000,000 customers (a patent). Partner can own one-fourth interest if desired. A youngish man preferred, but must be a thorough business person. Write for full particulars. Address P. O. Box No. 155, Howell, Michigan. 485

For Sale—120-acre farm twelve miles from Alpena. Ninety acres cleared; 350 fruit trees. Small house and barn, also cattle, horses and machinery. Owner dead. Address Lock Box 232, Onaway, Michigan. 475

For Sale Or Trade—Small new stock hardware and groceries. Very little competition. Cash trade. No. 472, care Tradesman. 472

For Sale—Cash grocery and crockery business. Always leading store in live Southern Michigan town. Established 35 years. Wish to retire. Exceptional opportunity. Address No. 476, care Tradesman. 476

Gall Stones—Your bilious colic is the result; your physician can not cure you; only one remedy known on earth, positively cures. Free Booklet. Brazilian Remedy Co., Box 3021, Boston, Massachusetts. 478

Business Chance For Sale—Half interest in good going real estate business in good field in which to do business; also half interest in 395 acres of land; all for \$2,500. Address Box 287, Eldon, Missouri. 479

For Sale—200-acre stock and grain farm in Southern Michigan. Will take some property in part payment. W. Wallace, 1419 Forres Ave., St. Joseph, Michigan. 480

For Rent—Sept. 1, store 22 x 44. Good location on Main street. Enquire of N. M. Welch, Charlotte, Michigan. 481

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 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. Seitner, Canton, Ohio. 466

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, Mantion, Michigan. 469

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—Home bakery and restaurant, only one in town. Good resort trade Box 456, Bellaire, Michigan. 450

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

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

Safes Opened—W. L. Slocum, 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—Old established furniture and rug business. City 10,000. A1 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

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

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

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—General merchandise stock in Southern Michigan. Good business; good locality; good place for partners. Address No. 371, care Tradesman. 371

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

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

For Sale—At a bargain, stock of merchandise, store and house. Wm. Sweet, Cedar, Michigan. 416

HELP WANTED.

Wanted—A butcher and meat cutter. Married man preferred. 119 Bell Phone or write J. K. Jackson, Otsego, Michigan. 474

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.

LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity to supply the demand

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS

THE TERMS OF PEACE.

The calculation of the end of the war is really a calculation of how long it will take before the Germans will accept the minimum terms the Allies will concede. The calculation of when they will propose peace, however, is a more difficult one.

The Germans are fighting for the terms they have been after ever since their disastrous defeat in the battle of the Marne. They are fighting in the hope something will happen—some peace movement in the United States, some trouble between the Allies and the neutrals, some dissension among the Allies—that will save them from the minimum terms upon which the Allies insist, which will, in all probability, include the following:

Belgium to be restored, her frontier rectified and her people indemnified for their losses.

France to receive Alsace and Lorraine and to have free navigation of the Rhine.

Russia to receive Constantinople and Armenia.

Turkey in Europe to be divided between Roumania and Greece.

The Kaiser to be dethroned and hanged for murder, the Hohenzollern clan banished from Europe and the German people to be permitted to organize an independent republic similar to the French republic.

Poland to be restored to the Polish people and made a republic under the protection of Russia or England.

Heligoland to be ceded back to England and the Kiel canal to be made neutral.

Austria to be completely extinguished as a nation. Austria proper to be divided between Roumania, Serbia, Greece, Italy and Poland. Hungary and Bohemia to be made separate and independent republics.

Bulgaria to be extinguished and divided among the other Balkan states.

All of the Teutonic colonies to remain in the possession of the present owners.

Compensation to be accorded neutral nations for the destruction of sunken shipping.

No one who has followed the trend of events and the history of past wars will be disposed to think that the Allies will concede easier terms than those above stated. The main idea, of course, is to so shape the future that another great war will be rendered impossible.

Our dealings with the outside world continue unsettled. The joint commission now in session at New London has made but little progress although it is reported that a broad working basis has been gained and that the best of feeling exists between our commissioners and those representing the de facto government of Mexico. It is probable that a border patrol, controlling a strip of territory on each side of the international boundary, will be established and maintained until normal conditions are restored along the Rio Grande. The unpleasantness between the British government and our own, owing to the mail censorship, has not abated. Lord Robert Cecil assures us that Great Britain is not adopting a policy which will deliberately injure our trade, but the remarkable statement of Lloyd George has rather taken the edge

off this. No one believes that England would intentionally harm us at this juncture in her foreign affairs. She needs us too much. But with typical assurance England calmly persists in gaining whatever trade secrets she may, and in our present unprepared state all we can do is protest.

Last year's great upward movement in stock values was a market of anticipation; this is a market of realization. Last year the market advanced on war orders and rumors of them. This year it advances on actual earnings, actual increases in dividends, and rumors of them. Last week there were declared three initial dividends, two increases in rate, two accumulated payments, and fourteen extra dividends. The great number of extra dividends compared with the small number of increases in rate is significant. It means that boards of directors do not know how long present profits are going to last, that they are not deceived by present fabulous earnings, and that they do not believe they will be permanent enough to justify higher rates. This, however, is only what everybody has known right along; the fact that some dividend rates are being raised, and that so many companies feel justified in declaring fancy extra dividends now instead of conserving every cent for a great readjustment following the war, may be regarded as equally significant.

The railroads continue to report their prosperity. In the face of increased operating costs and reductions in the aggregate of freight to be carried this fall, owing to the crop calamity in the Northwest, gains are shown from month to month. Industrial activity is at high tide. Perhaps the most striking improvement has occurred in shipbuilding. American yards are working at capacity on new construction both for domestic and foreign registry and already some of these ships have been put into commission. The destruction of shipping because of the war goes on faster than the building. Tonnage is scarce and will be scarcer after the war closes because of this. That the outlook for continued prosperity in this particular line is bright, is shown by the advance in price of International Mercantile Marine shares.

The situation in the Far East again has been brought to the fore. China has appealed to us for financial aid. Our bankers are ready to lend, but they insist upon adequate protection for investors in Chinese securities. With Japan and Russia forming an alliance which has for its chief end the maintenance of the status quo in the East, followed immediately by Japan's demands upon the Chinese government it becomes doubtful just what protection our government could afford investors in case of need. China is calling for our aid to protect her political integrity. The triumph in the diplomacy of John Hay in the open door policy seems about to be turned into defeat owing to our vacillating foreign policy.

Some men are born lucky and some are lucky to have been born at all.

A woman's work is never finished—if she is trying to reform some man.

DEEP FINANCIAL SCARS.

The war is breaking precedents in every direction. In its financial aspects it is quite as revolutionary as in its military aspects, where such novel agencies as submarines, Zeppelins, aeroplanes, sub-cellar trenches and ultra-high explosives are dominating factors. The cost of this war is beyond all comparisons. No financier three years ago would have deemed it possible for England, France, Russia and Germany to raise the billions in loans which they have already raised, with still more to come. The methods employed both for raising loans and for safeguarding them are just as new as the use of the wireless and aeroplane. The latest evidence of this is the mobilization of the gold reserves of the four leading nations of the Allied Powers. They have pooled more than two billions of gold held in the four great banks of England, France, Russia and Italy, and this consolidated mass of yellow metal, which is by far the greatest ever wielded by a single Power, will be employed by England as a colossal weapon for establishing and maintaining foreign credits.

THE RULE OF FORCE.

The greatest question which confronts the American people to-day is this:

Shall government by intimidation take the place of government by discussion and deliberation? Shall the rule of force supercede investigation and arbitration in industrial disputes?

When the postal savings banks were inaugurated the principal purpose was to facilitate the savings of small sums and encourage the people to do so by making it within their reach and very easy. Apparently it has done something else, which is also of great value. As everybody knows there are hundreds of thousands of aliens in the United States, who have been accustomed to send money to the old home. This they do by foreign postal office money orders and during the two years previous to the establishment of the postal banks the sums thus sent out increased \$17,000,000 annually. Since the postal banks were started there has been a marked change. In a single year there was a falling off of \$12,000,000 in foreign money orders. The inference is that the people entrust their savings to the Government, thinking them more secure there than they would be in any other kind of a bank. The average American banking institution is about as safe as anything can be, but the foreigners do not understand and realize this fact, but somehow the Government appeals to them and as a result millions of money are retained here, which otherwise would go abroad.

Queer things find their way into court and one of them which is now attracting attention in the Supreme Court of Brooklyn involves the rights of the hat boys in restaurants. The common custom in large metropolitan restaurants is to give a lease or contract for the privilege of checking the patrons' hats and coats while they are at the table. No direct charge is made the patrons for this service, but they are

all expected to give tips more or less generous and in the aggregate these amount to a great deal. In the case under consideration one of these restaurants sought to dismiss the owner of the hat privilege and he refused to go, claiming that his contract has some time yet to run and that he is entitled to take care of the customers' clothes and get the tips therefrom to the end of the specified time. Of course, this is one of the ways in which the dear people are separated from their money and evidently it is very profitable to those who enjoy that privilege.

Oakland in California aspires to the distinction of being the only Oakland in the United States. Oakland wants to be the only pebble on the beach, to revive an out of date slang term. There are twenty-six other Oaklands in this country and every one of them has indignantly refused to change its name, although the Chamber of Commerce of the California Oakland respectfully asked them to do a little thing like that. For six weeks Oakland, Cal., has worked to get those other twenty-six Oaklands to take a new name and each and every one has announced its determination to cling to Oakland. On account of their stubbornness it will continue to be necessary to put "Cal." or "Calif." on letters addressed to Oakland, the city across the bay from San Francisco.

According to information given out by the department of natural resources of the Canadian Pacific Railway. Dr. Saunders, chief cerealist of the Dominion department of agriculture, hopes soon to introduce a new wheat variety. It has not yet been named, but Dr. Saunders describes it as a beardless wheat that will ripen about a week ahead of Marquis wheat and give about seven-eighths the average yield of Marquis. Dr. Saunders, it will be remembered was the originator of the Marquis and Prelude varieties, which have proved such valuable specials both in Canada and the United States.

D. W. Higgins, who has been engaged in the drug business at Alden for seventeen years, is in the city this week for the purpose of purchasing his holiday goods line. He stopped off at Morley on his way down to attend the funeral of his cousin, Wm. H. Hicks, who had been engaged in the drug business at Morley since 1878. Mr. Higgins clerked for the deceased for about a dozen years subsequent to 1883.

A Christmas ship has left Seattle carrying toys for the boys and girls who live in the far-away places and who would not get any Christmas presents unless arrangements were made several months ahead. Reading about this Christmas ship is a reminder that Christmas is less than four months away and it is time for merchants to begin the annual agitation about early shopping.

Cornelius Bradford succeeds H. S. Dingilian in the grocery business at 315 Irving Place.

BUSINESS CHANCES.

For Sale—Half interest in grocery doing \$45,000 business in college town of 8,000 population. If you are looking for a good paying business investigate this. Address No. 499, care Tradesman. 499