

MICHIGAN TRADESMAN

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Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, JULY 19, 1916

Number 1713

LITTLE THINGS

It's the little things that brighten
All the dullness of the way,
It's the little things that lighten
Burdens carried through the day.
It's the little things that ease us
When our lot is hard to bear,
And the little things that please us—
Though they're neither here nor there!

It's the little things that trouble,
It's the little things that pain,
And a little thing will double
Every care of heart or brain.
It's the little things that sadden
And the hopes of life impair,
It's the little things that madden—
Though they're neither here nor there!

It's the little things we're living
In the warp and woof we make,
Just the loving and the giving,
And the smile when hearts would break.
Oh, the bigger things that tower!
Like the sunflow'rs blinding glare,
Even hide the sweeter flower—
Though they're neither here nor there!

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

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

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

Piper Ice Cream Co.

Kalamazoo,

:-:

Michigan

Pere Marquette Railroad Co.

DUDLEY E. WATERS, PAUL H. KING, Receivers

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Better Than Ever

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Eat Plenty of Bread

It's Good for You

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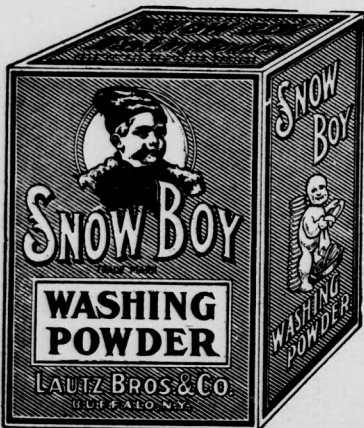
Boston Breakfast Blend



—Splendid Quality
at a
Moderate Price

Judson Grocer Co.
The Pure Foods House

GRAND RAPIDS, MICHIGAN



NEW DEAL

MORE PROFIT

SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

25 boxes @ \$3.05—5 boxes FREE, Net \$2.54

10 boxes @ 3.05—2 boxes FREE, Net 2.54

5 boxes @ 3.10—1 box FREE, Net 2.58

2½ boxes @ 3.20—½ box FREE, Net 2.66

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

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

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

Yours very truly,

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, JULY 19, 1916

Number 1713

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WANT ENFRANCHISEMENT.

It is related that a school teacher once asked the pupils in her class the difference between the people of a state and those of a territory. The only answer offered was by a youngster who said, "The people of a territory can not sing." When asked to explain he did so by saying, "The geography says that the people of a territory have no voice, so how could they sing?" That is very much the view of the existing situation entertained by the people who make their permanent home in the District of Columbia. They have no voice or vote in the management of their own or National affairs, and like the little robins have to take what is given to them, be it worm or shingle nail. Naturally being at the seat and center of the Government, where all the great men stay they are not only very much interested but they think they are especially well informed and so better able than most people to vote intelligently. For time out of mind they have endeavored to get political recognition, and their celebration of the Fourth of July not long since was devoted to a very earnest argument and appeal in the interests of a constitutional amendment which aims to enfranchise them.

As everybody knows, the District of Columbia is an area ten miles square, where are located the National Capitol, the President's mansion, the Executive Departments and other buildings required for the transaction of public business. Politically it is no man's land and those who go there on business or pleasure retain a voting residence somewhere else. The District is governed by Congress. Naturally they are interested and would like to participate in helping to run the Government. This arrangement was made when the Continental Congress had no permanent place. It moved about from Philadelphia to New York, Trenton, Annapolis, etc., and really had a hard time to do business. It was threatened with mob violence by soldiers who were clamoring for their pay when there was not a dollar in the Treasury. Accordingly it was thought best to set aside the Dis-

trict of Columbia with its ten miles square, being a comparatively small area which could easily be patrolled and protected. It was thought in this way the Government buildings, property and people could be made safe from attacks either by an outside enemy or a domestic mob. In those days nobody thought about having cannon that would shoot a mile or two, much less a dozen. Washington has become one of the big cities of this country. The framers of the constitution thought they were doing a good thing at the time, but things have worked out better and differently than they expected. Beside the officeholders and Government employes, there are a great many people whose permanent residence is in the District of Columbia and they are industriously endeavoring to get representation. An old maxim in this country was that there should be no taxation without representation, but that is what the Government does right at its very seat and center. There will be a good deal of sympathy for the District of Columbia residents who want to have things fixed so they can vote.

If the Allies were gaining no ground anywhere, they would still have every reason for encouragement as to their prospects. For on all sides there are signs of distress in Germany. To-day it is the extraordinary proposal of the Frankfurter Zeitung that there be a truce, so that half the German armies may vote on the question whether things are going to their liking. Yesterday it was the announcement of the fifty meetings to be staged by the German National Peace Committee for the purpose of "making clear" Germany's aims in the peace to come. Every day brings news of greater economic stringency. The censor is permitting dispatches to leave Germany stating frankly that the German soldier is now underfed as compared to his adversaries. In the home press itself the debating of peace terms goes on unceasingly, one of the latest suggestions being that a new tariff wall against the present enemies be used as one of the German cards at the peace conference. All of this discussion of peace and this unrest are bound steadily to increase in Germany, particularly in the light of such news as comes this morning of the falling back of Gen. von Linsingen's army in Galicia to defensive positions behind the Lipa—some forty miles in the rear of the line the Germans held when the Russian drive began.

At the moment when we are so afraid of Germany's efficiency as to be arming against her at an unheard-of rate, there is an ominous effort in Congress to prevent real efficiency in various directions.

Thus Congressman Tavenner has introduced a bill prohibiting "time-studies" and other moves towards the efficiency of those engaged in Government work. There is also a Van Dyke bill, the object of which is similarly to make against the efficiency of the Postoffice Department—than which no department is in more need of efficiency, Heaven knows. It is also reported that similar labor-union attacks upon scientific management are to take the form of riders to the Postoffice, Navy, Army, and Fortifications Appropriation bills. Congress has already injured the scientific-management system at our arsenals, thereby increasing the cost of the cannon that are to defend us. If these riders go through, efficiency in the Government service will be prohibited by law—and yet we think ourselves superior to Chinese administrative methods! Here is a great chance for the Security Leagues and other advocates of preparedness to do the country a useful service by preventing such legislation.

There are several startling things in the new revenue measure—taxes on circuses, moving-picture shows, pawnbrokers, brokers, and many other classes of men and things that will hereafter have a more direct personal interest in preparedness than heretofore. The persons taxed have their representatives and their lobbyists, who will doubtless rush to Washington to have the bill amended. But some of the objects most endangered by the new taxation will not, we fear, obtain the public ear in accordance with their merits. We refer especially to nitrophenylenediamine, phenyl-naphthylamine, and, equally important, methylanthraquinone and amidonaphthol. Of course, all our readers are familiar with these names and the importance of the interests involved. But who will speak up for them? To make them the objects of tariff taxation, Mr. Wilson and the Democrats have deliberately abandoned the historic Democratic policy of a tariff for revenue only, and are going in for a straight-out duty. Of course, the Republicans may be relied upon to show up this Democratic inconsistency. But, meanwhile, what becomes of the objects of our sympathy—to say nothing of such valuable necessities as nitrotoluenediamine and binitronaphthalene? Is it possible that this country will permit any party to increase to the American public the prices of such popular goods as these?

Every individual should bear in mind that he is sent into the world to act a part in it, and, although one may have a more splendid and another a more obscure part assigned him, yet the actor of each is equally responsible.

But a man soon forgets his faults when they are known only to himself.

HIGH COST OF PREJUDICE.

No food commissioner will deny the absolute purity and wholesomeness and food economy of oleomargarine, yet between the energetic persecution of it in the market—"prosecution" is no longer the right word—and the selfish truckling of legislators to the farmer vote, by the enactment of unfair anti-oleo laws, perfectly good oleo is saddled with a tax of from 1 to 10 cents a pound, without a particle of economic reason, and none assumed save that of "preventing deception"—a deception which, if it existed at all, would be far less menacing than the extra tax.

Then, again, we have the use of artificial sweeteners—saccharine and glucose. Any one doubting the shallowness of the objections to glucose will do well to read the scientific discussion of it by Dr. Duckwall, published elsewhere in this week's Tradesman. He says with much emphasis that glucose is perfectly wholesome and even better in food value than sugar, yet, because of the prejudices of the past and the unreasoning preconception of the housewife that sugar is the only sweetener used, all progress in the direction of cheapening food products by using something else must cease; even though the cost of canned foods are forced up to sustain the housewife's absurd notions.

If glucose is good and wholesome, why isn't it a far wiser policy for the officials and scientists of the country to preach it to the housewife and allay her fears? If saccharine is so slightly open to objection that a test case in the courts can find no objection to it stronger than the possible loss of the nutrition in the sugar content by substituting another sweetener having no nutritive value, it is straining a point to back up scientific nicety in its economic fight against the "penny saved" that is the "dollar earned."

There should be no reasonable need for requiring that glucose or saccharine be stated on a label than sugar, unless it be a menace to the public health. The fact that it is stated is a signal to the timid woman (who sometimes reads labels) to be afraid of it. She reasons that if it were not dangerous or inferior it would not be required. And the net result is that prejudice is fed through ignorance and the public pays the bill.

Any man has a right to consider himself a gifted orator who can get people to stay in a room and listen to him talk for two hours if the door isn't locked.

The more indignant some of our neighbors can grow over scandal the more they seem to enjoy it.

THE CANNERS' CAMPAIGN.

Keynote of Educational Work They Have Undertaken.*

"The Greatest of Earth's Problems" is to supply the people of the world with adequate and suitable food. Nature, unassisted, does a great deal, and at one time mankind relied almost altogether upon nature. But the world has advanced beyond that helpless state of dependence, and the population of our earth has so multiplied that with great labor men are unable, in many places and countries, to "eat their bread in the sweat of their faces," and with all their skill and labor are frequently unable to supply themselves.

We hear of hunger and starvation in China and in India, in Armenia and Belgium, and in Poland and Russia, and even in our own country the poor and the ill-fed, and the starving are always with us. With this fact confronting us, I hold that the "Greatest of Earth's Problems," is the feeding of God's people.

We hear much about the conservation of National resources—of stopping the destruction of the forests, squandering of the fertility of the soil, the preservation and protection of our great waterways and sources of water power, the repopulation of our waters and the protection of the wild fowls and game. Government aid has been sought and bountifully extended to all of these.

Even where the earth has produced the food, great supplies of it in some places are rotting in the fields and orchards, whereas in other of earth's places the people are starving for lack of it. "Wicked waste makes woeful want," and such wastefulness is wicked. I hold, therefore, that the canning industry is a great conservative force, which in its importance and economy overshadows all other efforts and plans for conservation.

Why the National and state governments do not assist it, instead of restricting and hampering it can only be explained by charging unintelligent inappreciation. The National Government is aiding home canning by printing and distributing a few pamphlets of instruction; but, on the other hand, it is doing nothing helpful for commercial canning.

In order to disseminate the truth and correctly inform the people, we propose to tell them face to face about this great world-wide economy; to visit the schools, churches and clubs and speak to the women. We are going to present our case to that intelligence of womanhood which always gives a kindly hearing to a just cause. We are appealing to every woman who has assumed the responsibility of caring for a family, or who hopes or expects to do so. We are asking only that they be fair and considerate toward a great industry, and that they inform themselves as to its merit and value to the world, divest themselves of prejudice and place it in that position of esteem and confidence which it deserves.

Historians and scientists will tell you that Nicholas Appert, a great Frenchman, first discovered the principle of the preservation of food by the application of heat about one hundred years ago.

*Address by John A. Lee, of Chicago, before Women's Club of Gary, July 7.

Which is all nonsense and error. He did discover the method of hermetically sealing foods by heat, but the practice of preserving foods by the application of heat had been in vogue for a thousand years before Appert was born, by the women of the world. The women are also the real founders and promoters of the canning industry. I suppose that Appert told it to his wife, and she—blessed woman—told it to her sister philanthropists, and then the women in all parts of the world began to use glass jars, and tin cans, and earthenware jars and many kinds of containers in which to sterilize food by heat, and "put up" foods in the spring and summer to be used in the winter.

So, my sisters, it is your industry. You are the mothers of it, and I congratulate you. It is not necessary for me to tell you that canned foods are cleaner, more wholesome, better and cheaper than the unprepared foods on the market, which are shipped in open containers and exposed to nearly every form of contamination. You know it. What we want you to do is to tell others who do not.

When I conclude, a demonstration will be made and samples of canned foods shown, which will convince you of the high degree of excellence to which commercial canning of food products has attained. Ask questions. Satisfy any and every doubt. Now is the opportunity to clear away prejudices if you have any.

The canned foods industry has done more to emancipate women from the drudgery and slavery of house-keeping than the sewing machine, or modern plumbing and heating, or gas, or electricity, or washing machines or vacuum cleaners, for it has brought as well as convenience, leisure, health, comfort and the pleasures of appetite, and the luxuries of life into even the humblest homes.

The modern commercial cannery is Government inspected, and as clean in all its parts and features as a neat and careful woman's kitchen. It is usually located very near the fields of production. Its products are very largely handled by machinery and little by hand. It has held down the advancing cost of living, lightened the labor and increased the happiness of womankind.

The hand that rocks the cradle is the hand that writes the order to the retail grocer for canned foods, and the tongue that sings the world's lullabies is the same tongue that tells the grocer over the telephone what canned foods to send around. We know your influence. We respect and trust your sense of right and justice and your intelligence of appreciation. Nearly five hundred million dollars in value of canned foods were sold last year. This country alone should consume quadruple that quantity. The canning industry is one of the great blessings of modern times. Help us to extend it to every home.

Beware of the friendly chap who pats you on the back. The chances are that he is trying to jingle the coins in your pocket.

There may be nothing new under the sun, but some of the imitations frequently surpass the original.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, July 14—Max R. Birkholz, of Grand Rapids, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has not yet been called. The schedules of the bankrupt reveal liabilities of \$351.63 and assets, including exemptions claimed by bankrupt, \$416.08. The following is a list of the creditors of the bankrupt:

Secured Claims.	
Standard Scale Co., title contract	\$ 18.50
Unsecured Claims.	
National Grocer Co., Grand Rapids	\$ 95.13
Boylard Creamery Co., Grand Rapids	3.78
New Century Co., Grand Rapids	7.15
Piowaty Co., Grand Rapids	2.45
Red Star Yeast Co., Grand Rapids	1.50
Valley City Milling Co., Grand Rapids	1.00
Mills Paper Co., Grand Rapids	4.50
Wm. M. Hoyt Co., Chicago	5.49
Carpenter Bros., Grand Rapids	3.40
Arbuckle Bros., Chicago	5.08
Reid-Murlock Co., Chicago	4.81
Watson-Higgins Co., Grand Rapids	2.68
J. A. Mutton, Grand Rapids	.45
Worden Grocer Company, Grand Rapids	7.62
W. F. McLaughlin & Co., Chicago	5.85
VanDriele & Co., Grand Rapids	.50
Heckman & Co., Grand Rapids	9.33
Akman Bakery Co., Grand Rapids	17.40
Jennings Extract Co., Grand Rapids	3.75
Armour & Company, Chicago	4.50
J. E. Wiersum, Grand Rapids	5.54
D. E. McNicol, Grand Rapids	9.65
Citizens Telephone Company, Grand Rapids	13.00
Mrs. Blickley, Grand Rapids	108.00
Mrs. Eaton, Grand Rapids	1.85
Private Estate, Coffee Co., New York City	8.10
Standard Oil Co., Grand Rapids	3.68
Alfred J. Brown & Co., Grand Rapids	1.00

July 10—A special meeting in the matter of the creditors of the Hallock Advertising Agency was held at the office of the referee. Claims were allowed by the referee, and the first report and account of the trustee was made and approved. Order for the payment of certain administration expenses and a first dividend of 10 per cent. was made. Special meeting was adjourned without day.

July 12—A final meeting in the matter of the Rol-All Embalming Fluid Co. was held at the office of the referee, at which time the trustee's final account was made and approved. No new claims being proved, the meeting was adjourned without day.

July 13—The final meeting in the matter of Lee Howland was held at the office of the referee, at which time, claims were proved and trustee's final account was made and allowed.

Boonlets From Bay City.

Bay City, July 17—Peter Slager, a Flint grocer, has filed a petition in bankruptcy in the United States Court in this city. He has liabilities of \$5,207.89 and assets of \$1,549.95.

Wenona Beach, Bay City's popular summer resort, was visited by 15,000 people July 4. A large number of visitors from Saginaw was present and took advantage of the splendid bathing facilities which the beach affords and enjoyed the clear, cooling water of the bay.

The H. M. Loud & Sons' Lumber Co., of Au Sable, and Bruce Loud, of Bay City, have transferred all their timber holdings, consisting of 97,000 acres—7,000 acres of which is virgin hardwood—to a copartnership composed of Selwig Solomon, Joseph Hayes and Frank E. Cowley, of Oscoda. The property is located on the Au Sable River and Lake Huron shore; also in the counties of Iosco, Alcona, Oscoda and Montmorency.

The grocery store owned by A. Blanchard, 1201 Third street, was visited by fire Tuesday night, causing considerable damage to the stock. Prompt action by the flying squadron No. 1 truck and No. 6 hose company, saved the building.

The driver of Blanchard's delivery truck lost control of the machine and dashed into the grocery store of I. Van Duser, Third and Monroe streets, smashing several windows and doing other damage.

"The Glad Hand Town" was the title given Bay City by members of the G. A. R. at the convention recently held in this city. An opportunity was given the members of the Board of Commerce and citizens gen-

erally to extend the glad hand when the Detroit good roads enthusiasts, sixty in number, accompanied by the famous ford band, arrived in the city Monday afternoon at 5:30. Soon after their arrival they boarded special cars for Wenona Beach, where a goodly number availed themselves of the bath house privileges extended to all and took a swim in the cooling waters of Saginaw Bay. Nearly 200 sat down at the long tables in the banquet hall at Wright's cafe at the Beach, where a splendid dinner was served, after which good roads talks were given by Frank F. Rogers, State Highway Commissioner, W. S. Galbraith, Field Secretary of the Dixie Highway Association, Phillip T. Colgrove, President of the Michigan Good Roads Association, Horatio S. Earle and C. B. Chatfield, of the Bay County Road Commission. The visitors remained in Bay City over night and started North for Alpena and Mackinaw City Tuesday morning. One of the visitors was heard to remark, "This is surely the Glad Hand Town."

George Bullock, of New Lothrop, is closing out his stock of general merchandise, preparatory to removing to Flint, where he will engage in the retail grocery business.

J. A. Brady, formerly of the firm of Brogan & Brady, of Chilson, has opened a store at Brighton with a complete line of groceries, men's furnishings and shoes.

H. C. Walker, of Byron, has decided to close out his stock of general merchandise and move to St. Anne, Ill., where he will engage in the tile business.

The Campbell Stone Co., of Indian River, has purchased a stock of general merchandise and will conduct a mercantile business at the quarry near Afton.

Frank Klooz, who has been working the territory North of Alpena and Gaylord for the National Grocer Company, Bay City, has been transferred to the Lansing branch. David J. Bergeron, of Bay City, who has been doing special work for the company, will succeed Mr. Klooz.

W. T. Ballamy.

Ludwig Winternitz (Fleischmann Co.), who has been spending the summer in Grand Rapids as a guest at the Hotel Burleson, has taken a room at the Blodgett Memorial Hospital for a few weeks as a patient of Dr. Northrup. He is greatly pleased over the manner in which every want is anticipated at the famous remedial institution in East Grand Rapids. Mr. Winternitz spent the winter in St. Petersburg, the spring in Savannah, Washington and New York and, if he recovers from his present indisposition in time, he will wind up the summer season, as usual, at Mackinac Island.

Wanted

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

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, July 17—Herb Fletcher, one of our esteemed citizens and Assistant Cashier of the Sault Savings Bank, is off with his family for an extended trip through the State in his touring car. From all accounts they are not missing anything en route. They expect to be gone about three weeks.

Henry Hickler, of Hickler Bros., machinists, and family, accompanied by the Misses Anna and Ruth Conway, daughters of R. V. Conway, of the firm of Conway & Hall, druggists here, left last week for Mackinac City, going by train. At the Straits they will take Mr. Hickler's car for a Southern tour, going down the East shore of Lake Michigan to South Bend, Ind., thence to Toledo and Buffalo. The party will return through Canada to Windsor and Detroit, heading for the Soo from the latter place. They expect to be absent from the city about three weeks.

Practically all of the retail markets and stores have agreed to close during the warm weather on Thursday afternoon each week. The public seems to be in favor of this move and are encouraging the dealers by doing their marketing in time so that there will be no loss of trade on account of being closed the half day.

"A man's heart is like a dollar watch. No matter how hard it has been thrown down, it goes right on running."

The Gamble-Robinson Fruit and Commission Co. had its formal opening Friday last at its new plant which is certainly a credit to the city as well as the owners. Mr. Shaw and staff gave a reception during the fore part of the evening, after which the guests indulged in dancing, the music being furnished by the Nordyke orchestra. Refreshments were served consisting of various products handled by the house, such as bananas, watermelons and peanuts, and punch for the grown-ups. Mr. Shaw proved himself a most efficient host and the opening was a grand success. The new plant compares favorably with any of the commission houses in larger cities, being up-to-the-minute in every respect. It is located on the Michigan Northern Power Co.'s track.

The Parisian Restaurant, which recently went into the baking business in connection with its cafe, has installed a Marshall double chamber white enamel bake oven. Theodore Paulantis, the proprietor, has made a record since taking over this popular eating place and is well pleased with the patronage he is receiving. The place is a credit to the city and compares favorably with any of the eating houses in the large cities.

F. L. Rhoades, formerly in the clothing business here, has secured a patent on a mosquito and fly-protector, a screen device to be fitted on the rim of a hat to protect the wearer from flies, gnats, ants, mosquitoes and other insects. A cloth envelope fastens around the rim of one's hat and from this hangs an extra fine copper wire screen, in the front of which is fastened a piece of singlass. The wire screen hangs all the way around one's head to the chin and from this hangs more cloth which drapes over the shoulders, making the device absolutely insect proof. It is so made as to hang free from the face, causing no irritation or discomfort. Plans are now under consideration by certain interested gentlemen for the formation of a \$50,000 company for the manufacture of the protectors, which will fulfill a long felt want with the fishermen and pleasure seekers during mosquito season.

W. S. Arrowood, the Lakeside merchant, has decided to retire from business and has sold his grocery stock

and rented the store building to Saul Osser and J. Hanklin, of Crewitz, Wis., who expects to take charge of the store Aug. 1, and conduct an up-to-date meat market and grocery store, also carry a line of tinware and notions. Mr. Arrowood has not made any definite plans for the future, but expects to remain in Manistique.

John Lipnitz has opened a new hardware store at Moran, where he has received a large shipment of goods and is busy displaying them. This will add much to the hustling town of Moran, which is coming right to the front. With the new addition practically everything can be bought at home now.

The new course of the Mackinac Island Golf Club is now in readiness for the season and is being taken advantage of by the many enthusiasts who visit the Island. It is pronounced one of the finest courses in the Great Lakes region and will, undoubtedly, attract many tourists who are golf inclined.

B. G. Wheeler, the new proprietor of the Astor House, at Mackinac Island, arrived from Chicago last week. Mr. Wheeler is an old hotel man and will make many improvements to this well known hotel. Mr. Wheeler has added a musical instrument to his convention and dance hall, which is the only one of its kind in Northern Michigan.

The Goodrich Transportation Co., owing to extensive bookings, has found it necessary to make a change in the schedule, the Arizona taking the place of the Georgia on the Island run. The steamer will arrive at the Island Saturdays at 11 a. m., leaving Sundays at 5 p. m. This will afford the tourists of the windy city a pleasant voyage to escape the excessive heat during the remainder of the season.

H. C. Ganson, manager of the Pines Hotel, left last week for Toledo, Ohio, where he will join Capt. Carrow and together they will purchase a hundred-foot double-deck passenger boat to be put on the run between Bob-lo and Mackinac Island and Cheboygan. The boat will be brought back, it is expected, by the first of the week and immediately put on the run. It is planned to make three trips a day between this city and Bob-lo and one to Mackinac Island, thus giving better service than any of the city folks or the Islanders have ever enjoyed before.

The art store of Mr. and Mrs. W. H. Gardiner was opened last week and is one of the most attractive and largely patronized business places at Mackinac Island during the tourist season. During the past twenty-one summers Mr. and Mrs. Gardiner have been catering to the wants of the summer tourists who seek high class and attractive art work.

The many friends of Capt. Frank McCarty, of the Islander, are pleased to learn of his being appointed to the position of Government Inspector of Hulls, with headquarters at Cleveland. He has left the Island to assume his new duties. The Captain is well and favorable known by many tourists visiting the numerous summer resorts who will miss his cheerful disposition.

The slot machines at the Snows will soon be a thing of the past. The Sheriff has given the tip that all machines must be dispensed with or the law will be enforced to the full extent.

The latest fish story from St. Ignace was reported by Paul Hecox and C. H. Stannus, of the Dunham House, who landed a bass which tipped the scale at four pounds. This is still within the requirements of the fish story weight and none of their friends doubt the truth of the claim.

Louis Bolan, of Gros Cap, has purchased the first auto to be used at Gros Cap. While it is a ford, it resembles a Packard at Gros Cap.

F. V. Pilson expects to open an up-to-date jewelry store in the building adjoining Highstone's. Mr. Pil-

son will carry a stock large enough to fill the demands of the trade, at and around St. Ignace.

Chambers Bros., St. Ignace merchants, have been making some extensive improvements in their building, installing new show cases. With the store redecorated and rearranged throughout, it presents a most inviting appearance with its stock of up-to-date merchandise.

N. J. Miller, buyer for the Stack Lumber Co., was a Soo caller this week.

William G. Tapert.

Flakes From the Food City.

Battle Creek, July 17—Battle Creek Council held its regular monthly meeting Saturday evening, July 15. A good attendance, considering the warm weather, is reported. It was decided at this meeting to hold the annual picnic August 12 at either Beadle Lake or Gull Lake. This event, in the history of the Council, has become one of extreme importance and each year witnesses a larger attendance and a more jovial spirit. We find it less hard to get material for the ball games, fat men's races, etc. It is expected that the entire Council will be in attendance at this one, inasmuch as the ladies are furnishing the lunch.

A number of Battle Creek grocers and their families expect to excursion to Grand Rapids July 20 in company with a number of Kalamazoo merchants. This old world surely must be waking up to the fact that fraternalism is as important a factor in business as in private life and when the grocers of one town can harmoniously entertain the grocers of another in the above manner, it is a big step in this direction.

The members of Battle Creek Council wish, through the columns of the Tradesman, to express their sincere sympathy to their Senior Counselor, Robert E. Longman, over the death of his father, at Athens, a few days ago.

In the traveling men's territory there is once in a while a place which sort of becomes a Mecca for travelers where they may find rest, pleasant entertainment and, best of all, an invitation to come again. The grocery store of Ben. L. Campbell, of Battle Creek, is one of the above places. Instead of making himself a formidable opponent to the proposition of the traveler, he makes himself a jovial host and many a time I find one of the boys explaining his wares between bites of some kind of new fruit Ben has received or between puffs of one of Ben's excellent cigars. The service is pretty good up Ben's way and Ben's orders are generally filled pretty well.

As the writer makes his daily calls he has taken notice recently that in every store where prosperity is in evidence there is also the familiar yellow cover of the Michigan Tradesman peeping forth from some shelf or other. I always put two and two together.

Otto L. Cook.

A German Opinion of America.

Carl Schmidt, a noted German poet and newspaper writer, in a recent contribution to a Berlin newspaper, asserts that in America men and beasts degenerate from age to age. He states that he did not see a decent dog in this country on the occasion of a recent visit. He pays tribute to the American character as follows:

The women and children are overdressed. I was surprised at the ostentatiousness of this solitary, remote farm-house, as well as the glitter and tastelessness of the wearing apparel. The people offered us "Cider"—I hate to write the name of this wretched beverage in German characters—and butter and bread. The latter was good, but the former—! The American has no wine, no nightingale. Americans are incredibly loathsome, small-merchant souls, dead to all enjoyments of the mind and heart. A Niagara-voice is necessary to teach these rascals that there are higher gods than those struck in the Mint. One need only see these fellows in the hotel to hate them forever. A long table, on either side fifty chairs; edibles cover the entire table. The meal bell rings, and a hundred Americans rush in. No one looks at the other. No one speaks a word. Each one seizes his plate, devours his food in haste, and then jumps up and rushes off to earn more dollars.

A homely young woman may live long enough to become a pretty old one.

Second Hand Show Cases For Sale Cheap

Big alterations in Boston Store. Grand Rapids, places on sale Show Cases, Wall Cases, Mirrors, Counters—will be sold singly or in lots. Address

Welch Manufacturing Co.

Furniture Temple

Grand Rapids, Michigan

Lowney's Chocolates

in fancy packages

For Summer Trade

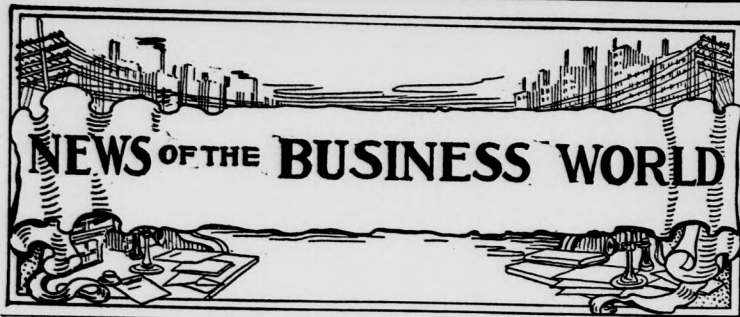
A fresh, complete line in stock all the time

Order by mail or from our representatives

Putnam Factory National Candy Company, Inc.

GRAND RAPIDS, MICHIGAN

Western Michigan Distributors



Movements of Merchants.

Holland—L. L. Tidd has opened a restaurant in the Columbia hotel annex.

Alamo—Julius Laviolette has opened a grocery store two miles west of town.

Thompsonville—Henry Rose has engaged in the restaurant and cigar business.

Ovid—Clyde Brown succeeds Mrs. Fred Parks in the restaurant and cigar business.

Kent City—J. B. Johnson succeeds William Merritt in the restaurant and cigar business.

Freesoil—Liccione & Mattia have opened a cheese factory and will make a specialty of Swiss cheese.

Mendon—George White has opened a restaurant, ice cream, confectionery and cigar store in the Bell telephone company building.

Imlay City—The bakery owned by Hugh Little has been purchased by C. Collins, of this place, who will continue the business.

Battle Creek—Foster & Gordon, shoe dealers at 28 West Main street, are closing out their stock and will dissolve partnership.

Zeeland—S. Buter is closing out his grocery stock and will resume business in the fall at another location, as yet undecided upon.

Vicksburg—L. B. Pixley, recently of Fulton, has leased a store building which he will occupy with a stock of general merchandise about Sept. 15.

Imlay City—The hardware stock of Crandall & Walker has changed hands and is now conducted under the style of the Crandall Hardware Co.

East Jordan—The East Jordan Cabinet Co. sustained a loss by fire July 14 estimated at about \$17,000, two-thirds of which is covered by insurance.

St. Ignace—F. V. Pilson will engage in the jewelry and silverware business in the Chambers building as soon as a modern front can be installed.

Carsonville—The C. C. McGregor & Sons Co., dealer in hardware and implements, has decreased the capital stock of the corporation from \$2,500 to \$1,500.

Sault Ste. Marie—The Booth-Newton Co., wholesale confectionery, fruit, produce and meat dealers, has increased its capital stock from \$15,000 to \$30,000.

Manton—Charles H. Bostick, druggist, has admitted to partnership, his son, Rex, and the business will be continued under the style of C. H. Bostick & Son.

Manistee—R. M. Jorgensen & Co. have erected a store building on Walnut street which they occupy with a stock of coffees, teas and spices under the style of the Coffee Ranch.

Traverse City—The Jackson Skirt & Novelty Co., of Jackson, will open a branch factory in the Traverse City Iron Works building as soon as the necessary alteration are completed.

Gobleville—Stanley Styles has sold a half interest in his agricultural implement stock to Arthur Torrey and the business will be continued under the style of Styles & Torrey.

South Haven—The Peirce Lumber Co. has engaged in business with an authorized capitalization of \$50,000, of which amount \$37,000 has been subscribed and paid in in property.

Portland—The Builders Lumber & Supply Co. has been incorporated with an authorized capitalization of \$12,000, all of which amount has been subscribed and paid in in property.

Detroit—The Famabella Co. has been incorporated to deal in wholesale and retail produce with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Galway Iron & Development Co. has engaged in business with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Kalamazoo—The Automobile Liquidation Co. has been organized with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash. This concern will deal in automobiles.

Lansing—The American Seeding Machine Co. has been incorporated to deal in farm implements with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Sault Ste. Marie—The Soo Hardware Co. has merged its business into a stock company under the same style with an authorized capital stock of \$66,830, all of which has been subscribed and paid in in property.

Detroit—The Cate-Churchman Coal Co. has been organized with an authorized capital stock of \$15,000 common and \$10,000 preferred, of which \$15,000 has been subscribed, \$4,000 paid in in cash and \$11,000 paid in in property.

Alpena—Joe Saro has purchased the Candyland stock and fixtures which the former proprietors deserted July 5, when they walked out and left the keys on the counter. He will consolidate the stock with the one he owns at Rogers City.

Detroit—The Great Lakes Sulphur & Mineral Co. has been incorporated

to buy, sell, produce and deal in sulphur and kindred products with an authorized capital stock of \$10,000, of which amount \$5,100 has been subscribed and \$1,000 paid in in cash.

Detroit—The Novelty News Co. has been incorporated to engage in the wholesale and retail stationery and novelty business with an authorized capital stock of \$3,000, of which amount \$1,500 has been subscribed, \$20 paid in in cash and \$1,480 paid in in property.

Kalkaska—Most people before they approach the century mark consider their usefulness at an end and are content to cease from work. Not so O. C. Goodrich, of this place, who passed his 90th birthday some months ago, but in spite of that fact the old gentlemen has accepted a position as pharmacist in a drug store at McBain and is entirely capable of filling it in spite of his many years.

Detroit—Jas. P. Scranton, head of J. P. Scranton & Co., lumber dealers, President of the Detroit Hardware Club, and dean of the lumber industry in Detroit, died at the home of his daughter here July 13. Mr. Scranton was born in Monroe, seventy-two years ago. His career is intimately connected with the development of the lumber industry in Detroit and Eastern Michigan. It began in the days when even in the counties adjacent to Wayne the logging industry was still a prominent one.

Bay City—The member of the Bay City Grocers and Butchers' Association have decided to hold their annual outing at Wenona Beach on Wednesday, August 2. The committee of arrangements is composed of E. W. Funnell, C. C. Schultz, J. H. Primeau, John Staudacher, Thomas Jean, Charles Smith, Fred Menthon and George A. Fuller. The committee will make an effort to have this outing the banner one in the history of the organization. A strong feature will be made of the athletic sports, including all kinds of games and base ball.

Manufacturing Matters.

Detroit—The Auto City Bow Co. has increased its capital stock from \$10,000 to \$20,000.

Lansing—The United Engine Co. has increased its capital stock from \$25,000 to \$250,000.

Pontiac—The Magic Wax Show Polish Co. has changed its name to Magic Wax Co., Inc.

Lansing—The Capitol City Lumber Co. has increased its capital stock from \$25,000 to \$30,000.

Detroit—The Freer Carburetor Co. has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Marquette—Walter H. Duer has sold the plant of the Marquette Launch and Motor Works to Fleury & Swanson, who will continue the business under the same style.

Detroit—Henry Ford has signed a contract for the erection of a four-story fireproof automobile service structure in Yonkers, N. Y. The structure will cost \$100,000. Mr. Ford bought the site for \$45,000.

Menominee—The Willson Manufacturing Co. has engaged in the manufacture of wood products with an authorized capital stock of \$30,000, all of which has been subscribed and \$3,000 paid in in cash.

Grand Haven—The Alter Motor Co. will remove its plant from Plymouth to this place. It has plans well under way for the construction of a brick and steel building, 60 x 400 feet on Fulton and Griffin streets.

Detroit—The Wayne Tractor Co. has engaged in the manufacture of tractors and farm implements with an authorized capitalization of \$300,000, of which \$150,000 has been subscribed and \$50,000 paid in in property.

Detroit—The Riverside Machinery Depot has been organized to manufacture and deal in machinery, engines, boilers and tools, with an authorized capital stock of \$75,000, all of which has been subscribed and paid in in property.

Detroit—The Chopra Piston Ring Co. has been incorporated to manufacture piston rods and automobile accessories with an authorized capitalization of \$500,000, of which amount \$257,600 has been subscribed and paid in in property.

Jackson—The Maino Machine Tool Co. has been incorporated to manufacture and sell machinery and general machinery jobbing with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and \$7,000 paid in in cash.

Pentwater—The Pentwater Machinery Co. has been organized to conduct a general machine shop and manufacturing business with an authorized capital stock of \$25,000, of which amount \$14,500 has been subscribed and \$5,000 paid in in property.

Alma—The Republic Motor Truck has quadrupled its capital to \$1,000,000. It was formerly capitalized at \$250,000. The money obtained by the new stock will be used to improve a tract of ground the company has purchased and triple the output, it is stated.

Detroit—The Solvay Process Co., of which Andrew H. Green is a director and manager of the Detroit branch, has lost control of its former subsidiary, the Semet-Solvay Co., of Syracuse, through failure to subscribe to the recent \$2,000,000 stock issue of the latter company.

Detroit—The Copal Manufacturing Co. has been incorporated to manufacture and deal in all kinds of varnish, paint and finishing products and materials with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and \$5,000 paid in in cash.

Detroit—Stockholders of the Art Stove Co. have ratified the company's increase in capital stock from \$500,000 to \$600,000, and increased the number of directors from five to nine. The new directors elected are Michael W. Dillon, Fred T. Moran, Captain J. H. Poole, Hal H. Smith. Reports submitted by officers of the company indicate a very prosperous year and a greatly increased volume of business.

Straws in the hands of small boys point the way to the cider barrel.



Review of the Grand Rapids Produce Market.

Apples—Western stock, \$3 per box; new, \$1.40 per $\frac{2}{3}$ bu. box.

Asparagus—\$1 per dozen bunches for home grown.

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

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

Beets—25c per doz. bunches.

Beet Greens—75c per bu.

Butter—The market is steady and unchanged for the week, with a good consumptive demand. There is some buying for storage and the receipts are cleaned up every day. Butter is being stored this year at perhaps $\frac{1}{2}$ c above last year. The quality of the present receipts is very fine. Creamery grades are held at 27c in tubs and 28c in prints. Local dealers pay 23c for No. 1 in jars and 20c for packing stock.

Cabbage—Home grown, \$2.50 per 75 lb. crate and \$1.25 per bu.

Cantaloupes—Arizonas now have the call on the basis of \$4 for 45s and \$3.75 for 54s; Jumbo standards, \$4; flats, \$1.50

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

Celery—Home grown, 25c per bunch.

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

Cocoanuts—\$6.50 per sack containing 100.

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

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

Eggs—The market is very firm, with an advance of $\frac{1}{2}$ c per dozen noted on the finest grade. Owing to the prolonged heat the quality of much of the receipts is not so good as it has been. Production seems to be falling off everywhere and the market is healthy and firm, prices being about on the same basis that they do not usually reach until September. Local dealers pay 22 $\frac{1}{2}$ c, cases included.

Egg Plant—\$1.75 per dozen.

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

Gooseberries—\$1 per 16 qt. crate.

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

Green Corn—30c per doz.

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

Green Peas—Telephone, \$1.50 per bu.

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

Lemons—California, \$9 per box for choice and \$10 for fancy; Messinas, \$9 per box.

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

Maple Sugar—17c per lb. for pure.

Maple Syrup—\$1.40 per gal. for pure.

Mushrooms—40@50c per lb.

Nuts—Almonds, 18c per lb.; filberts, 15c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble, 16 $\frac{1}{2}$ c for California; 15c for Naples.

Onions—Louisville, \$2.60 per 70 lb. sack; home grown, \$1.50 per bu.

Oranges—Valencias, \$4.50@5.

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

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

Pop Corn—\$1.75 per bu. for ear, $\frac{4}{4}$ c per lb. for shelled.

Potatoes—Old stock, 50c per bu.; Virginia cobbles, \$3 per bbl.

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

Radishes—15c for long; 12c for round

Raspberries—\$1.75 per 16 qt. crate for black and \$2 for red.

Rhubarb—85c per bu.

Spinach—90c per bu.

Tomatoes—\$2.75 for 6 basket crate, Florida stock; home grown hot house, \$1.10 per 8 lb. basket.

Turnips—25c per doz. bunches.

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

Water Melons—\$3.50@3.75 per bbl. of 8 to 10. Stock is very scarce, due to heavy demand in the North and storms in the South which have interrupted shipping.

Wax Beans—\$1.50 per bu.

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

N. H. Webber, formerly in charge of the Chicago office of the American Cash Register Co., has taken charge of Western Michigan territory, with offices at 7 Ionia avenue North. A complete line of American registers will be carried in stock at all times and a service station maintained. As city salesman Mr. Webber has secured the services of John Cook, formerly with the Boston Store, of this city.

William Judson and Edward Frick went to Zeeland Tuesday to attend the funeral of Jerry Woltman, who traveled for the Judson house many years until compelled to relinquish his position on account of illness about fifteen years ago.

Jess L. Martin and wife, of Elgin, Ill., drove to Grand Rapids on their vacation to visit their parents, John E. Bowen, of Logan street, and John D. Martin, of Henry avenue.

T. Walton has engaged in the grocery business on Forrest avenue.

The Grocery Market.

Sugar—The market is unchanged from a week ago. All of the New York refiners being on a 7.65c basis. There are no indications of a change either way. The volume of trading is heavy.

Tea—The situation is uninteresting. Some few orders of a hand-to-mouth character are filled at steady prices, but there is no inclination to anticipate the future. The country is disposed to hold off in the hope of lower prices, but on the other hand sellers feel that the market has been sufficiently readjusted for the time being. During the week, moreover, London and Calcutta sent better cables, which checked the reaction. Shanghai at last opened for Hoo-chows at unchanged prices with greens higher. Formosa was reported steadier. Buying in the Far East, however, was light for the account of the United States.

Coffee—The market has been slightly better during the week, although it is possible to buy all grades of Rio and Santos coffee at the same price as a week ago. Firmer feeling in Brazil appears to be the reason. Mild grades are dull and heavy, but show no change for the week. The demand for coffee is absolutely stagnant and buyers are taking stock for imperative wants only.

Canned Fruit—There has not been any great activity in California canned fruits, but prices have remained very firm. There has been some business done in peaches, but otherwise purchases have been rather limited. Hawaiian pineapple is nominally firm, but new bookings are not being taken to any considerable extent because of the limited quantities available.

Canned Vegetables—Old pack tomatoes have come back from their recent spell of weakness with a reaction that has carried them even higher than they were before. Corn has also been very active and firm, with prices gaining 2 $\frac{1}{2}$ @5c for the week on both old and new pack. Peas are active and firm, but the offerings have been withdrawn in many sections of the country.

Dried Fruits—Prunes are tending upward, although there is no quotable advance for the week. The demand is light. Almost all other dried fruits are firm and high. This includes peaches, apricots, raisins and currants.

Cheese—The market is firm and perhaps $\frac{1}{4}$ c per pound higher for the week, owing to the speculative demand at country points. The export demand continues small, but the spot demand continues fair. Holders do not believe that prices will go very much higher. Old cheese is out of the market.

Rice—In the South the new crop is making favorable progress and the river crop will be moving by the middle of next month. There is a small business in the South at steady prices, assortments being light.

Provisions—All provisions, lard, compound, etc., are unchanged, except barreled pork, which is 25c higher.

Salt Fish—The mackerel situation

remains unchanged. Norways on spot are so scarce as to be hardly worth quoting. Irish and shore fish are beginning to be in evidence, at prices much above normal. Demand fair. Cod, hake and haddock are seasonably out of the market.

Manufacturing Matters.

Detroit—The Saxon Motor Car Co., during the fiscal year ending June 30, shipped from its Detroit factory 25,399 cars, compared with 12,099 in the previous year, which is an increase, it is announced, of 110 per cent. In no months of the fiscal year did shipments fall behind the corresponding month of the previous year. A new record for monthly shipments was established in April, when 3,045 cars were shipped. The net earnings of the company are estimated at \$1,250,000.

Detroit—The Commerce Motor Car Co. and the Signal Motor Truck Co., both of Detroit, manufacturers of commercial vehicles and trucks, have been merged into the Signal-Commerce Motor Truck Co., under a holding company of \$6,000,000 capitalization and backed by Detroit capital. This announcement, the first of its kind in the motor truck field and in view of the character of the two companies and the men back of them, of significance, was made by Thomas Neal, who will head the new combination in association with present executives of the two companies and other men of experience in the commercial vehicle field. While the merger will be operated under a holding company until present contracts are filled, it is the intention ultimately to combine them in one complete plant. There is ground for belief that eventually the merger will include certain motor truck accessory firms. The executives of the new organization start with the declared intention of making Detroit as big a factor in the motor truck field as it is now in the pleasure car branch of the industry. The strength of the two companies which have merged and the scope of their operations would seem amply to warrant such an ambition. Both the Commerce and the Signal have been successful and prosperous and by uniting will have facilities for manufacturing and marketing trucks from the half-ton type to the five-ton, practically covering the field.

The composition offered by the former owners of the Fair Store failed to go through. A majority of the creditors in number agreed to the 50 per cent. offer, but not a majority in amount, the latter being \$2,300 short. Harry Abrams and L. Katz assert that they have accumulated sufficient funds to purchase the stock at the close of the bankruptcy proceedings. The store was closed today.

A man may become great by accident, but he never has genuine wisdom and goodness thrust upon him.

Ulsters and roll top desks cover a lot of oversights that are none of the people's business anyway.

In trying to get up in the world some men use their friends as step-ladders.

FROM 10 TO 15 CENTS.

Retail Price of Canned Goods Must Be Advanced.

That the high price of sugar is causing canners generally to consider the use of glucose in their products instead of the old line sweetener is reflected in the discussion now general in canner's circles and came out in the recent standards hearings before the Illinois Food Standards Commission. The question is not whether glucose is a harmless and valuable food, but whether its use in place of cane sugar ought to be permitted without a statement of the fact appearing on the label. From time immemorial food products prepared in the home have been sweetened with sugar—no substitute has ever been thought of. The belief has become established in the minds of housewives that anything that is sweet is sweetened with sugar. She believes this thoroughly, and anything that is done to deceive her, even though it be just as good, is a substitute and should be stated on the label.

To procure sweetness and at the same time the necessary body so much desired where sugar is normally employed, glucose has been used for many years as a substitute. It is not nearly as sweet as sugar. It is a valuable food product, pure and wholesome, and perhaps might be more easily digested than cane or beet sugar syrup, but I do not believe that it should be used as a substitute for cane sugar unless that fact is established by proper labeling.

Commercial glucose, as I have said, is not only a food, but a most excellent one. Two of its constituents, maltose and dextrose, are sugars, and are of the greatest possible value as food. The third constituent, dextrine, is half way between starch and sugar, but as soon as it comes in contact with the saliva and the secretions of the pancreas and intestines is converted into sugar. I think it may be easily asserted that glucose is more readily digested than cane sugar syrup, because this has to undergo a process of inversion, which means that it must take up water and be converted into dextrine and maltose before it reaches its final stage.

Still I do not believe that a substitute should be offered to any one under any circumstances unless the buyer is apprised of that fact. When I go into a store and ask for a certain kind of substance, I surely expect to get that very thing, and I do not want any substitute unless I know about it.

Supposing I wanted to buy a large quantity of jam or jelly for the sole purpose of extracting from it all the cane sugar that was used in its manufacture; and suppose that when I purchased that jam or jelly that had been prepared with glucose instead of sugar, and after I had spent all my time and money in trying to extract sugar, I discovered that my efforts had proved fruitless because cane sugar had not been employed, but glucose was used as a substitute, and I never had any intimation of this until I made the analysis. Now this may seem to be straining a point,

but it illustrates exactly the issue before us.

I know that a certain amount of prejudice exists against the word "glucose," but in time that objection can be entirely removed by bringing forward proper endorsements of scientific authorities, and since these endorsements are right at hand, I see no reason for any deceit in the use of this valuable product.

I believe that much of the former prejudice against glucose is being rapidly removed from the minds of the consumer because its healthfulness and purity have become so well established that everyone knows this. Then there is no excuse for not stating the fact of its presence on the label.

I know there is a stiff argument which can be brought up against this stand, namely, if it is necessary to state that glucose is present why should it not be necessary to state everything else that is present? If it is necessary to state that glucose is present, why is it not necessary to give the full formula for every manufactured food? In a way this sounds reasonable, but the true basis of my argument is the fact that the housewife believes that she is purchasing something that is sweetened with sugar and is not getting it, because, as I said, sugar has been used from time immemorial and is naturally expected in food products rather than any substitute, and if a substitute is used the consumer must be informed of that fact.

If glucose is permitted in jams and jellies and various compound syrups without any statement of that fact appearing on the label, it will not be very long until canners will be employing it in the syrup covering canned fruits, and if we could imagine the general use of glucose extending thus far, we can also imagine that in time this will be called a deceit, and there will be a stigma against canned foods. I would not like to see anything come up to prejudice the housewife against canned foods.

There is no reason, however, for stating the fact of the use of invert sugar on the label, because invert sugar, as it is offered for sale under various names, such as Inverse Sugar, Saccharum or Malt Saccharum, is simply cane sugar which has been inverted into equal parts of dextrose and levulose. For canners' purposes I do not believe that these invert sugars have any value over the use of cane sugar; there is nothing to be gained by their use; in fact, I think that the cost would be somewhat higher. There is considerable misinformation on this subject among the canners.

The price of sugar has now soared upward to a point where every extra pound used in the manufacture of food products means an increase in the cost of production. Sugar is one of the most expensive ingredients used in condiments, and any increase in the price of this commodity throws the cost prices entirely out of balance. It is pretty hard to keep the price of manufacture low enough to offer different condiments so they can be sold for 10 cents retail. Of course,

if the retail price could be advanced to 15 cents that would give leeway for any increase in the price of sugar.

Some manufacturers reduced the size of their 10-cent packages in order to realize a profit as sugar was advancing, but sugar has kept on advancing, so that the manufacturing cost is now a very serious matter. I predict that a great many condiments which have previously been selling at 10 cents retail will have to be advanced to 15 cents—there is no way out of it; they simply cannot be manufactured so that a profit can be realized otherwise.

If you could ever induce the masses to pay 15 cents for packages that are now selling for 10 cents the whole industry would be benefitted. The margins have been entirely too close heretofore, even when sugar was as low as 5 cents per pound. There was an inducement to cheapen the product in other respects, and not offer the quality that would really be a credit to the manufacturer. With the retail price at 15 cents, however, the manufacturer would have every inducement to improve his quality, using only the very best ingredient entering into the formula.

Unless there is some relief there must be an increase in the retail price of nearly every kind of condiments that have previously been sold at retail at 10 cents. To be sure, the amount of sugar can be cut down so that very little is used in formulas, and every kind of package can be sterilized by heat so that it will keep as long as the seal holds, but that is as far as it will go. Dr. Duckwall, National Canners' Laboratory.

Outlook For Canned Food Pack Not Satisfactory.

Although everyone in the canned food trade, whether packer or distributor, is anxiously awaiting the outcome of a very belated crop of nearly all the staple products, there are considerations which are making it very evident that next fall is likely to experience a decided advance all along the line, even to the consumer. It looks very much as though the "10-cent seller" is doomed.

Late planting and continued cool weather have lent a certain measure of uncertainty to the situation, but such uncertainties are not unusual. Furthermore, it is probable that this year's pack will suffer less from the competition of a holdover than usual and new goods are likely to sell much more closely, in accordance with their volume, quality and true demand, than in past years; higher in all probability but free from interference from speculative factors save that of the weather.

There lurks much uncertainty in the unexpected demands on available goods for army purposes both here and abroad. In the export field, however, it is less the army needs—although on some articles they are large—than the general consumer demand, due to the failure of home production and the congestion of freight accommodations from other ordinary sources of origin, and the resultant turning to America as a base of canned food supply. This trade has been

large for many months past and appears to continue unabated. Then came the temporary drain on spot stocks to supply our own army needs on the Texas border; the whole resulting in a pretty thorough cleaning out of goods from previous packs and intensifying the interest in the growing crop—sure to be late and in some things very short.

But the cost of other materials than raw fruit and vegetables is an even greater factor in making high prices almost certain. Everything which the canner uses has advanced rapidly of late. Cans have advanced with the large manufacturers four times within a year and new increases are not unlooked for. Box materials, boards, nails, etc., are all up, in response to general demand for such materials in other lines of shipment. Labels are high, also solder, paper, and even paste. Then comes such things as sugar and the spices; all greatly increased in price and forcing the packer to cover his own increases in making prices to his customers.

Staple products, secondary to raw fruit, are also sure of an advance and in such products as canned baked beans, especially those packed with tomato sauce, the doom of the 10-cent seller is pretty surely sounded. To quote one expert observer, writing in the Canner:

"The price of beans has now gone so high that they simply cannot be sold at retail for 10 cents. Just think what this means. The jobber will not pay more than 90 cents and possibly not that much, because the retailer must always have his usual 20 per cent. Then, figuring the cost of selling, freight boxes, labels, the increased price of tin cans, the enormous price of sugar, the cost of tomatoes with the upper tendency of prices for growing, makes the situation look gloomy. No manufacturer can come out whole on a proposition of this kind.

"At present prices of these different items beans in No. 2 cans would have to be sold to the retailer at not less than \$1.35. Of course, we can expect better conditions when the new crop of beans comes on—at least, all manufacturers are hopeful that there will be a good crop, so that dry beans will drop to the normal price of \$1.50—but this is probably doubtful, even if there is a good crop, because the conditions are changed and everything seems to be going higher.

"Manufacturers of tomato catsup are up against it, owing to the high price of sugar and the difficulty they are experiencing in having tomatoes raised at a reasonable price. Formerly we had no trouble at all in securing all the tomatoes we wanted at \$6 a ton, and now the price has advanced to \$10 and \$12, and even higher. The answer to all this is that there must be an increase in the selling price to offset all these advanced prices in raw materials. Manufacturers ought to get together, because the quality has been made to suffer almost to the straining point, and there must be a halt some place, so let us raise the prices so that business can be done on a profitable basis."

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, July 17—Herbert Flint, veteran automobile salesman, has returned to Detroit after a lapse of years and has assumed the management of the J. C. Wilson Co., manufacturer of automobile trucks.

W. E. Wallace, manager of the Traverse City office of Burnham, Stoepel & Co., has returned after a week spent in Detroit.

The Peerless Iron & Metal Co., a newly formed company, has opened an office in the Penobscot building.

A four-story bank building is being constructed on Fort street for the National Bank of Commerce.

One thing that was made plainly evident at the recent Salesmen's Congress, held in this city, was that the secret of a traveling salesman's success is to sell plenty of goods.

E. M. Rothman, Woodward avenue haberdasher, has purchased the business block at the corner of West Fort and Eighth streets for an investment. Mr. Rothman has made similar investments in various parts of the city.

The stock of dry goods and furnishing goods of the Delray Dry Goods Co., Jefferson avenue, West, has been purchased by Kahn, Mendelston & Co. The store will be under the management of Joe Mendelston, formerly with Touff Bros. It is understood that Touff Bros. are interested in the new company. A. J. Kahn, the other member, conducts a general dry goods store in Hamtramck.

Perhaps this story is true. Then, again, perhaps it is not, but the other traveling man who tells it thinks it so good that the Tradesman readers should know it. One thing is certain and that is the subject of the story, Art Wood, U. C. T. enthusiast and manager of the local office of the

American Ribbon & Carbon Co., of Rochester, is known to a great many of the readers. Art was in a small town in Northern Michigan recently and, after finishing his business, dropped into a barber shop. The barber evidently was very nervous, for he cut Art's cheek in several places. After inflicting each wound, he would exclaim, "Oh, dear me! how careless!" After the shave was over Mr. Wood took a glassful of water and at every mouthful shook his head from side to side. "Anything the matter," asked the barber. "Oh no, I only wanted to see if my mouth would still hold water without leaking," replied Art.

A building will be erected on the property at 151 Larned street, East, for the Wetmore-Quinn Co., automobile dealer. It will be used as a service station.

Any one who enjoys the present sweltering weather need have no fear of the hereafter.

Four hundred employes of the Boerth Lunch Co., proprietor of lunch rooms in various parts of the city, the largest at 18-24 Gratiot avenue, enjoyed a moonlight excursion Friday evening, given by the company. The event was in charge of Richard D. Cook, manager of the Boerth's Spa, Woodward avenue.

Joseph Pennefather, who recently returned from an extended trip through the West, has become affiliated with the Crowley Brothers Co., wholesale dry goods.

A two-story office building is being erected by the Semet Solvay Co., on Jefferson avenue, West.

P. C. Palmer, department manager for Burnham, Stoepel & Co., is in New York on a business trip for the house.

Perhaps after the hunger experiences of the militia there will be fewer complaints about the meals being delayed a few moments after they return home.

A. Levinson, dry goods merchant of Birmingham, was in Detroit on a business trip this week.

Jacob Brown, for eleven years assistant manager of the Brown & Brown Coal Co. and brother of D. A. Brown, President of the General Ice Co., has been appointed State manager of the Fidelity Mutual Life Insurance Co., 1836-39 Dime bank building.

Apparently the ethics usually enjoyed by various business interests does not extend to the newspapers, at least not in Detroit. Down town news boys went on a strike last week and refused to sell the three leading papers. The Detroit Times seized this opportunity to increase the trouble as well as to try and use the occasion to further its own interests by maligning the others while the strike was in force.

Dodge Brothers, automobile manufacturers, gave an outing to 7,000 employes last Saturday. Three steamers were employed to carry the happy throng to Tashmoo Park. The affair is given annually by the company.

Permits for building issued last week in Detroit amounted to \$1,211,235 as against \$854,915 for the preceding week and \$523,655 for the similar week last year. Times indeed are getting inexpressibly hard in this village.

William Redmond, well known to hosts of traveling men and connected with the automobile license office, has announced his candidacy for the office of drain commissioner. Mr. Redmond, better known as "Bill," is a young man, honest and aggressive and if the vote of the travelers will count for anything this fall he can rest in the conviction that the office he covets will be his.

Preparations are being made to hold a bazaar and fair for the benefit of the dependents of soldiers of the allied armies in Europe. The affair

will be held some time in October or early in November. It will be along lines similar to the exposition recently held for the benefit of the dependents of the Teutonic soldiers.

Water, too, has taken a fling at increasing the mortality lists. Eight drowned in Detroit during past week.

S. O. S. call. The typewriter keys are melting. James M. Goldstein.

Quotations on Local Stocks and Bonds.

Public Utilities.		Bid	Asked
Am. Light & Trac. Co., Com.	368	373	
Am. Light & Trac. Co., Pfd.	111	113	
Am. Public Utilities, Com.	41	43	
Am. Public Utilities, Pfd.	74	76	
Citizens Telephone	67½	7%	
Comw'th Pr. Ry. & Lt., Com.	63½	64½	
Comw'th Pr. Ry. & Lt., Pfd.	83½	85	
Comw'th 6% 5 year bond	102	103½	
Michigan Railway Notes	100½	101½	
Michigan Sugar	109	111	
Pacific Gas & Elec., Com.	55	57	
Tennessee Ry. Lt. & Pr. Com.	10	12	
Tennessee Ry. Lt. & Pr., Pfd.	45	50	
United Light & Rys., Com.	50	52	
United Light & Rys., 1st Pfd.	75½	77	
United Light 1st and Ref. 5% bonds	88¼	90¼	
Industrial and Bank Stocks.			
Commercial Savings Bank	225		
Dennis Canadian Co.	75	85	
Fourth National Bank	225	235	
Furniture City Brewing Co.	40	50	
Grant Motor	11	13	
Globe Knitting Works, Com.	145	150	
Globe Knitting Works, Pfd.	98	100	
G. R. Brewing Co.	80	90	
G. R. National City Bank	155	162	
G. R. Savings Bank	255		
Holland St. Louis Sugar	16	17	
Holland St. Louis Sugar, Pfd.	8½	10	
Hupp Motor	8	9	
Kent State Bank	250		
Old National Bank	199	205	
Peoples Savings Bank	300		
United Motors	71	74	
July 19, 1916.			

Through an oversight William Mendelsohn was referred to as the Western Michigan and Northern Indiana representative of the Jaques Manufacturing Co., in the last issue of the Tradesman. As a matter of fact, his house is Fitzpatrick Bros., manufacturers of Kitchen Klenzer.



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E. A. STOWE, Editor.

July 19, 1916.

REAL ISSUE OF THE WAR.

Never before have so many powerful nations been involved in a single conflict, with anything like such instruments of slaughter and destruction. Never has their struggle had such effect upon the interests, the rights and the safety of other nations. Hardly a nation has been really neutral in the sense that it had no serious concern with the cause, the methods or the results of the desperate contest. It is in effect the concern of all, and they have the right to share in the means by which it is to be ended, and a voice in the terms of peace, which shall be a safeguard against any repetition of such a world-wide calamity.

It is not possible that this struggle of armies with their terrible machinery of carnage should be permitted to cause a backward movement in human government. There can be no reversion to the situation as it existed before August, 1914. There is every reason to hope, even good ground for believing, that it will result in a long step forward which may compensate for its dreadful cost. That will depend a good deal upon the attitude of neutral nations when the day of settlement comes, and it is desirable that at least one nation having an advanced position that entitles it to a potent influence, should remain neutral to the end in spite of provocation and trial of patience, if it can be done without sacrifice of honor. It will be needed for the sake of other nations, including those which are fighting each other with such blinding wrath. There is no power but the United States which is qualified to occupy that position and exert the needed influence.

There is a tendency in this country to take sides and to go to extremes. There are devotees of peace, some of whom would accept it at any price and some of whom would be glad to patch it up on the easiest terms attainable without settling the one great issue involved. No peace that would leave that issue unsettled could be lasting, and the shadow of calamity be left hanging over the nations of the world. There are those who would have the United States openly take the side of those who are con-

tending for the principles upon which its Government was originally founded, and who are anxious, not only for their maintenance here, but for their extension in other parts of the world. The sentiment, the feeling, the sympathy of loyal Americans is inevitably, not to say intensely, on the side of the Entente Allies of Europe against the Central Powers in this conflict, not from reasons of blood relation or historic tradition, but on account of the fundamental issue of free government as against centralized despotism.

There is no reason for trying to conceal this fact. It cannot be concealed and it may as well be avowed; but, considering all that is involved for the future, it is desirable to exercise self-restraint and use a balanced judgment, in spite of the outrage upon Belgium, the wanton destruction of Louvain and Rheims, the Armenian murders committed by order of the Kaiser, the atrocity of the Lusitania and the frightfulness of Teutonic methods of warfare. The future of the German people and their government hereafter is as much a part of the problem as that of other European nations. We do not desire to make enemies of those people, but to see them released and their nation converted to modern civilization in its mode of government. Those who are so ardently preaching the doctrine of Americanism and extolling the principles of free government, as a means of exalting the righteousness of a nation, and those who meet to condemn the peculiar barbarities of the Germans in this war need to look beyond the present and the immediate future before urging that the United States take sides in the conflict in order to hasten its decision.

Its decision needs to go beyond the conclusion of a peace which will require each nation to be powerfully armed afterward in order to be safe from attack or to be able to defend its rights. The issue of free representative government against an armed and arrogant autocracy, is the one to be settled and settled by an agreement which will bind all parties, not because they are forced into it but because they are persuaded of the wisdom of it on their own account. Germany should be made a party to such an agreement if it is within the range of human possibility. It should not be an agreement with a blood-thirsty Kaiser or a despotic dynasty, but with a nation and a people, whose sentiments and convictions may be reached, if they are made to understand the real issue over which the war has been raging. It is for them to say which kind of government shall be theirs when peace is established. It may be a difficult matter to metamorphose Germany into a civilized nation on terms that will assure freedom and justice to all; but it is the thing to be tried, if this war is to achieve its purpose as an episode in human history. The United States may be instrumental in bringing that about, but not unless it can maintain the position of a neutral as distinguished from a participant in the actual conflict of arms.

OUR CHIEF CONTEMPLATIVE.

We sometimes call our President Chief Executive. We might fairly call the present incumbent of the office Chief Contemplative. The fact that he sometimes comes out of his subjective state almost into the realm of practicality only makes the man's mental habit the more conspicuous. Last week he delivered an address at Detroit in an atmosphere of peace and fords and he met with a handsome response from a community which is evidently largely under the lead of the great manufacturer and little desirous of being disturbed in its occupation of money making. He still preached the broad doctrine of thinking and living for the common good, a doctrine to which we all assent, but he fails everywhere to recognize the still existent fact of human selfishness, international greed and race antagonisms. "We must respect the sovereignty of Mexico," he declared. Others have failed to find any sovereignty in Mexico or even any person or body to whom a complaint could be made of outrages on American citizens with reasonable hope of redress. There is no cure for these things in the chaos of Mexico, which he characterizes as "sovereignty."

Mr. Wilson has tried to be practical in that controversy, but has failed. He is now said to be intending to enter the domain of real life by a retaliatory measure against any power or powers which discriminate against the United States in trade, this with respect particularly to the combination of powers against Germany to become operative after the war. Here, as elsewhere in the present regime, there is danger of a half-way policy which will be futile.

Wilson is intellect, soul, heart, with lofty ideals and seeming ignorance of the practical mechanics of human life. He is like one who has stepped out from another sphere of existence and who looks with wide-eyed wonder at what he sees in this strange world. He showed this in a recent address to newspaper men, when he said, "There is something oddly contradictory about the effect you men have on me. You are sometimes, particularly in your photographic enterprises, very brutal to me, and you sometimes invade my privacy, even to the extent of formulating my judgments before they are formed, and yet I am tempted when I stand face to face with you to take off all guard and merely expose myself to you as a fallible human being that I am." It is as if he had said "They have a thing down there in the world they call a camera and they catch my face in it." The odd, misty soul of this spiritual man cannot understand why such things should be.

Yet the Nation with such a leader lives. There is said to be a special providence protecting Americans. We drift along in our careless way, trust in God, and elect men to office who, however well they befit another place, are not qualified to lead a nation. Perhaps Roosevelt has too much leadership and objectivity. Wilson certainly has too little. There appears to be a growing constituency who think

Hughes combines in a degree the force of the one and the reflectiveness of the other. Possibly the American people will try him as their next chief servant.

David Lloyd George's statement that Great Britain has now a free-flowing supply of all the guns and ammunition needed goes well with the steady offensive of the British armies. Lloyd George, in all the first year and a half of the war, never prophesied smooth things to his countrymen. He consistently warned them that they were in danger of failing and repeatedly dwelt upon the fact that Germany was beating them in the explosive-factories and the gun-foundries as well as in the field. All the more credit, then, is to be given to his present assertion that the great problem of manufacturing for the war has been solved. His reference to the surprise which Russia had given the German General Staff by the unexpectedly full equipment of her armies, seems to bear out the hints we have had that England has sent much artillery and vast stores of shells through Archangel. It is true, as Lloyd George said, that the military initiative has now passed from Germany to the Allies. Even German newspapers speak to-day of German soldiers fighting with their back to the wall. Major Moraht warns his readers that the battles on the Western front are critical for Germany. Such things, with the obvious facts always before their eyes, must tend to bring about in the mind of Germans a profound change. It is not that their spirit is broken or their determination weakened, but that they see their early hopes definitely destroyed, with no prospect whatever of being able to impose a peace on their enemies by their own victorious arms.

Mr. Wilson does well to renew his conferences with the newspaper men in Washington. At the outset of his Administration he was very cordial to them; the Washington correspondents, so he assured them, were to be his most valuable allies in ascertaining public opinion. By their opportunities for knowing of home affairs, he would profit. For a time things went smoothly. Then the correspondents began to suffer from the change that transformed Wilson who as Governor of New Jersey sat with open door accessible to every citizen, into Wilson the most secluded and inaccessible President the capital has ever seen. Soon the newspaper conferences became irregular; next, one subject after another was taboo, and not to be touched upon by anybody's question. The President was plainly less and less at ease, and then, about a year ago, the meetings ceased. Thereafter, only occasionally did a correspondent reach the holy of holies. Just how much will come out of the new plan depends, of course, on the President's attitude and the extent to which he is disposed to be frank and to take the newspaper men into his confidence. Half-satisfactory meetings will, however, be better than none. The American people will never, in the long run, approve of a policy of seclusion by a high executive, either in a state or the Nation.

A man is apt to feel girlish when he is making his maiden speech.



What the American Bankers' Association Is Doing.*

To begin with the most material, the most practical good that you can get by taking out a membership, let us consider the protective department which, by relentless prosecution of criminals, has greatly diminished the number of crimes against banks. This department is managed by an able official, who has had large experience in detective work. Under his supervision, photographs and records of criminals have been collected and indexed to the point that the Association is no longer at the mercy of any particular agency, but is prepared, if the need should arise, to undertake on short notice the apprehension of those who have attacked its members.

The Association has an insurance committee which is working ceaselessly to give the member banks the benefits to which their greater immunity from attack entitles them, and the facts, when tabulated, will without doubt justify lower rates on burglary as well as on fidelity insurance, and the other allied forms of indemnity policies which bankers require for the safeguarding of their business.

The attorneys for the banks throughout the country, and here I am referring more to the real country banks and to the small town banks as well, are general practitioners, if I may be allowed to borrow an expression from another one of the learned professions, and not specialists in banking law. Cases arise which are foreign to their experience and in which they are necessarily at a disadvantage. Now the Association employs a man who is a specialist in those branches of law which affect the banker not only from the civil but from the criminal side. He has a thorough legal training, as well as a judicial mind, and being constantly employed in considering the laws which more particularly concern banks, his opinions are of great value. A majority of the banks could not afford to employ counsel of such eminence as that to which General Counsel Paton has attained, but a membership in the Association gives you the benefit of his opinions and his advice.

How is the boy who enters the service of a bank, to get the proper training? He usually gets what his superiors can give him, and in too many cases they have but little to give. If he begins in a big metropolitan bank, he works in a pen just high enough to keep him from seeing over the top and finding out what

the rest of his fellows are doing, and if he is not a very exceptional boy, he ends by becoming merely a cog in a big machine. Should his banking career commence in a small country bank, he has a better chance, because the exigencies of the business compel him to help around, and he does get a general knowledge of the work much more rapidly than would be possible in a large institution. On the other hand, the transactions are small, and do not furnish means of acquiring a broad view of the bank's functions, and the experience of his instructors is likewise limited.

The hope for trained and educated bankers to manage the banks of this country and bring them up to the standard which the times demand, rests on the American Institute of Banking more than on any other agency. Close to the work of the Institute, because also educational, comes the Library which we believe will soon be the best of its kind in America. In the collection of newspaper and magazine excerpts, lectures, addresses before bankers' conventions and other ephemeral writing on current financial questions, it already stands first.

Having mentioned some, but not all, of the direct and tangible advantages which the Association has to confer on its members, I would like to say a word about its organization, which took place in 1875, and had as its avowed purpose, "the securing of uniformity of action by the bankers of the country through co-operative effort, for mutual protection against loss by crime, to secure much needed legislation affecting banking interests, and to study and assist in giving technical form to proposed legislative measures."

The constitution, as originally drafted, was amended from time to time, and by-laws were added as occasion demanded, with the result that the instrument as a whole was not very coherent. In 1912, a special committee on revision of the constitution was appointed, and the result of its labors was the present constitution adopted at the Boston convention, held in 1913. This instrument, which is a model of its kind, owes its form and wording largely to the fine legal mind and sound sense of the chairman of the committee, the late Robert E. James, of Pennsylvania. The convention is the governing body in which all power finally rests, while the executive council is in charge of the administration of the affairs of the Association in the interim between conventions. To use a familiar comparison, we may say that the conventions are meetings of stockhold-

*Address by James K. Lynch, President American Bankers Association, before Minnesota Bankers Association convention at Minneapolis.

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ers, while the executive council is the board of directors. The representation on the executive council is by states; one member on the council for the first one hundred members in any state, and an additional member for each two hundred bank members, so that each state has a direct interest in building up its membership to the point where it can secure larger representation on the council, and thus have additional influence in shaping the affairs of the Association. This plan, as you see, follows that laid down in the constitution of the United States for the representation of the states in Congress. In fact, the organization of the American Bankers Association is thoroughly democratic. At the time of the revision of the constitution, there existed the trust company section, the savings bank section, the clearing house section, the American Institute of Banking section, and the state secretaries' section. The by-laws then adopted provided, in addition, for a National bank section, which has already been organized, and a state bank section, which will probably be organized in the near future.

At the outset, there was some feeling that the sections would grow larger than the Association; that the tails might try to wag the dog. This fear has proved to be groundless. It has taken a few years to work out the proper spheres for the work of the sections, but that has now been done, and it is understood that the section meetings concern themselves with those matters which belong particularly to their own branch of banking, to the technical problems that naturally come up for solution in every special line. Subjects of general interest, questions of broad financial policy, and the fundamentals of banking ethics are left for the general conventions of the Association.

The point of contact between the American Bankers Association and the state associations is found in the meeting of the members of the National Association, at the time of the state conventions, in order to elect members of the nominating committee. This is a very important committee, for it really elects the Vice-President, who is later the President. To be sure, nominations can be made from the floor of the convention, and the work of the nominating committee can be set aside, but it is not done. So that it is well for the nominating committee to be carefully chosen, if you are to get the best results.

Other points where the National and the state associations touch, are in the meetings of the state secretaries' section and in the joint work between the state and the National associations in connection with the

apprehension of criminals. It is a legitimate hope that the time is not far distant when all members of the state associations will be members of the National Association, and when the work of the state associations will be perfectly coordinated with that of the National Association. By so doing, much duplication of work can be avoided and much expense saved.

Any account of the American Bankers Association would be incomplete, that did not mention the important part it has taken in forming National legislation. Its currency commission, which was appointed in 1906, had a large share in shaping the work of the National monetary commission, which, as you know, culminated in the plan for a central bank, out of which has grown the present Federal reserve act. This legislation is not all that the bankers asked for, nor does it work quite as smoothly as if it had followed more closely the approved models which have stood the test of time. It is however, a great step in advance, particularly in having recognized and made legal bank acceptances and the principle of rediscount.

The Federal legislative committee is to-day the Association's most important committee, and has done work of great value, which, in due time, will be manifest. The work of this committee has been done in the straightforward manner which should always mark the procedure of our Association. The cards have been all on the table, and nothing has been asked on behalf of the bankers, that was not also in the interest of the American people.

Have you had enough of a catalogue of the activities of the Association, or may I say a word about the banker-farmer movement? It has just had time to reach the Pacific Coast where the bankers are most enthusiastic on the subject, and in Texas it is recognized as a vital force. Its chief merit, I am convinced, is that it marks a departure from the traditional policy of the banker; I will not say his real policy, but the one that has been ascribed to him and whose existence he has hitherto done nothing to disavow. In other words, it has shown to many people that the banker is human, that he does take an interest in his customers and in his neighbors, and that he is willing to

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THE PREFERRED LIFE INSURANCE CO. of America, Grand Rapids, Mich.

help them to succeed with only the remote possibility in mind that their success will in turn benefit him.

Our neighbors to the North have met the problem in a different way: by means of large banks with head offices in the commercial metropolis and with branches throughout the country. Under that system, there is a strong unifying and directing force which dictates the general policy in accordance with the general needs. Perhaps such a system could not have been established in our country, and perhaps it would not have suited the temper of our people, but however this may be, there should be some influence, at once unifying and educational, to take its place. The American Bankers Association supplies that influence. Our view of the benefits of the Association should not be limited to the good it can do us; we should think somewhat of the good which, through the Association, we can do others. The Association can now speak with authority for more than half of the bankers in the country, but if it could speak for all of them or for 90 per cent. of them, it would command the attention of our law-makers. Let it always be remembered that the American Bankers Association will never ask of the Government, whether

state or National, any more than the simple justice of laws which will be fair to the banks and equally fair to the people.

Somehow the people, the voters, must be educated in such fundamentals of finance as the proposition that value cannot be created by the printing press, and that no matter how beautifully the paper may be engraved, it is in no sense money and cannot even, by an extension of meaning, be called money, unless there is value behind it. Further, that laws against usury cannot lower the price of money (more properly of credit); such reduction can occur only through the abundance of credit, a condition that comes with the growth and prosperity of a community and comes in no other way. Laws against usury can and do cut off credit entirely from people of limited means, or compel them to pay ruinous prices to those who are willing to take the risk.

I look forward to a larger, stronger, more forceful Association which will speak for the least of its members when that member may be unjustly attacked or accused, and an Association which can persuade the great dailies and the even greater weeklies, that there is a news value to the banker's story.

SPEED—SAFETY—COMFORT



DAY AND NIGHT BOAT TO CHICAGO
FARE \$2.75
GRAHAM & MORTON LINE MICHIGAN RAILWAY CO.
 Boat Flyers—Twice Daily
 Leave Interurban Station, Foot of Lyon St., rear of Pantlind Hotel, at
***8:00 a. m., 9:00 p. m.**
 *Except Sunday—Flyer for Day Boat Leaves Sunday 11:00 a. m.

EVEREADY FLASHLIGHTS



Every man, woman and child among your clientele in a prospective buyer of an EVEREADY Flashlight. No side line you could carry has a wider appeal for everybody has experienced the annoyance of groping in the dark and is glad of a means to avoid it. When you have EVEREADY'S displayed on your counter or in your window you're bound to make sales. We're EVEREADY headquarters. Consult us.

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

Conservative Investments
Combining Safety with Income

Write for our list of offerings

HOWE SNOW CORRIGAN & BERTLES
 MICHIGAN TRUST BLDG GRAND RAPIDS MICHIGAN
INVESTMENT BANKERS

That Spirit of Service
 which seeks to give clients ample facilities, wise counsel, protection and assistance is part of


THE MICHIGAN TRUST CO.
 OF GRAND RAPIDS

which combines experience and strength of resources with a complete and efficient organization that commands confidence. Large and small estates carefully and conservatively handled.

Send for Blank Form of Will and Booklet on the Descent and Distribution of Property

Audits made of books of municipalities, corporations, firms or individuals

Take a Cruise
on the GREAT LAKES



Get away from the monotony of the office, factory or farm.
 Take a Real Vacation—full of pleasant surprises—of unique features,—of wondrous sights.
 Make your business trip a pleasure voyage. The big fleet of Northern Navigation Liners are making tri-weekly trips on the lake Huron—Superior Cruise, making possible fast, comfortable, safe travel.



Between Detroit, Mich., Sarnia, Ont., Sault Ste. Marie, Ont., Port Arthur, Ont. Fort William, Ont. and Duluth, Minn.

Features of These Cruises
 Included in the Tickets are the Finest Meals and Most Comfortable Berths. Special Train Visits to Kakabeka Falls—Basket Picnic—Special Shore Dinner at Big Hotel, Boulevard Drive in Terminal City—Inspection of Largest Locks on Fresh Water—Afternoon Tea on Shipboard—Dancing in Big Ballroom Every Evening—Music by Ship's Orchestra—Refreshments After Dancing, etc., etc.

Complete Cruise \$40
Everything Included, (\$ day trip)
 Also Georgian Bay one way 4 day trips—Between Collingwood and Sault Ste. Marie.
 Also 30,000 Island one way trip between Parry Sound and Penetang.
 Good connections with through rail lines east and west at Detroit, Mich., Sarnia, Ont., Fort William, Ont., Port Arthur, Ont., and Duluth, Minn.

Write for folders and information—Ask any ticket agent. Make your reservations NOW in advance.

Northern Navigation Co., Ltd.
 Sarnia, Ontario



Good Form Necessary in a Corset Fitter.

What does a buyer look for in the salesforce that sell and fit corsets? Someone to please the customers and capable of turning over the stock as well as clerks capable of making friends for the department and leaving a pleasing impression on the customer's mind. Such a clerk must look after the interests of the customer and also prove herself an efficient help to the house employing her.

Consider yourself in the customer's place and you will require a certain style and general neatness indicating refinement and a pleasing personality; without these traits do not try to make a corset saleswoman of anyone. The position becomes so intimate and confidential and even the personal contact very close and a customer has a right to expect a good presence in a corset fitter.

Aggressiveness must be a lost art; no saleswoman should use this quality, but certainly not a corset fitter who must remember only the customer who is apt to become very confidential when in the little fitting room, so quiet, so enticing to one wishing to unbosom some woes and joys. The busy fitter's fingers fly around the customer's form and corset, while into her ears go many a tale, grave and gay, that would prove interesting reading, but a wise clerk forgets it the next hour. Work on, give a smile of understanding and an occasional enquiring yes and you win the confidence and personal liking of the customer; never dispute her.

Only half of the battle is won with the style and presence of the saleswomen. A buyer needs in the department not only an ornament but a worker and the women to look for are a group of saleswomen who will brighten the corset salon and also have the faculty of sizing up a customer, mentally and physically, and selling her the right corset. This can only be done by a fitter understanding the method of lacing, or hygienic fitting, of selling points, altering, etc. Such women can and do make a successful corset department.

Sympathy affects some customers more than others, but all like to feel that the fitter is trying to give her a better form and more comfort from a womanly appreciation of the necessity of both. If not sympathetic by nature, cultivate the trait, as it is a handy accessory to have in business, provided it is not played on too much.

After the buyer has sounded the salesforce on the above points find out if ambition rests in the make-up,

for selling corsets means hard work, knowledge of the goods and a good-sized ambition to spur one on. A clerk in this department is always busy, she does not have seasons, for every day is a seasonable one in which to sell corsets. A girl selecting this section in which to apply for a position must have a desire to work and realize that selling and fitting corsets means more than simply showing goods. Corsets do not "sell themselves." Very often an ambitious spirit will carry one along and secure the opportunity selling better goods of having a "try out" that an easy-going girl would never get.

A clerk willing to remain a clerk, not working for the position of head of stock or buyer is not ambitious enough to work the department up; fix your eyes aloft, not below and be determined to succeed, and the success of the salesforce means a department that becomes noted for this characteristic. A buyer must be a judge of human nature and size her girls up as they are and as they can be made, then go ahead with them, believing in and trusting them until a thorough trial proves that the wrong person is in the position, although she might sell pins, dolls or hose perfectly; corsets are another story. Good merchandising means more than buying and selling.

There is a store in New York that has a wonderfully successful corset department and an equally wonderful buyer who faces matters and gets there. One day a member of the firm came in the department and looked around in a critical fashion. Finally he said to the buyer, "Do you expect to sell corsets with a salesforce weak on shape? Don't you think they should have some form, some class? You had better see about it." This meant get others and this buyer felt that her girls were all right, but they did lack form and style. Now how could she improve them so as to suit the critic?

Each girl was fitted with an up-to-date corset; then the buyer made arrangements at half-price for her set of girls to go three nights a week for six months to a physical instructor who could accomplish wonders, and with the buyer chaperoning them they began to build up their bodies. At the end of six months, with extra pains also taken in the costuming and coiffures, the girls had so improved that even the critic hardly knew them, thinking it was a new force. The girls were happy and the buyer jubilant, as she had conquered her Waterloo. Such a department should pay the highest salaries, as better dressing is required.—Dry Goods.

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

CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.

Leading Merchants Sell NOTASEME HOSIERY

"Direct from Mill to Retailer"
For Men - Boys - Ladies - Children
A card and I will call with Samples.
S. P. BERNIS, Michigan Representative
518 Murray Bldg. - Grand Rapids, Mich.

TAKING INVENTORY

Ask about our way
BARLOW BROS. Grand Rapids, Mich.

GUARANTEED BEDDING QUICK SHIPMENTS

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

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

Many Lines In One Bill

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

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

Owing to the Inability of Jobbers to Place Duplicate Orders on Fall Underwear and Hosiery This Season

due to the manufacturer being sold up tight, there is bound to be a great shortage of these lines, just when you will need them most.

We, however, have bought heavier than usual on staple numbers, but our advance fall business has also been much heavier than in former years, and we wish to advise the merchants that have not covered on these fall items, to get busy, or they may experience difficulty in getting just what they would like later on. "Lincoln Mills" underwear and hosiery give perfect satisfaction.

Grand Rapids Dry Goods Co.

20-22 Commerce Ave.
Grand Rapids, Michigan

Exclusive Distributors of "Lincoln Mills" Brand

Bankruptcy Proceedings in Southwestern Michigan.

St. Joseph, July 3—Based upon the petition of Snell & Co., the American Coal & Coke Co. and Abel Bliss, Warren & Co. a copartnership, George L. Warren, Frank Warren and Bessie Warren, individually doing a general hardware, coal and fuel business at Niles, were adjudicated bankrupt and the matter referred to Referee Banyon, who was appointed receiver, and immediately took possession of the entire assets of the bankrupt estate. An order was entered for the bankrupts to prepare and file their schedules.

July 5—In the matter of the Spencer & Barnes Co., a corporation, bankrupt, of Benton Harbor, the trustee filed objections to certain claims, involving the sum of \$2,000. As soon as the objections have been heard and determined, another meeting of creditors will be called for the purpose of declaring a second dividend of 10 per cent. A first dividend of 15 per cent was declared.

July 6—Roscoe M. Tabor, a salesman of the city of Kalamazoo, filed a voluntary petition and was adjudicated bankrupt, whereupon the matter was referred to Referee Banyon, who was appointed receiver of the bankrupt estate. The schedules show the following liabilities and assets:

Fred Vanderveen, Kalamazoo	..\$540.00
Union Central Life Co.	18.75
George D. Shane, Kalamazoo	25.50
Michigan Central, Kalamazoo	4.50
Wolf Fuel Saver Co., Kalamazoo	356.25
Utica Heater Co., Utica, N. Y.	58.24
H. J. Cooper, Kalamazoo	23.32
Chappell & Earl, Kalamazoo	20.00
Root Spring Scraper Co., Kalamazoo	20.75
United Garage & Machine Co., Kalamazoo	35.25
Homer Furnace Co., Homer	2,680.13
Miller, Ryder & Winterburn Co., Kalamazoo	18.00
National Refining Co., Cleveland	10.50
Bell Shoe Co., Kalamazoo	4.75
John McKeyes, Lawton	300.00
Monitor Stove & Range Co., Cincinnati	155.00
Kalamazoo City Savings Bank, Kalamazoo	100.00
Chamber of Commerce, Kalamazoo	25.00
Frank Hoekstra, Kalamazoo	4.51
Kalamazoo City Savings Bank, Kalamazoo	268.47
Total	\$4,677.73

Assets.	
Real estate	\$800.00
Household goods	300.00
Patents, trademarks, etc.	733.43
Debts due on open accounts	500.00
Policies of insurance	29.00
Total	\$2,477.52

July 8—In the matter of Warren & Co., a copartnership, George L. Warren, Frank Warren and Bessie Warren, bankrupt, of Niles, schedules were filed showing the following creditors and assets.

Preferred claims.	
City of Niles, taxes	..\$119.00
Unsecured Claims.	
Alabastine Co., Grand Rapids	..\$ 60.74
Ayers & Lang, Detroit	25.00
Brown Spring Ice Skate Co., Webster City, Iowa	156.13
George H. Bishop & Co., Lawrenceburg, Ind.	18.00
W. Bingham Co., Cleveland	157.57
Chicago White Lead & Oil Co.	134.77
Comstock-Castile Stove Co., Quincy, Ill.	202.26
Cronk & Carrier Mfg. Co., Elmira	200.97
Caloric Company, Janesville	28.08
Chesapeake & Ohio Coal Co., Columbus	7.50
Eclipse Stove Co., Mansfield, Ohio	71.65
Glidden Varnish Co., Cleveland	30.84
Galusha Stove Co., Rochester	64.62
Buhl & Sons, Detroit	65.00
Galusha Stove Co., Rochester	103.08
Hoosier Stove Co., Marion, Ind.	26.72
Home Stove Co., Indianapolis, Ind.	36.00
Hall Mfg. Co., Monticello, Iowa	24.68
Hornbrook Price Co., Indianapolis	4.00
C. E. Lee, South Bend	28.75
Maynard Coal Co., Columbus	480.76
Michigan Wire Fence Co., Adrian	485.43
National Lead Co., Chicago	108.26
Northfield Knife Co., Northfield, Conn.	13.26
Northern States Coal Co., Chicago	75.08
Pike Mfg. Co.	11.00
J. H. Rice, Chicago	384.09
J. W. Ryder, Kalamazoo	348.20
South Bend Foundry Co., South Bend	4.56
Sherwin Williams Paint Co., Cleveland	121.15
Sheffield Mfg. Co., Burr Oak	15.67
South Bend Grocery Co., South Bend	37.85
W. D. Sager, Chicago	60.26
Thermoid Rubber Co., Trenton, N. J.	53.00
Van Camp Hardware & Iron Co., Indianapolis	263.75
Union Steel Products Co., Albion	6.25
Webb Fuel Co., Cincinnati	39.90
Indestructible Paint Co., Chicago	99.62
American Coal & Coke Co., Detroit	2,196.00
Evans Coal Company, Fort Wayne	250.00
C. R. Smith, Niles	29.34
Niles City Bank, Niles	100.00
George E. Correll, Niles	700.00
Middle West Coal Co., Cincinnati	229.00
Susan Dickson, Berrien Center	200.00
Amanda Layman, Berrien Center	200.00
Abel Bliss, Shreveport, La.	350.00

F. N. Bonnine, Niles	100.00
E. M. Rogers, Litchfield	1,625.00
Fox Furnace Company, Elyria	50.00
Ella Champion, Niles	275.00
Snell & Company, Niles	3,123.00
William Layman, Berrien Center	2,850.00
Nettie Bliss, Shreveport, La.	700.00

Assets.	
Cash on hand	\$ 30.00
Stock of hardware	2,200.00
Household goods and machinery	400.00
Accounts receivable	800.00
Total	\$3,830.00

July 10—In the matter of Max P. August, bankrupt, Kalamazoo, the adjourned first meeting of creditors was held and the trustee's first report and account, showing cash on hand of \$785, was approved and allowed. The trustee also filed his report of exempted property. The examination of the bankrupt for the purpose of discovering assets was continued and the same again adjourned for two weeks. An order was entered by the referee, directing the trustee to pay certain expenses of administration.

July 11—In the matter of Lemuel W. Spence, bankrupt, the first meeting of creditors was held at Kalamazoo. No creditors were present or represented and no claims proved, whereupon an order was made by the referee that no trustee be appointed and the bankrupt allowed his exemptions as claimed. The bankrupt was sworn and examined by the referee without a reporter and the meeting adjourned without day. In the matter of Warren & Co., an order was made calling the first meeting of creditors at St. Joseph, June 20, for the purpose of proving claims, the election of a trustee, the examination of the bankrupts and the transaction of such other business as may properly come before the meeting.

July 13—Marion J. Otis, doing business under the name of the Otis Electric Co., filed a voluntary petition and was adjudged bankrupt, whereupon the matter was referred to Referee Banyon, who was also appointed receiver. The schedules show the following liabilities and assets.

Secured Creditors.	
Berrien County Bank, Benton Harbor	\$ 300.00
Unsecured Creditors.	
Solar Light Co., Chicago	74.69
Union Electric Co., New York City	78.00
G. W. Ladd & Co., Rochester	30.00
Eastern Flexible Conduit Co., New York	104.50
Connecticut Electric Co., New York	50.50
Brawnstein & Bros., New York	42.00
Consolidated Glass Co., Carapolis, Pa.	114.00
A. A. Wire Co., New York City	245.00
American Brass & Copper Co., New York	236.81
Michigan Brass Co., Lansing	17.50
News-Palladium, Benton Harbor	43.55
Michigan State Telephone Co., Benton Harbor	24.75
Telephone Directory Advertising Co., Wellington	12.50
Wellington Glass Co., Wellington, West Virginia	37.86
Amos Messner, Benton Harbor	23.00
Benton Harbor-St. Joseph Garage	31.50
Grinnell Washing Machine Co., Grinnell, Ia.	45.00
Electric Specialty Co., Benton Harbor	45.00
Mrs. A. Phillips, Benton Harbor	200.00
American Electric Specialty Co.	229.31
Total	\$1,685.47

Assets.	
Stock in trade	\$ 500.00
Debts due on open accounts	540.00
Machinery	100.00
Household goods, etc.	71.50
Total	\$1,221.50

July 15—In the matter of Roscoe M. Tabor, bankrupt, Kalamazoo, an order was made calling the first meeting of creditors at the latter place July 27 for the purpose of proving claims, the election of a trustee, the examination of bankrupt and the transaction of such other business as may properly come before the meeting.

A Fellow Feeling.

Mr. Landry, a wealthy though miserly man, was one day relating to a Quaker a tale of deep distress and concluded by saying:

"I could not but feel for him."
"Verily, friend," replied the Quaker, "thou didst right in that thou didst feel for thy neighbor, but didst thou feel in the right place? Didst thou feel in thy pocket?"



Large 10c, 15c and 25c Sanitary Glass Packages
Nice Profit for Dealer
Sold by All Wholesale Grocers
See Quotations in Grocery Price Current

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

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

Purity Patent Flour

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

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

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

HART BRAND CANNED GOODS

Packed by
W. R. Roach & Co., Hart, Mich.
Michigan People Want Michigan Products

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

104-106 West Market St. Buffalo, N. Y.

Established 1873

Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. Fresh Eggs in good demand at market prices.

Fancy creamery butter and good dairy selling at full quotations. Common plenty and dull.

Send for our weekly price current or wire for special quotations.

Refer you to the People's Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

MEN'S DRESS SHIRTS

A Splendid Assortment

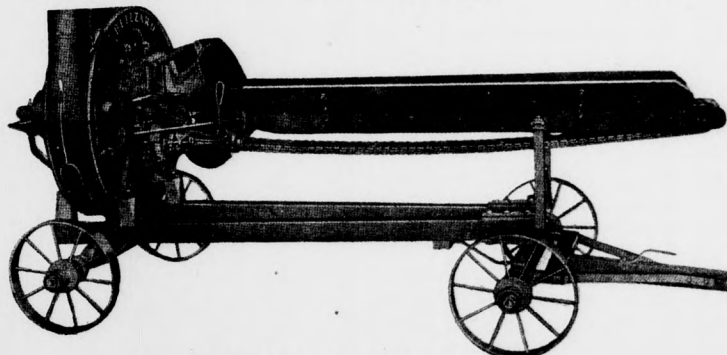
HALLMARK Shirts

and others to retail at 50 cents, \$1.00, \$1.50 and \$2.00

Paul Stekete & Sons

Wholesale Dry Goods Grand Rapids, Mich.

"Blizzard" Ensilage Cutters



CLEMENS & GINGRICH CO.

Distributors for Central Western States

1501 Wealthy St.

Grand Rapids, Michigan

AUTOMOBILES AND ACCESSORIES

Worth the Careful Driver's Eye.

Brake adjustment is the one subject that does not get the attention it deserves, according to its importance. The first thing to do is to shape the bands so that they are round and slightly larger than the drums. It may be necessary to take the bands off and bend them until they fit all around. Then all the joints must be well oiled or greased so that the levers can work perfectly free. After jacking up both rear wheels, the brake rod turnbuckles should be adjusted so that both rear wheels lock at the same pressure and turn freely when brakes are released. If the axle bearings are warm the brakes will bind when the car is jacked up.

After grinding valves and scraping carbon one of the most difficult things is to clear the cylinders of the loose carbon remaining in them. This can be done by setting the cylinder on the end of compression stroke and flushing out with a hose. Then remove water with a sponge. The little water remaining in the cylinders will do no harm if the motor is started and run shortly after the water is drawn off.

When looking for a knock in the motor, do not overlook the possibility of motor being loose in the frame. The knock from this cause is not noticeable when motor is running idle, but appears when suddenly accelerating and climbing a hill.

When a cylinder is missing fire, to eliminate any doubt about the plug, exchange it with a plug of the cylinder that is all right.

Federal Aid For Michigan Roads.

Within the next five years \$150,000,000 will be spent upon American roads through co-operation between the National Government and the states in highway improvement. Work has already been started on the half and half plan of the Federal aid good roads measure.

This co-operative plan became effective when President Wilson attached his signature to the merger of the two bills passed by Congress, the Senate and the House having adopted different measures.

The American Automobile Association, which started the effort and which finally resulted in the law just enacted, took the first step January 16 and 17, 1912, at the Federal aid convention, held in Washington. Congress gave its assistance by creating a joint committee of the Senate and House authorized to investigate the desirability and feasibility of Federal aid to the state.

This report was favorable. The

American Association of State Highways officials and the A. A. A. urged the fundamentals contained in the Bankhead-Shackleford legislation accomplished.

The majority of the states, according to Chairman George C. Diehl, of the A. A. A. good roads board, have provided for definite systems of state highways which they are constructing as rapidly as available means permit. Mr. Diehl says that every effort should be directed now toward having the Federal funds applied on these state systems and not frittered away on countless little disconnected local roads.

The A. A. A. officials are anxious to see tangible and lasting benefit derived from the Federal aid to shape public sentiment so as to have it solidly back of the policy of applying Federal aid to the completion of the state highway system and to the connecting up of these systems with each other so that while serving the primary interests of each state it will be possible to proceed rapidly towards the acquirement of a comprehensive National system.

In addition to the \$75,000,000 appropriated by the Government, there was added \$10,000,000 to be expended at the rate of \$1,000,000 per year on roads within or adjacent to Federal forest reserves. The Western states were much interested in this phase of the question.

In the apportionment of the \$75,000,000, Michigan receives \$2,259,750, and will have to expend a like amount, bringing the total to over \$5,000,000 to be spent on Michigan roads within the next five years.

Boys that are not allowed to play in the mud when they are kids are compelled to bathe in it at some mudsprings when they grow older.

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

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

Automobile Necessities

Factory Distributors for

Diamond }
Congress } Pneumatic Tires and Tubes
Swinehart }
Swinehart Solid Truck Tires
Eveready Non-sulphating Storage Batteries
Weed Chains
Champion }
Mosler } Spark Plugs
A. C. }
Red Head }
Rayfield Carburetors
American Eveready Flashlights
American Eveready Flashlight Batteries
Tuthill Titanic Springs
Simplex Automobile Jacks
Atlas Mfg. Company Tire Doh
Interlocks and Reliners
Hill Smith line of repair parts for Ford cars
Stewart Warner complete line of accessories
including repair parts
Thermoid Brake Lining
WHOLESALE ONLY

You can buy all these goods through your regular garage man.

SHERWOOD HALL CO., LTD.
Grand Rapids, Mich.

You Can Put Your Faith
in

National REDWALL Speedway Type TIRES

They are guaranteed for
4,000 Miles
with many a long non-cost extra mileage tour in reserve.

National Special Red Tubes
Are built to give uninterrupted service for years, and to be absolutely proof against slow leaks, deterioration and decay.

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

SPECIAL USED AUTO BARGAINS

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

Dwight's Used Auto Exchange Grand Rapids, Mich.

NOKARBO MOTOR OIL

It is the one oil that can be used successfully on all automobiles operated by gasoline or electricity.

It will not char or carbonize.

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

WRITE FOR PRICES AND PARTICULARS

The Great Western Oil Co.
Grand Rapids, Michigan

SIMPLICITY DEMOUNTABLE WHEEL

THE NEWEST WAY

(For Ford, Chevrolet and other light cars)

A Blow Out, Puncture or Broken Wheel and you are on your way again in two minutes.

HOW?

We re-fit the four wheels now on your car.

We furnish an extra wheel, mounted on either side or rear of car, then by removing six nuts and lock washer, slipping on the extra wheel, replacing the lock washers and nuts, you are ready to drive on.

Can You Beat It?

INDISPENSIBLE

For delivery cars

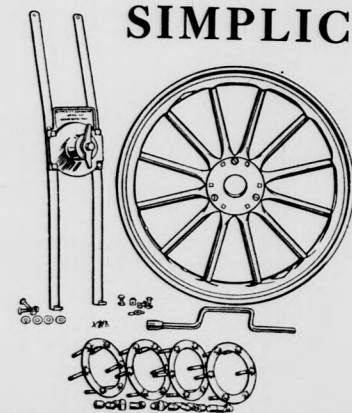
For pleasure cars

Where time is valuable

Where comfort is desired

Price \$15 F. O. B.

Ask your dealer or jobber



Simplicity Demountable Wheel Co.

425 Bond Ave.

Bell Phone 4070.

Grand Rapids

Driver Nothing To Do But Watch.

There are extenuating circumstances in connection with many automobile accidents and the automobile driver is not always to blame. Pedestrians old enough to know better court trouble by their actions. The motor car driver must be an expert to avoid injuring people.

Take, for instance, the man, woman or child who supposedly is claiming the protection of the safety zone, and who stands two or three feet out of the zone, in the path of the machines. In all probability claim would be made that the motor car driver invaded the safety zone in event of mishap under such circumstances.

Then there is the man, woman or child who starts ziz zag at the center of the block in the direction in which the cars are being driven and without thought of the danger, runs for a street car. That person surely should not claim that an accident was due to the motor car driver.

The child chasing the ball into the street, shooting in from behind some other vehicle, the children roller skating in the street, bicycle riders who fly out of side streets without looking, both on bicycles and motorcycles, pedestrians who start across the street on a run in the middle of the block and without any warning, people who walk with their eyes looking upward at high buildings, men who read as they cross a street in the middle of the square, motorists who drive their cars at speed from side streets and countless others, probably would blame the motorist. But is an accident under these circumstances the fault of the driver? Should not the pedestrian be made to answer for placing in jeopardy the reputation of the driver as a user of motor cars?

All drivers are not experienced at the wheel, all cars have not perfect brakes which will clinch instantly and every driver's eye does not see as quickly or accurately as others. Motor car drivers cannot always be depended upon to have their mind always upon their work of handling the car. It is at times when the road seems clear in the middle of the block that the driver lets down slightly from the strain, and at these most unexpected moments the trouble comes. And many are uncharitable enough to blame the driver when in all justice the blame should be placed upon shoulders other than his.

Why Should We Read War News?

Ann Arbor, July 17—It is a pleasure to know that a young man has definite plans for life and is so much interested in preparing for a vocation that sporting news, details of crime and trashy fiction have no attractions for him. It is gratifying to teachers, friends and employers when young men are not so carried away with these things as to interfere with everyday duties in school, shop or store.

In view of the fact that for some years past educators would have all students keep in touch with public events of National and world-wide importance, it is surprising to learn that many students in our higher institutions of learning devote no time to reading news of the great European war. In answer to the question, "Do you read the war news?" they say, "No, I don't pay

much attention to it," "Too busy with my studies;" "No time for it," and the like. Those "studies" from the district school up include history, ancient and modern; and these young men, who should be in a position to interpret the history which is making to-day far better than others who have had less opportunity for study, are passing it by until in later years they may read it in more concrete form. They are saving themselves much study, but is it best? Is it right that they should pass through this period without definite ideas or decided opinions in regard to this momentous struggle?

It seems to us that every intelligent human being who has opportunity to read should take a deep interest in this war and learn much about it. In many ways does this war put obligations upon us. What is our duty to the suffering, starving, desolate and oppressed? What should this Nation do and what should it refrain from doing? What should be our attitude toward war? What of past teaching about war? What of battle songs, soldiers' reunions, military parades, patriotic speeches and laudation of war heroes? Have we been going in the right direction or the wrong? What has been the effect upon youth? Have we been fostering that which tends to perpetuate war upon earth? Are militant religious songs and sermons compatible with love to fellowmen and peace upon earth? Would more men and money for missionary and educational work in foreign lands preclude the necessity of National defense?

"I didn't raise my boy to be a soldier—to kill some other mother's boy," may express the true mother spirit and suggest her rights; but why not add another verse and include the policeman who guards our homes and city while we sleep? Shall he, unarmed, combat the well armed marauder? How much protection

can he give if he has no weapons—weapons which can kill?

Is there danger that reading war news will tend to brutalize the reader—make him callous to the suffering of others—create a longing to engage in war? Read the answer in the attitude of the American people to-day, the protests against war, the gifts for the suffering, the demands for extreme forbearance to avoid war, the difficulty to obtain recruits for our regular army and the reluctance of the militia to leave their work, their homes and their agreeable surroundings at the call of the President. The more we know of war the more we abhor, detect and dread it—the more we appreciate the blessings of peace and safety. We do not hear to-day, as formerly, the farmer and the business man exulting because a foreign war will boost prices and enliven business. If any rejoice in this manner, they know it would be unpopular to express it.

We want our youth and our people generally to learn much about this war, so that we may all unite in a world-wide movement to teach all men that they need not go to war if they do not want to; that they must not kill their neighbors simply because an autocratic ruler orders them to do so in an effort to save his throne from the destruction which confronts it from the gradual growth of democracy, brotherhood and civilization; that they have a right to life, home and the fruits of their own industry; that only when their land is invaded need they arm to repel invaders; that conquest of another nation's territory as a nation is no more justifiable than highway robbery or burglary as individuals.

One of the most appalling facts in reference to this war is that men do not know that they are or should be free to do right—not compelled to kill or wrong their fellow men against whom they have no enmity.

E. E. Whitney.

Wanted

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

United Trucks

1½ to 6 ton all worm drive

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

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

The United Motor Truck Company

Grand Rapids, Michigan

Would You Be Interested

If we could show you a proposition that looks better than the most wonderful of recent money making ventures?

If we could show you how to make some real money from a very small investment?

That's What We Are Here To Do

You owe it to yourself to investigate right now.

Such an investigation will not cost you a penny, and you assume no obligation whatever.

It is a case of nothing to lose and much to gain.

You will learn the inside workings of the cleanest organization you ever saw, and all about the Wonderful New Motor that is being so widely discussed.

And we will make another friend.

We always make friends of those who investigate us. They find that we are perfectly willing to tell them anything they want to know—we have no secrets—we explain our organization, plans and methods more fully than any concern they ever saw.

Your own good judgment tells you that you ought to investigate every new concern that asks your support, or offers a chance of profit.

We are not buying all this space week after week to urge you to investigate just because we want to shout hot air. We are absolutely sincere in our invitation. We want you to look us up because we believe you will invest with us. Whether you do invest or not, you will be glad you came in.

Better get in with us now, than to be sorry in a year or two.

The first allotment of stock was heavily over-subscribed. A limited amount will be sold at par—\$10.00.

Universal Valveless Four Cycle Motor Co.

416-417 Ashton Building

Citizens 7645

Grand Rapids, Michigan

Every Live Dealer Knows—

Consumers are becoming more and more suspicious of unadvertised, unknown brands.

People have confidence in advertised goods, which makes them easy to sell.

Advertised goods repeat when the advertising is backed up by first class quality.

Advertised goods enable the dealer to do more business on less capital

Advertised goods can be turned over quicker than unknown brands, and there are no left-overs—no dead stock.

Advertised goods can be sold with less clerks, less argument, less effort and at a good margin of profit.

Advertised goods are very effective against mail-order-house competition.

Mail-Order-Houses cannot sell the same grade of merchandise any cheaper than the live local dealer.

Advertised goods are half sold when received.

LILY WHITE

"The Flour the Best Cooks Use"

is one of the best known, highest quality flours on the market.

Lily White Flour positively *does* make good.

Lily White Flour is an easy seller, a sure repeater, a real live trade builder.

If you have had any experience selling Lily White Flour you know this to be true—once a Lily White user *always* one.

Lily White Flour is an all around flour. It bakes the most excellent bread, biscuits and rolls, as well as delicious pastries of all kinds.

We authorize you to tell your customers if they do not like Lily White Flour as well or *better* for both bread and pastry baking than any flour they ever used to return it and get their money.

We stand behind you on this guarantee.

You are backed up by approximately one million dollars every time you sell a sack of Lily White.

And you are selling more than just flour; you are selling complete satisfaction, which means more business at a legitimate profit for *you*.

Every time you sell a sack of Lily White Flour you are boosting a Michigan manufacturer, as well as Michigan railroads, Michigan labor and Michigan farmers.

Besides you are keeping Michigan money in Michigan, where it ought to be.

Every argument is in favor of your stocking Lily White, "the flour the best cooks use."

VALLEY CITY MILLING COMPANY
Grand Rapids, Michigan

More Than 2,500,000 Consumers

are being continuously reached by such ads as this:

Additional Proof

of the real merit possessed by Lily White Flour is offered in the following letter just received from Chicago:

"Dear Sirs:

May 1st, 1916.

Do me the favor to let me know by return mail where in Chicago I can buy your 'Lily White' Flour. My wife used it at Macatawa, Michigan, and we like it so much we want to know what retailers downtown or in Hyde Park, Chicago, handle it. Also what you sell it for by the barrel at Grand Rapids, if I should want to order a barrel and have it sent by freight.

832 Marquette Bldg.
Chicago.

Yours truly,
F. W. JOB."

We have received many such letters from all sections of the country.

Lily White

"The Flour the Best Cooks Use"

is very popular with particular people who are anxious to obtain the best the market offers.

There is no guessing about baking results when Lily White Flour is used.

Every sack and every barrel of Lily White Flour is the very best that modern methods scientifically applied can produce.

The quality is absolutely uniform, and scrupulously maintained.

Lily White Flour bakes delicious bread, biscuits and rolls, as well as the most appetizing pastries.

Satisfactory results are guaranteed.

Ask your dealer to send up a sack. If he hasn't it, write us.

VALLEY CITY MILLING COMPANY
Grand Rapids, Mich.

Have you hitched up your business to this trade-winning campaign?

If you haven't, now is the time to do it.

Remember we pay you a commission to sell our flour.

Write us about the plan; do it today.

VALLEY CITY MILLING COMPANY
Grand Rapids, Michigan



Summer Comfort in the Shoe Store.

Written for the Tradesman.
Creating an impression of summer comfort in the shoe store is a good plan, and does not cost as much time, effort and money as one might at first imagine.

And it pays, for people do love to shop in a cool store on hot days, and now is the time of hot weather—from the middle of July to the last of August, and possibly the second or third week in September.

About nine-tenths of this thing called "summer comfort" is mental attitude; and the so-called "cool and comfortable" shoe store is nothing more nor less than the ordinary shoe store plus certain inexpensive accessories—most of them of a decorative character—that impart a sense of comfort.

Just the other day I made a tour of the shoe shops of my own city just to see what the more enterprising dealers had done, or were doing, to create a cool, summerized atmosphere in their stores. And this is what I found:

In the women's department of a handsome exclusive shoe shop, I found the big leather upholstered settees embellished with freshly laundered covers. I was informed that these covers made a big hit with the ladies, inasmuch as it is an evident protection to their dresses. White dresses, and other summer fabrics worn by the women, soil so easily in hot weather. In addition to being a real protection to the dresses of their patrons, this store's summer-covered settees looked distinctive and different. In a word, I found there just a little touch of summer comfort that was really worth while.

Another store had installed green crux rugs instead of the heavy floor coverings ordinarily in place. Now green is confessedly the softest and coolest of all the colors. It's nature's favorite, and nature doesn't often make mistakes. I notice that window experts frequently call attention to the value of green in the summer display.

Still another store I visited had used this color in a purely decorative scheme. On a series of pedestals there had been arranged a row of bark-finished fern boxes, placed end to end, between the men's and the women's department. This feat was very easily accomplished, and at the cost of precious little room, for the men's and the women's settees were back to back. In order to install the row of fern boxes, all that had to be done was to draw the chairs slightly apart—not over a foot or fourteen

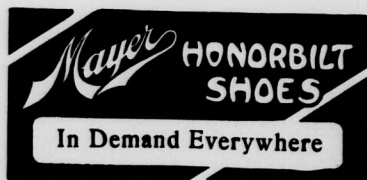
inches at the outside. Needless to say this arrangement added a fine touch to the salesroom when viewed either from the men's or the women's side. Personally I think this is a very clever and effective scheme that might well be emulated by other dealers.

In only one or two stores I found electric fans in use. And this was a revelation to me, for I had supposed they would be found in all the up-to-date shoe shops. Of course there are objections to the electric fan. And the cost of installing and running them is an item. But it seems to me their value is far out of proportion to the cost of installing and maintaining. The air of any large room tends to become stale in hot weather; and the more people there are breathing the air, the staler it becomes, of course. Fans keep the air circulating, causing a continual outrush of stale air and a corresponding in-rush of fresh air.

Another store has a penchant for seasonable flower decorations. Enormous quantities of artificial flowers are used in an elaborate decorative scheme involving both the first and second floor salesrooms. It is in summer the flower that happens to be in bloom at a given time; and the whole scheme is changed every two or three weeks. When I saw the store, the flower used was the common wild daisy artistically simulated in paper. The young lady of this store who is in charge of decorations is something of a genius in her line. She cuts her own patterns, works out the details of coloring, finishing, grouping and arranging—and does it all with most commendable taste.

I realize, of course, that the small store cannot enjoy the services of a decorative artist of this caliber, but something can be done in this line by most any clerk, if the clerk receives a little encouragement along with some practical suggestions. Artificial flowers are not so hard to make—but really, in the small store, why use the artificial? Why not use the real flower? They needn't be used in such lavish quantities as they are used in the big exclusive shop I have in mind, but at least one or two bouquets of them could be used daily.

Take, for instance, the common



R. K. L. Outing Shoes

Light, Comfortable Footwear
for Summer Wear



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

IN STOCK

- 8014—Men's Black Outing Bal, Chrome Sole
- 8013—Men's Black Outing Bal, Hemlock Sole
- 8015—Men's Brown Outing Bal, Chrome Sole
- 8023—Men's Brown Outing Bal, Hemlock Sole

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

Here's Your Chance! A Bargain!

Hood's Men's Holiday
With Pneumatic Heel
At Cut Prices to Close Out

75 Cts.



75 Cts.

This is the DRAB canvas Holiday
Our biggest seller last year, at \$1.10 and \$1.00
Made with loose lining and pneumatic heel
Leather insole First quality

We offer while they last Men's Oxfords or Bals
at the special price of 75 cents per pair

State which you want, but better let us know if we can
send the other if your first choice is gone.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

daisy. Small boys can easily procure these flowers in season, and get them to you with long, unbroken stems fresh every morning—and the cost would be trivial. And so with other wild flowers that may be had on every countryside throughout the land.

The cool, comfortable store for hot weather shopping, is undoubtedly a big drawing feature with the American people. We are great people to demand hot weather comforts—and are quick to appreciate the efforts made by merchants to provide such comforts in their stores. The "cool store" is the store that makes a big hit when the mercury is rising higher and higher.

Really, of course, when we get right down to cases, there isn't so much difference in the temperature in any of these stores, but certain places do seem cooler than others—and that is because certain mechanical aids, decorative accessories and what not, are used to create an impression of seasonable comfort. As I said before, nine-tenths of the thing we call comfort is mental attitude; and mental attitude is superinduced by mechanical aids. And that's precisely the reason we want to provide such things as will make our stores appear cooler and more comfortable than they might otherwise seem.

And then, to be sure, talking up the idea is a big factor in building the impression and getting it going. Refer to your store as a cool place for hot weather shopping; the one acknowledged cool spot in a hot city, or something to that effect. You don't have to say that other stores are not cool, but you must assert, aver, contend and insist that you own store is decidedly, delightfully and refreshingly cool and pleasant.

If you keep on saying it in your advertising, you'll get the people to believing it; and the first thing you know they'll be saying it for you.

By all means go in for summer comfort in the shoe store.

Cid McKay.

Activities in Some Michigan Cities.
Written for the Tradesman.

Alma has a garden of roses at the depot grounds, thanks to the work of the Civic Improvement League, headed by Mrs. Francis King. This garden was formerly a mud hole in wet weather and an ugly place at all seasons of the year and this work of transformation at the city's gateway has a value in dollars and cents, to say nothing of other values, that is inestimable.

Midland will have a modern community center, the building to stand at Larkin and Townsend streets. There will be a large bowling alley, a locker room with 300 lockers, large swimming pool and a combination gymnasium and auditorium with seating capacity for 750 people. A rest room

is provided for women from the country, a reading room and club room. The second story will contain dining room, dormitory, etc. It is planned to give exclusive use of the swimming pool and gymnasium one night each week to the ladies. It is the aim to create a get-together, work-together, play-together and stand-together spirit that will make Midland an ideal place in which to live.

Escanaba voted to bond for \$30,000 to build and equip a manual training school.

The Cadillac Chamber of Commerce has opened permanent offices at the Hotel McKinnon.

Some of the cities are putting over until next year street, sewer and other work which had been planned, on account of scarcity of labor.

Jackson has bought sixty acres of rough land on the Belden road and will dump its garbage there.

The Hastings Board of Commerce is one year old and has elected the following officers: President, W. W. Potter; Vice-Presidents, A. E. Mulholland, D. C. Bronson and Kellar Stem; Secretary, John J. Dawson; Treasurer, H. G. Hayes.

Flint's water filtration plant is being worked to its full capacity of 8,000,000 gallons daily and citizens are being urged to waste no water.

Sparta is sinking new wells to ensure a pure water supply. Zeeland is now drawing from deep wells at the brickyard and has an ample supply.

Almond Griffen.

A Long Chase.

Necessity is the mother of invention, and the hungry Frenchman told about in a biography recently published in England illustrates the old adage anew.

He was in an English restaurant and wanted eggs for breakfast, but had forgotten the English word. So he got around the difficulty in the following way:

"Vaïterre, vat is dat valking in the yard?"

"A rooster, sir."

"Ah! and vat you call de rooster's wife?"

"The hen, sir."

"And vat you call de childrens of de rooster and his wife?"

"Chickens sir."

"And vat you call de chicken before dey are chicken?"

"Eggs, sir."

"Bring me two."

Never worry about troubles to-day that you can put off until to-morrow.

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

Women's White Footwear

These Numbers Are in Stock

Mail Your Order at Once



Stock No. 3513

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

These goods in stock will add to your summer profits

HIRTH-KRAUSE COMPANY

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

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

- - The - -

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

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

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

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

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

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

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.



"Brandau-Brand"

Service Shoes
FOR SHOP AND FARM

Manufactured by
Brandau Shoe Co. - Detroit, Mich.





WOMAN'S WORLD

Wanted—Solution of the Vexing Clothes Problem.

Written for the Tradesman.

A few years ago a distinguished writer put out a little book entitled "How To Live On Twenty-four Hours a Day." It attracted so much attention and has been so widely read that perhaps it hardly is necessary to say that the aim of this unique volume is to show how a person, living what the author assumes to be a sort of average life, can find time for and accomplish some of the things that really are worth while. I believe the writer had in mind a typical English business or professional man. For any person, man or woman, whose daily programme of work can be compassed within a number of hours that allows some leisure time besides, the book has many valuable suggestions.

"But what I should like to get hold of," said a busy woman of my acquaintance with whom I was talking yesterday, "is a book that will tell me How To Dress On Twenty-four Hours a Day! With all the rest I have to do, it crowds me badly to find any time for my clothes."

I knew my friend was voicing, not her own desire alone, but a real and pressing need of a great number of women situated like herself—women to whom the clothes problem is the bugbear of existence.

Fortunately this is not the case with all. The wealthy, fashionable woman who finds no more serious obligation in life than that of being as becomingly attired as possible, and who can call to her assistance the most expert and highest-priced designers and modistes—she can not understand the clothes troubles of my friend. There are many others who, while not at all wealthy, still do not experience the difficulty referred to.

The girl who works in store or office and lives at home, blessed with a capable mother who carries on the housekeeping and keeps a friendly oversight of Daughter's skirts and blouses and underwear, making many garments, keeping all in repair, washing and ironing with exquisite care and painstaking—a girl so situated is free to have a good time when not on duty in her position, and does not have to bother about her clothes.

The exceptionally successful woman worker, who is able to command a high salary for a short day, who has no one but herself to look after and spends freely—while the smart dressing that such as she affect is not accomplished without some time and effort as well as the expenditure of considerable money—still the woman of this type is able to manage

her wardrobe with comparative ease.

The woman who has her time pretty much all to herself, who maybe lives alone or has a household of only two or three members, how nicely this kind of woman can dress on a very small allowance, if only she has taste and a knack! She can attend the sales and pick up the rarest bargains in piece goods. Then with the aid of the excellent patterns now so readily obtainable, she can create marvels of style and beauty at a cost that is almost negligible. Her lingerie, fashioned by her skillful fingers and trimmed with tating or crocheted lace of her own making, is the envy of her acquaintances. In summer this kind of woman dresses mostly in white, and what else is so fresh and dainty and at the same time so inexpensive, provided you can yourself do the frequent laundering required?

In sharp contrast to these women who are able to find genuine pleasure in leisurely planning becoming things to wear, take the case of the woman who must earn and who at the same time keeps house—light housekeeping perhaps, but still housekeeping—who can not command high wages and who must make what she earns go a great way and supply many wants—wants of others besides

Hartnett Flower Shop

Cut Flowers—Floral Decorations
Funeral Wreaths and Sprays

72 N. IONIA, Just North Monroe
Both Phones Grand Rapids, Mich.

Tip-Top Bread

Made in a model sanitary bakery, where cleanliness is a commandment that is preached and practiced.

Make "Tip-Top" Your Daily Bread

Tip-Top comes to you wrapped and sealed; it's the Perfect Loaf, Nobly Planned. If you are not carrying it, write and we'll arrange to supply you.

He Lives Well Who Dines on "Tip-Top"

Hill Bakery—A. B. Wilink
Grand Rapids, Mich.

"IOWA"

LIGHTEST RUNNING

CLOSEST SKIMMING

EASIEST CLEANED

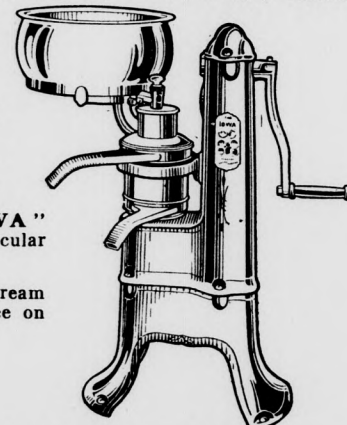
DAIRYMEN demand convenience with efficiency. The "IOWA" is the one best Cream Separator to meet this demand. The Supply Tank is only waist high. It is pressed from a single sheet of high-grade steel—heavily tin plated—seamless—no cracks or corners—easily cleaned. The tank is so designed that it is practically impossible to spill milk when poured into the tank from a milk can.

If you desire to remove the tinware after Supply Tank is filled, DON'T LIFT the heavy tank of milk off and carry it over to table or set it on the floor—SIMPLY SWING IT ASIDE.

The efficiency of the patented "CURVED DISC" Bowl—the time-saving Sanitary Cleaner and the convenience of the Supply Tank are some of the reasons why the "IOWA" meets the demands of particular Dairymen.

Write for FACTS, our Cream Separator Booklet. Its free on request.

DEALERS EVERYWHERE



Grand Rapids Branch, 208-210 Ellsworth Ave.

Associated Manufacturers Co.

Waterloo, Iowa, U. S. A.



Are You a Fisherman? Sure

Do you choose your business bait as discreetly as you do for fish? When you want a good, permanent coffee customer just you "dangle" a can of "WHITE HOUSE" Coffee in his way, and watch him "rise." If you don't hook him, it will be because you didn't "strike."

Distributed at Wholesale by

JUDSON GROCER CO. — Grand Rapids, Mich.

herself very likely—who may even feel it necessary to lay by a portion of each week's slender pay against a rainy day or old age. The case of the woman who does not fill any regularly paid position but who assists her husband in his store or at his occupation whatever it may be, is not essentially different. It is such women as those who are up against it in regard to clothes.

We will say the day's work with time spent in coming and going and for luncheon takes about ten hours. The housekeeping, however abbreviated the system pursued, with bathing, dressing and the like and eating breakfast and dinner, will require at least three or four hours each day. This is not allowing any too much even when two or more women work live together and share the cooking and the care of the rooms, or where the man of the house is handy and renders frequent assistance. Some days almost unavoidably more time will be consumed in the home duties. Allowing eight hours for sleep, it would seem that whatever scant portion of the twenty-four may remain after the industrial and the domestic stunts are finished, ought to be devoted to rest, reading, or social recreation. But—clothes.

In the first place it is hard to find time to go to the stores and select garments and materials. "I need a new hat the very worst way," said Mrs. Patton, who helps her husband in their grocery. It was late last spring and she was still wearing her winter velvet. "I have the money and I want to get something rather good for this summer, but I simply haven't seen a chance to get away from our store long enough to go to the millinery shops and make a choice."

The busy woman has the same pride in her appearance, the same womanly desire always to be neatly and becomingly dressed and on special occasions to look her very best, that all women have who are normally constituted. Besides, from a purely business point of view, in many cases suitable attire is absolutely necessary for holding a position. For these reasons no dress reform solution of the clothes problem, that offers ugly, ill-fitting garments in place of those that are smart and chic, will go with the women whose difficulties we are considering.

Buying materials takes a good deal of time. Having anything made requires even more. It means appointments with a dressmaker of evenings or on days when one can get off for an hour or so. Since competent dressmakers are high-priced and the work of the incompetent ones is so unsatisfactory, many are purchasing their dresses as well as their suits and wraps, ready-made. But the ready-made are not for all figures ready-to-wear. Changes and adjustments are required and these sometimes necessitate repeated visits to the fitting parlors, each trip consuming one or more precious hours. So it goes.

Sometimes to save money the busy woman does the alterations herself. Occasionally she is tempted to make

a garment or two with her own hands. Always there are little things to do on one's clothes. A blouse needs a new and different collar; a worn facing must be replaced, rents must be mended, buttons, hooks and eyes and snap fasteners sewed on.

It will not answer to have her laundry bills too large, so the woman we have in mind frequently washes a waist or a pair of hose or other small pieces. Of course she will iron these herself. When her suits or her dark silk waists or her cloth skirts begin to show signs of soiling, she practices another economy. Instead of sending them to a cleaner and paying the price, she takes gasoline and some one of the preparations sold for the purpose and does her own dry cleaning, neatly pressing each garment afterward.

Thus to care for her wardrobe takes practically every moment the busy woman can find between her day's work and what should be her bedtime. Many a sister of slim purse and fastidious tastes sits up and sews when she ought to be sleeping, and also devotes most of her Sundays and holidays to her clothes.

We know this is all wrong. Yet neglected attire is such an offense to the eyes of all beholders and so lessens the self-respect of the wearer, that we hardly can bid the busy woman cease these efforts. Still we should say that a strong man who would attempt to put in so many hours of labor was stark crazy.

Can't some one find a solution of this vexing problem of a large class of busy women? They could get along very comfortably with everything else and find satisfaction and happiness in living, if only they could cut out of the daily schedule the work on their clothes. If the one remedy lies in larger earning capacity, so these women could hire done many things they now are doing themselves, let them be shown just how to increase the pay in their envelopes. Since this plan obviously would present some great difficulties, if any other feasible solution can be found, let it be brought to light without delay. Quillo.

Frank H. Lock, formerly engaged in business at Williamston, writes as follows: "As I am not in business at present, the Tradesman would really not be of much benefit to me. If at any time I should go back into business I should certainly renew my subscription, as it is good value and worth double the price asked. I have always liked the tone and general make up of the Tradesman. It always holds up the hands of the man who stands for good square business."



**That Novelty in
Mapleine
Flavoring**

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

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

Holland Ladder & Mfg. Co.
Holland, Mich.

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

GEO. S. DRIGGS
MATTRESS & CUSHION CO.

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

Holland Ladder & Mfg. Co.
Holland, Mich.

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

GEO. S. DRIGGS
MATTRESS & CUSHION CO.

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

Quick Profits

Profit is only profit after you sell the merchandise; a large margin doesn't put a dollar in your pocket if the goods sit on your shelves until they're bespecked and unsalable.

The question to ask when buying biscuit is not how much, but how quickly.

You want the biscuit that the most people want the most often—that is N. B. C. Biscuit.

National Biscuit Company advertising, appearing everywhere and in every form calculated to create patronage, coupled with the N. B. C. Quality—a quality that makes permanent customers—is your assurance of an increasingly profitable business, if you will stock and push N. B. C. products. They give you a liberal margin and give it to you quickly.

NATIONAL BISCUIT COMPANY

Anyone Can CLAIM Safety— But Can They PROVE It?

Some time ago a company of prominent engineers interested in fire prevention conducted an experiment at the Barberton factory of The Diamond Match Co.



THE SEAMAN MEDAL

"They built a large wood bonfire of wood soaked with paraffine and oil until the flames reached 10 or 12 feet above the top of the flaming wood. Into this fire, by means of a derrick, they swung a case of 100 boxes of "SAFE HOME" labelled matches.

"From the time this case of matches rested on the burning, oil-impregnated wood to the time the first box of matches ignited within the case was over five minutes.

"When the case was removed the outside was burned through and even some of the cardboard inner boxes were charred and burned; but when the matches were cooled off and opened, only one-half the matches in one box were found to have ignited, during this most extreme, abusive test."

Diamond matches have been found pretty safe goods for the grocer to carry; whether in the fires of flame or of hot competition, they meet EVERY test successfully.

THE DIAMOND MATCH COMPANY

*From the Special Bulletin of the American Museum of Safety awarding the Louis Livingston Seaman Medal to The Diamond Match Co. for its advancement of safety.



Saving Time and Helping Sales.
Written for the Tradesman.

"How much is the price of this cereal substitute?"

"I—er—I don't know. Just wait a minute, and I'll find out."

With which the clerk scurries away to another part of the store, to confer with the proprietor, or with another clerk.

Has this ever happened to you as a customer—or has it ever happened to a customer in your store? To a customer in a hurry, it is naturally an annoyance to have to wait until a poorly posted clerk collects information that should be at his finger-ends. To any customer it is annoying to have to wait needlessly. Not infrequently the same clerk will go through the identical process two or three times in waiting upon a single customer. And, not infrequently, a customer, at the first hint of ignorance upon the clerk's part, will say:

"Oh, never mind asking. I just wanted to find out the price for a friend."

Yet this is a subterfuge, to cover the buyer's unwillingness to wait.

Keeping tab on prices is one of the most difficult and most important items in retail selling. Delays such as those instanced involve more than the loss of immediate sales. They impair the efficiency of the store, and injure its reputation for service. No customer cares to enter a store where the clerk habitually can't tell, without searching and enquiry, the price of any article in stock.

Yet it is not an easy matter for a man to keep all the prices at the fingertips. Usually a proprietor is pretty thoroughly posted; although I have known even the man at the head of the business to be at a loss when asked to specify a price. So many new lines of package goods are being introduced every year, and so often do the prices of some staples fluctuate, that it is hard for even the best memory to keep tab of the ever changing figures and the ever growing list of items. In canned goods alone the variations from season to season are often puzzling.

The obvious remedy—the first remedy to naturally suggest itself—is for the clerk to do his very best to master the intricacies of this shifting list of prices. This the enthusiastic clerk will naturally do; and this the scrub clerk will never do until he has a barrel or two of enthusiasm pumped into him. Frequently the enthusiastic clerk lacks a good memory for figures, and, to help himself, cannot keep track of prices. Memory training in such cases is a tedious process.

Of course, a large share of the carton goods are price-marked on the packages. This is helpful. The prices of the quick-selling goods it is easy enough

to keep in mind. Beyond this, it is a wise precaution, where values do not fluctuate too greatly, to price-mark every package in plain figures when it is put upon the shelves. This process involves some work, work which must be kept up right along; but in the long run it saves much time for both clerks and customers.

Perhaps the most effective method is the use of the retail price book. For this purpose a small, ruled, indexed book can be purchased at a cost of from 10 to 15 cents. Such a book will slip easily into the salesman's pocket, where it is readily available. In this book can be entered the correct retail prices of everything in stock; and from time to time changes in these prices as well as additions to the list can be entered under the proper alphabetical head.

It is good policy to purchase a book with sufficient pages to give four or five pages for each letter of the index. This will enable names starting with consonants to be what might be called "double indexed"—that is, under the "D" section of the index, one page can be given to names starting with "Da"—another to "De"—and so on, not forgetting "Dr" and "Dy" names. By thus subdividing into distinct sections, each taking a page or part of a page, the finding of any price desired will be facilitated.

The preparation of the index book involves some work. Each salesman should prepare his own book. The very task is an education in regard to the stock and the prices, although a rather tedious education. The posting of new articles and price changes from time to time is a comparatively easy matter, since a large share of the goods stocked do not change in price once a year. In large stores where the price book is used, the head of the business often dictates a list of price changes from day to day, or as often as any occur, and furnishes a copy of this list to each salesman, with instructions to enter them without delay. This process in the long run not merely saves the salesman's time but increases the salesman's efficiency.

In the event of doubt, it takes the salesman but an instant to find the desired item in his price book.

To the new salesman this little, inexpensive piece of store equipment should prove immensely helpful. Lack of knowledge in regard to prices on the part of a new clerk is a source of much discomfort to the clerk himself and of annoyance to the proprietor and to the customers. With the price book handy, the clerk can furnish prices with the ease of a veteran and can reserve his memory for something more important, the selling points of the goods.

Victor Lauriston.

McCray Refrigerators for Grocers Write at once for catalog No. 70 that describes fully the McCray line of Refrigerators for Grocers and Delicatessens and 61 that describes McCray Meat Market and General Storage Refrigerators.
McCray Refrigerator Co.
644 Lake St. KENDALLVILLE, IND.

AGRICULTURAL LIME BUILDING LIME

Write for Prices

A. B. Knowlson Co.

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

We Want Correspondence

With parties contemplating Steam or Water Heating. A forty years experience means intelligent construction. In a school heating way over three hundred rooms is our record.

The Weatherly Company
218 Pearl Street. Grand Rapids

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

Foster, Stevens & Co.
Wholesale Hardware

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

Grand Rapids, Mich.

We offer following material cheap:

2 16 ft. 10 inch I Beams
100 2½x2½ T Rails laid down but never used
2 1 yard dredging buckets
1 6 inch Centrifugal Pump
1 4 inch Centrifugal Pump
1 30 inch Suction Sturtevant Blower
5 135 lb. Elevator Weights, \$1.50 each
25 3x24 House Movers Jacks, \$1.50 each
200 ft. Nearly new 4 inch Wrought Pipe
150 ft. Nearly new 6 inch Wrought Pipe
200 ft. Nearly new 10 inch Wrought Pipe
Just the thing for posts
400 ft. 1 inch Galvanized Cable, 8c foot
8,000 ft. ¼ Galvanized 7 strand, brand new but cut in 30 and 90 ft. pieces 15c and 60c each, just right for silo guys.
3,000 ft. 2d hand ¾ inch Swede's Cable
1,200 lbs. ¾ and 1 inch Jute Rope 6c lb.
1,000 lbs ¾ and ¾ inch 2d hand Rd. Iron

VANDERVOORT HARDWARE CO.
LANSING, MICHIGAN

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

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REYNOLDS

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

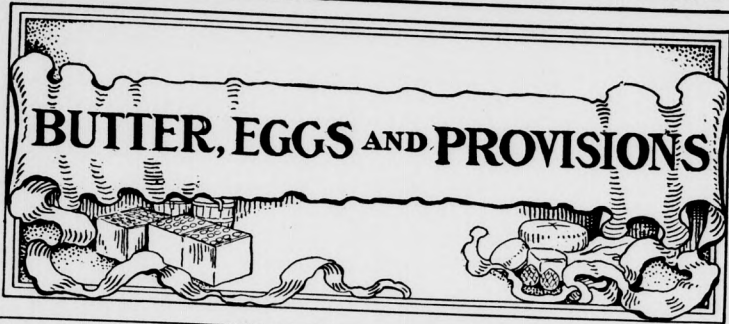
SHINGLES

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.



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.

Percentage of Breakage in Eggs.

An interesting investigation conducted by a grocery paper shows that there is a very much larger percentage of breakage of eggs in delivery from the grocer to the home than is suspected. Something like 2,500 calls were made. One investigator was invited in by a housewife to see a dress which she had ruined a few days before in carrying home a package of eggs that leaked. A large number reported that they did not get eggs from the grocery store on account of breakage, but bought from farmers who came to the door. Some reported that some member of the family always went to the store and carried the eggs home to prevent breakage, which they always experienced if the eggs were delivered. A large number reported that they didn't always tell the grocer about breakage, unless it was unusually bad, as they thought that, because eggs were so fragile, the breakage could not be prevented—that if they reported it too much the grocer might advance the price. Some women who knew that egg breakage could be prevented reported having left different grocers because they insisted on giving such poor service. A small matter, this breakage in course of delivery, but evidently well worth looking into by the retail grocer.

Skim Milk Aids Fire Prevention.

Instead of feeding skim milk to the hogs, farmers may use it in the manufacture of a fire-resistant covering for building purposes, especially shingles. This use of what farmers have sometimes considered practically a waste of the farm, is announced by Ernest McCullough, of Chicago, fire protection engineer for the cement industry, in an interview given out recently.

It was suggested recently that a mixture of cement and ordinary fine sand in a paste, is effective as a fire-retardant preparation for shingles, but it encounters the difficulty that the wood absorbs the water, and the dry sand and cement blow away.

The case in skim milk, it is declared, is the medium used to hold intact the pigments in cold water paint, so by using skim milk without water the integrity of the paste is assured.

Furthermore, this use of skim milk

in the preparation of certain paints is said to have long been known to the trade as a trade secret. Now it is given out to the general public so that any farmer may cover his own farm buildings with a fire-retardant paint made from the skim milk from his own farm, together with cement and fine sand. It also makes a waterproofing paint.

The Impersonality of Business.

To weigh values—methods and lines of work—is in line with modern efficiency.

Here are a few of the methods which tend toward this end:

The official audit of values.

The analysis of selling conditions.

The improved methods of buying, whereby goods as to-day bought rather than sold.

The selling of goods on their value rather than on the basis of sentimental interest.

The importance of business character, reputation of the house, rather than some sort of confidence in some particular member of the organization—institutionalism.

Here are some of the results:

More economy in selling.

More definite standards.

More care in the perfection of organizations.

The economy of big units, in both manufacturing and selling.

What Constitutes a Good Egg.

A good market egg should weigh at least two ounces, or twenty-four to twenty-eight ounces to the dozen. It should be clean, not washed, should have the typical egg shape, and all eggs in an entry should be firm enough so that they would not break in going to market. The air cell should be small, as it indicates freshness, and the yolk and white should be of perfect quality, and should be firm, not watery.

Watson-Higgins Milling Co.

Merchant Millers
 Grand Rapids, Michigan

Owned by Merchants

Products Sold Only
 by Merchants

Brands Recommended
 by Merchants

Brooms of the Hour
 "Prize" "Gold Bond"

Packed in Cases
 Genuine Polished Handles

Never Approached
 Write for Particulars

Amsterdam Broom Co.

41-49 Brookside Ave.
 AMSTERDAM, N. Y.

Largest Independent Broom Concern in the World

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.

Butter Orders Wanted

for fancy pasteurized print butter—
 quality always uniform.

RIPON PRODUCE COMPANY
 Ripon, Wis

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

Fruits and Produce

Grand Rapids, Mich.

SEND US ORDERS

ALL KINDS FIELD SEEDS

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

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

Just Read This Letter

ARMOUR AND COMPANY

GENERAL OFFICES UNION STOCK YARDS

CHICAGO, ILLINOIS

JUNE FIRST
 1916.

Butter, Cheese, Eggs and Poultry Department

GRANT MFG. CO.,
 Kokomo, Ind.

Gentlemen:

Yours of the 31st ult. at hand. Up to date we have placed some three hundred of your Da-Lite candlera. They seem to be working very well; have not received a single complaint on them.

Yours very truly,
 ARMOUR & COMPANY

JWB:R

When ARMOUR Buys

anything you may be sure they see money in it, whether they mean to use the thing or sell it again.

The Grant Egg Candler

will make money for you as it is doing for Armour. You may need only one where Armour needs hundreds. And that's the Grant advantage. It serves the smaller dealer as effectively in proportion. Follow Armour and other large shippers. You will get your money back on the first few cases. We make seven styles at different prices for different lines of trade.

Write for catalogue. Tell us how many cases you handle and we will give you some valuable information.

GRANT MFG. CO., 228 Broadway, Kokomo, Ind.

Conservative Investors Patronize Tradesman Advertisers



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

Pickings Picked Up in the Windy City.

Chicago, July 17—The movie stars are now the talk of Chicago. Any movie fan can see and hear their heroes by visiting the Coliseum. All the stars of the movie world will show themselves during this picture convention.

Between sixty and seventy-five thousand people are now using the beaches each day and night during this warm weather.

V. S. Brundage, representing the Justin & Suebert Cigar Co., of New York and Syracuse, N. Y., has been calling on his Chicago trade for the last few days. Detroit is his home.

Ed. Brouillette, one of Chicago's retail cigar dealers, formerly of Saginaw, left Chicago last Friday with his family on a tour of Michigan. They will visit all the medium sized cities, will spend a week or so in Saginaw visiting his wife's relatives, as well as his own. Mr. Brouillette formerly was in business at Saginaw. From hearing the talk regarding the above trip one would think he was on his wedding trip or second honeymoon. Must be a honeymoon, because he has his four children with him.

Chicago is all worked up over the races that were held last Saturday. The reason for this is that it has been a good many years since Chicago people have had any professional racing. Purses were \$10,000. Anyone caught during the race making public or private betting was arrested. It is reported that about fifty were locked up.

The Chicago Health Department is watching every train from the East, trying to avoid the spread of infantile paralysis which has New York in its grip. Chicago reports ten cases only.

Some weather! Twelve days with no rain.

Chicago's big stores are now having their midsummer sales and the way the people are taking on some of the bargains, it does look as though prosperity is again hitting Chicago. Some of the buyers of the big department stores say that business is better than it has been in the two past years.

P. V. Bennett, formerly a druggist of Grand Rapids, now owner of a drug store at Rogers Park, reports business very fine; so good, in fact, that he is obliged to put on additional help.

On account of the "L" trains and surface cars in Chicago giving the people such a long ride for 5 cents, they are packed these days, which goes to show that a public service corporation can get the good will of

the people and the patronage by giving value received.

A very beautiful ride inside the Chicago city limits by automobile is the following route: Madison street and Michigan Boulevard, south to Drexel Boulevard, west to Washington Boulevard, south to Grand Boulevard, east to Jackson Park, south to the South Shore Country Club, returning through Jackson Park over another driveway to Grand Boulevard, west to Garfield Boulevard, north to Humboldt Park east to Diversey Boulevard, north to Sheridan Road, returning Sheridan Road through Lincoln Park to Madison and Michigan, a distance of about thirty-five miles. This trip gives you a beautiful view of about six fine parks, and if you spent any time at all in each park it would take you any way all day to cover same.

Don't fail to visit the new municipal pier at the foot of Grand avenue, when in Chicago. If you have your car you can drive to the extreme end of the pier, which extends 3,000 feet into the lake, costing about \$5,000,000. It is a thing of beauty. There will be all kinds of attractions, boating, dancing, fine cafes, children's playground, open air and enclosed restaurants, room for picnickers. Bring your own lunch if you like. It is sure some sight.

The writer wishes again to mention to Chicago visitors that they are at liberty while visiting Chicago to take a dip free of charge at the foot of any of the public streets excepting only where there is a breakwater pier belt. Some do use these streets, but the water is so deep that it is dangerous. Charles W. Reattoir.

Case Where History Does Not Repeat Itself.

Detroit, July 17—Do you remember that there were about forty thousand Canadians enlisted in our Civil War and none of them were of former United States descent? And when they returned from the war, they were treated kindly by their country. Now just think how many former Canadians have enlisted in the European war and when they come back to their homes in the United States they are insulted and in many cases driven out of this country. Do you think that is justice? Then, again, do you remember when the Fenian raid was made on Canada in 1866? It was much worse than the Mexican raid was on the United States and what would our country have thought or done if Canada had sent their army after them into the States of New York and Pennsylvania? Does this show we have a capable Chief Executive or doesn't the Wilson administration know any history or have any common sense?

J. W. Schram.

"Many a self made man would be happier if he could blame the job on somebody else."

Grand Rapids
MERTENS
 Rates \$ 1.00
 With Shower \$1.25
 Meals 50c
 WIRE for RESERVATION
 A Hotel to which a man may send his family

The Hotel Geib

Eaton Rapids, Mich.

L. F. GEIB, Prop.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

Snyder's Restaurant

41 North Ionia Ave.

4 Doors North of Tradesman

Special Dinners and Suppers 25c

Bell Phone 860

Citz. Phone 2713

Lynch Bros.

Special Sale Conductors

Expert Advertising—Expert Merchandising

28 So. Ionia Ave. Grand Rapids, Mich.

Cushman House
 PETOSKEY

AMERICAN PLAN \$2.50 AND UP

Leading Hotel in Northern Michigan

W. L. McMANUS, Jr., Prop.

The place to spend Sundays.
 Resort Season now on.
 Drop us a card for reservation.
 Special attention to Commercial Travelers and their wives.
 One day Laundry Service—SATURDAYS.

Attention, Hotel and Restaurant Men

FOR SALE—Six foot, hand carved solid oak side board for dining room. Cost \$300 new. Bargain at \$35.
 Coffee Ranch.
 12 Monroe Ave. Grand Rapids, Michigan

Hotel Hermitage

John Moran, Mgr.

EUROPEAN PLAN

Grand Rapids, Mich.

Rates without bath 50, 75 and \$1.00

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

CAFE IN CONNECTION

Hotel Charlevoix

Detroit

EUROPEAN PLAN

Absolutely Fire Proof

Rates, \$1 for room without bath; \$1.50 and upwards with bath.

Grinnell Realty Co., Props.

H. M. Kellogg, Manager

At Harbor Springs, Mich.

The

Emmet House

is a good place to stop

Open all year \$2.00 per day

Now under management of Will Cartwright, you will be treated right. Come on Fishing, the Perch are biting.

GOODRICH STEAMSHIP LINES

The Cool, Comfortable Way TO CHICAGO

SAVE MONEY — TRAVEL THIS ROUTE — STEEL STEAMSHIPS
 Connections Made with G. R., G. H. & M., G. R. & I. and G. T. Rys.

FARE ONLY \$2.75

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

Citizens Long Distance Service

Reaches more people in Western Michigan than can be reached through any other telephone medium.



15,158 Telephones in Grand Rapids

95,000 Telephones in Detroit

USE CITIZENS SERVICE

Citizens Telephone Company

Tribute to the Fairness of the Tradesman.

Kalamazoo, July 18—I have long felt that I ought to write the Tradesman a letter, expressing my appreciation of its broadness and fairness in discussing all questions of a general character which have a bearing on mercantile conditions, as well as the current events of the day. One thing I have noticed for years and that is that the Tradesman has no patience with cant, hypocrisy or pretense. I sometimes think the Tradesman has a prophetic insight in dealing with frauds and cheats in trade, politics and social life, because it certainly possesses the ability to see through many schemes the true character of which we merchants do not discern until we have run the gamut and found that we are the victims of clever swindlers. I have never yet been victimized by a sharper that I did not find, later on, that the scheme had been previously denounced and exposed in the Tradesman. Every time I read the Tradesman I make dollars and every time I fail to peruse it carefully I lose many more dollars by not acquainting myself with some clap trap game which is always in waiting for the busy merchant. It is a little singular that schemers and fakers and swindlers seldom approach a merchant when he is at leisure. They always select a time when he is busy and has to decide on the spur of the moment. I think this is one reason why so many of us are caught by bogus agents and con artists.

This is not exactly what I meant to say when I started out to write this letter. I meant to pay a deserved tribute to the absolute honesty of the Tradesman in its editorial expressions and its steadfast aim to deal fairly and generously with its readers, many of whom could easily be led astray by an editor who was less scrupulous in reaching and recording his conclusions. It is possible, of course, that the Tradesman could have been a little less assertive in its editorials on the Kaiser's war, but I shall always feel thankful that you never swerved from the somewhat radical position you maintained from the beginning. Some of us entertained the opinion, two years ago, that the war was forced on the Kaiser by the Allies. We have since come to see our mistake and to realize that the Tradesman was everlastingly right when it attributed the breaking out of the war solely to the vaunting ambition of the Kaiser to save his throne from the increasing growth and overmastering influence of democracy, freedom and civilization. The same is true of many other subjects on which I have differed from the Tradesman for a time, only to find, sooner or later, that I was wrong and the Tradesman was right.

I do not find any better writing in any review or magazine than I do on the editorial page of the Tradesman, which leads me to believe that you have on your staff men who make a deep study of every topic from all viewpoints before they undertake to summarize their opinions for the benefit of your readers. R. E. S.

Claims Wenona Beach Has Been Slandered.

Bay City, July 18—In your issue of July 12, your Saginaw correspondent takes a slam at Wenona Beach which is entirely unjust to the management of that popular resort and a reflection upon the good name of Bay City. The attack is so malicious that we feel it our duty to ask you to have him retract same in an early issue of your excellent publication. Men, women and children by the thousands visit Wenona Beach every day and complaints of any kind are seldom heard. If, as your correspondent states, the bathers are greeted by "weeds, grease, mud, minnows and millions of dead fish," could this large patronage be maintained?

It stands to reason that were the conditions as he outlines, the local health board would take action at once. On the contrary, the bathing at Wenona is as good as one will find on the lakes and the only time the water is ever contaminated is when your man Steward takes a bath there. Why does this man knock Bay City? "There's a reason." Bay City Board of Commerce.

Pure Food Not Necessarily Expensive Food.

The time has come when the public—already well educated as to "pure foods"—should be educated as to "cheaper foods," of which there are plenty and of which the future will probably develop more. No one wants standards of food purity lowered, nor adulteration of a dangerous nature encouraged, nor misbranding fostered, but wholesome food which is also cheap food should be absolved from false antagonisms.

Germany has been passing through a time of stress in the matter of food supply; the very kind of experience which in the past has bred new and less expensive forms of food. Beet sugar and the canning process are both creatures of just such a emergency, and both, after having passed through their period of prejudice, have only recently come into a fair chance. Why should glucose and saccharine and the innumerable other food notions shortly to come to light be barred from their proper place as legitimate food products?

Food officials have heretofore displayed an intolerant attitude toward anything falling short of an absolute perfection. They would not admit that pure food might be second grade food. One of their own officials severely criticized them for it in his convention paper last year. But there is unmistakable evidence of a growing spirit of liberality on the part of the officials. The programme arranged by the food officials for their annual convention at Detroit next month, for the first time, provides, after almost every important paper listed, for "discussion by the trade." This is distinctly a hopeful sign. It looks as though officials are willing to pay more attention to the practical side of the food supply. If now they can get behind the campaign of liberalizing second grade foods and ingredients, they will have served the public doubly. Any one can endorse food purity; no one should cling to food prejudice. Not every American can afford first grades, but millions would welcome expert advice looking toward the use of others.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, July 19—Creamery butter, extras, 28@29c; first, 26@27c; common, 24@25c; dairy, common to choice, 22@25c; poor to common, all kinds, 20@22c.

Cheese—No. 1 new, 15@16c; choice 15c.

Eggs—Choice, new laid, 25@26c; fancy, 27@28c.

Poultry (live)—Fowls, 17@19c; broilers, 22@25c; old cox, 13c; ducks, 18@20c.

Beans—Medium, \$6.50; pea, \$6.50, Red Kidney, \$6.00; White Kidney, \$5.50@5.75; Marrow, \$6.50.

Potatoes—\$2.50 per bbl.

Rea & Witzig.

Another Scare Against Canned Food.

It is unfortunate that some of the champions of canned food could not have foreseen what has happened in Texas. Seen in the light of past experience, it might have been expected that a lot of militiamen, taken from office stools and placed amid the rigors of picket duty along the Rio Grande, would develop a wide variety of alimentary disorders; also that the wiseacres would promptly lay it to canned goods. It is much easier to do that than to realize that these are the same canned goods which the same militiamen would have eaten at home—have eaten for years—and to look for the cause of sickness in drinking water, camp sanitation or scores of other influences, more likely to blame.

In spite of the educational propaganda put forth by the canners and their friends there persist those who fail to realize that in the very nature of canned foods they cannot be dangerous. So long as the can is tight the goods are bound to keep because they were sterilized when they went into the can. If they are spoiled by leaky cans, they are sure to disclose the fact to any reasonable alert nasal apparatus upon opening. In thousands of cases investigated by the Canners' Association not one authentic case has ever been proved of poisoning by canned goods. Yet, the prejudice exists and such stories from the Mexican border will only add fuel to the flames.

Recent Events in Michigan Banking Circles.

Blissfield—The Blissfield State Bank has increased its capital stock from \$20,000 to \$30,000.

Beaverton—W. R. Harvey and Glenn McGregor, of Carsonville, will shortly open a new bank at this place.

Johannesburg—The Johannesburg Bank has been discontinued, having transferred its business to the Gaylord State Savings Bank.

Detroit—Directors of the Dime Savings Bank have authorized the transfer of \$100,000 from the Bank's undivided profits to surplus account. With this transfer completed and effective from July 1, the Dime Savings Bank has capital stock of \$1,000,000, surplus of \$900,000 and undivided profits of approximately \$211,000. President William Livingstone takes a certain degree of pride in the fact that the entire surplus has been created from earnings. The stockholders receive dividends at the rate of 12 per cent. a year in monthly payments of 1 per cent, to which was added a 1 per cent. extra dividend at Christmas time last year.

An old woman who thought she must be about 80 years of age pleaded guilty in a New York City court the other day to having taken a purse containing \$2 from the pocket of a shopper in a department store. She said she had been a thief for a great many years and she had not a thing to show for it. Prison to her means a bed and something to eat. Not long ago a man who had been mixed up with crime for years said that few criminals ever made any

money. They might get a rich haul, but the money soon disappeared, and they were poor again. There is very little in a life of crime in a monetary or in any other way.

The moving-picture camera's ubiquity is now a feature of modern civilization. The recent arrival of the Deutschland was accomplished amidst click and buzz of the film-apparatus. When the pavements of streets, under which subways are being built, in New York City, collapsed last winter, a movie man was inevitably in the immediate neighborhood. The dorsal fin of the man-eating shark, it is now alleged by a prominent firm of producers, has been caught by their cameras. Train wrecks, conflagrations, preparedness parades, all the horrors of a complex modern life are robbed of their romance by the prosaic motion picture.

The person who makes a rash wager and wins must expect to suffer the consequences. A Chicagoan who was thirsty said he wished he had eleven whiskies. His son-in-law told him he could not drink that many and he insisted that he could. The son-in-law offered to pay for eleven whiskies if his wife's father would drink them. The two repaired to a saloon, the whiskies were ordered and drank and the drinker, soon after the eleventh, fell to the floor and a few hours later the coroner was summoned. Now his widow is suing the owner of the saloon for selling the liquor to her husband.

It will not be long before the people will have to work to keep the wolf from the garage.

If you want a thing well done, hire a man to do it who knows how.

Woodpeckers and opportunity are the only successful knockers.

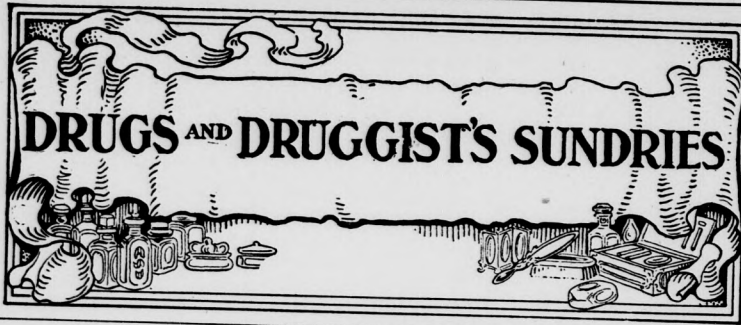


J. MORTIMER RATHBONE
Manager

THE RATHBONE HOUSE AND CAFE

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.



Michigan Board of Pharmacy.

President—E. T. Boden, Bay City.
Secretary—Charles S. Koon, Muskegon.
Treasurer—George F. Snyder, Grand Rapids.

Other Members—Leonard A. Seltzer, Detroit; Ellis E. Faulkner, Delton.
Next Meetings—Marquette, Aug. 10 and 11; Grand Rapids, Nov. 21, 22 and 23.

Michigan State Pharmaceutical Association.

President—C. H. Jongejan, Grand Rapids.
Secretary—F. J. Wheaton, Jackson.
Treasurer—John G. Steketee, Grand Rapids.
Next Annual Meeting—Grand Rapids, June 19, 20 and 21, 1917.

Michigan Pharmaceutical Travelers' Association.

President—Fred L. Raymond, Grand Rapids.
Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

Cigars As a Side Line in the Drug Store.

As a side line in drug stores, cigars are not only a clean, but a profitable adjunct. If properly handled and well kept, you can feel sure they will yield a good return on the investment. There is practically no limit to what the business of your cigar department can be built up to, provided you adopt modern and up-to-date methods in conducting this branch of your business. No better illustration can be offered than the success enjoyed by the modern cigar stores. Why not study their methods, profit by observing their way of doing business? Incorporate as many features as you can of your own, all of which will enable you to compete on more even terms, with the ultimate satisfaction of seeing your sales increase, not alone in the cigar line, but indirectly in other lines, for the more popular you make any branch of your business, the more certain will it extend beneficially to other lines.

In the first place, your stock should be kept in an air-tight vault, preferably one with a cement floor, which tends to keep the cigars in a good condition. A humidity of between 70 and 75 deg. should be maintained and proper moisture allowed. This can be done by installing in your vault one of the humidors which is run by electricity and dispels an equal moisture throughout the vault. It should be run at intervals about one hour at a time, and in this manner will keep the cigars in fine shape and your customers will soon realize that your stock is kept right. Of course, the size of the vault depends on the amount of stock carried. We have in our store a vault 16 x 24 feet, encased in double glass, cement floor and doors that shut air-tight. This vault has a capacity of 100,000 cigars. There is installed a humidor which, as stated before, is kept going during the dry weather and keeps the vault right for moisture. Whenever the weather is damp we do not run this

but have instead a small gas stove which is run long enough to take out all superfluous moisture. The success of the cigar business depends largely on the way stock is kept, and if kept right there need never be any dead stock or dried-up cigars that are unsalable. Where the stock is small use a zinc-lined chest of dimensions large enough to hold the stock, and at the same time leave space for moisteners, or a receptacle for a large sponge, which can from time to time be saturated with water.

The most important and necessary requirement is to keep in stock and offer for sale the best quality of cigars you can get and such brands as are popular and most apt to be called for. Select certain well-known brands among the 5-cent, 10-cent, and two-for-a-quarter sizes and try to give your customer brands he knows about and which you can be sure will give satisfaction. Do not fill your case up with too many different brands, necessitating your customer's looking from one end of your showcase to another until he finds the brand he is looking for. As much as possible arrange your case with the 5-cent brands by themselves, the tens by themselves, and the two-for-a-quarter together in one section.

Keep your showcase well filled, and do not allow any boxes with three, four or five cigars in, to remain; take them out and replace with a full box. We usually close out the last row in the box to some one at a discount, for I find that the average customer is skeptical and will rarely select any cigars where there are only a few in the box. As one customer expressed himself to me, saying, "I don't want these, they have been picked over," so many have the same opinion. I have also noticed that a full box is rarely bought from until some have been sold out of it, and I generally make an effort to sell some out of a fresh box to get them started. I have had a box unbroken in the case in instances sometimes a week, and I wondered why. I asked one of my regular customers the reason, and he expressed himself, saying, "Why, they can't be good, or else some one would have smoked some out of the box long before." So it is well to either break into the box and smoke one or two yourself or give them to some one. You'll find the balance will sell much faster.

The selection of shades in cigars is an important factor, some preferring a dark oily wrapper, others the mildest kind of shade, and you must study your customers' likes and cater to them in this particular and you will hold them as steady patrons.

Cigars are marked according to the color of the wrappers in Spanish terms and are as follows:

Claro (C. C. C. abbreviated) means a very light shade.

Colorado Claro (C. C.) means a light red, a trifle darker than Claro.

Colorado (C.) designates a medium brown shade and is one that is mostly called for.

Colorado Maduro (C. M.), a much darker, mature, and ripe color.

Maduro (M.) means ripe and is the darkest shade usually sold, although

Malt and Hop Tonic

"The food that those should take
Whom insomnia keeps awake."



Grand Rapids
BREWING CO.
For Sale by all Wholesale Druggists

Opportunity — Drug Business

I am the trustee of a bankrupt drug stock that must be sold at public sale on July 31st to the highest bidder. Established location in Bay City; inventory stock and fixtures \$2,000; good trade; rent \$20; store has United States Post Office substation which purchaser probably can secure with salary at \$50 per month. Excellent opportunity for right party. Write or wire.

FITZLAND L. WILSON, Trustee,
306 Shearer Building,
Bay City, Michigan



"The End of Fire Waste"

COMPLETE APPROVED
Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich
115 Campau Ave.

Estimates Free

Detroit, Mich.
909 Hammond Bldg



The Link Between College and Home

STUDENTS at college and their parents at home keep in close touch with one another by means of the telephone. A talk over the Bell Long Distance lines is the next best thing to a visit home.

In emergencies there is no quicker or more satisfactory method of communication than that afforded by Bell Service.



Michigan State Telephone Company

GROCERY PRICE CURRENT

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

ADVANCED

- Sap Sago Cheese
Grain Bags
Currants
Prunes
Flour
Karo Syrup
Whole Cod

DECLINED

3

4

5

CHEWING GUM

- Adams Black Jack
Adams Sappota
Beeman's Pepsin
Beechnut
Chiclets
Colgan Violet Chips
Colgan Mint Chips
Dentyne
Doublemint
Flag Spruce
Heshey Gum
Juicy Fruit
Red Robin
Sterling Gum
Sterling 7-Point
Spearmint, Wrigleys
Spearmint, 5 box jars
Spearmint, 6 box jars
Trunk Spruce
Yucatan
Zeno
Smith Bros. Gum

McLaughlin's XXXX

- McLaughlin's XXXX
package coffee is sold to
retailers only. Mail all
orders direct to W. F. Mc-
Laughlin & Co., Chicago.

Extracts

- Holland, 1/2 gro. bxs.
Felix, 1/2 gross
Hummel's foil, 1/2 gro.
Hummel's tin, 1/2 gro.

CONFECTIONERY

- Stick Candy
Pails
Horehound
Standard
Standard, small
Twist, small
Cases
Jumbo
Jumbo, small
Big Stick
Boston Sugar Stick

Peanuts

- Fancy H P Sums
Raw
Roasted
H. P. Jumbo,
Raw
Roasted

CRACKERS

- National Biscuit Company
Brands

In-er-Seal Trade Mark

- Package Goods
Baronet Biscuit
Flake Wafers
Cameo Biscuit
Cheese Sandwich
Chocolate Wafers
Fig Newton
Five O'Clock Tea
Ginger Snaps NBC
Graham Crackers
Lemon Snaps
M. M. Dainties
Oysterettes
Pretzels
Royal Toast
Social Tea Biscuit
Saltine Biscuit
Sarotoga Flakes
Soda Crackers, NBC
Soda Crackers Prem.
Tokens
Uneda Biscuit
Uneda Jinjer Wayfer
Vanilla Wafers
Water Thin Biscuit
Zu Zu Ginger Snaps
Zwieback

Other Package Goods

- Barnum's Animals
Soda Crackers NBC

Bulk Goods

- Cans and boxes
Animals
Atlantics, Ass'd
Avena Fruit Cakes
Bonnie Doon Cookies
Bonnie Lassies
Bo Peeps, S. or M.
Bouquet Wafers
Canto Cakes
Cameo Biscuit
Cecelia Biscuit
Cheese Tid Bits
Chocolate Bar (cans)
Chocolate Puff Cake
Choc. Honey Fingers
Circle Cookies
Cracknels
Cocoanut Taffy Bar
Cocoanut Drops
Cocoanut Macaroons
Cocoanut Molars, Bar
Cocoant Honey Fingers
Cocoant Honey Jumbles
Coffee Cakes Iced
Crumpets
Crystal Jumbles
Dinner Pail Mixed
Extra Wine Biscuit
Family Cookies
Fandango Fingers
Fig Cakes Ass'd
Fireside Peanut Jumb
Fluted Cocoanut Bar
Frosted Creams
Frosted Raisin Sqs.
Fruited Ovals
Fruited, Ovals, Iced
Full Moon
Ginger Drops
Ginger Gems Plain
Ginger Gems Iced
Graham Crackers
Ginger Snaps Family
Ginger Snaps Round
Hippodrome Bar
Honey Fingers Ass't
Honey Jumbles, Ass'd
Household Cooks, Iced
Humpty Dumpty, S
Imperial
Jubilee Mixed
Kaiser Jumbles Iced
Lady Fingers Sponge
Leap Year Jumbles
Lemon Biscuit Square
Lemon Cakes
Lemon Wafers
Lemona
Lorna Doon
Mace Cakes
Macaroon Jumbles
Mary Ann
Marshmallow Pecans
Mol. Frt. Cookie, Iced
NBC Honey Cakes
Oatmeal Crackers
Orange Gems
Penny Assorted
Picnic Mixed
Pineapple Cakes
Pineapple Rolls
Priscilla Cake
Raisin Cookies
Raisin Gems
Royal Lunch
Reveres Ass'd
Rittenhouse Biscuit
See Saw, S. or M.
Snaparons
Spiced Cookie
Spiced Jumbles, Iced

Index to Markets

By Columns

Table with columns for market categories (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y) and corresponding items and prices.

Table with columns for market categories (1, 2) and corresponding items and prices.

CHOCOLATE

- Walter Baker & Co.
German's Sweet
Premium
Caracas
Walter M. Lowney Co.
Premium, 1/4s
Premium, 1/2s

CLOTHES LINE

- Per doz.
No. 40 Twisted Cotton
No. 50 Twisted Cotton
No. 60 Twisted Cotton
No. 80 Twisted Cotton
No. 60 Braided Cotton
No. 80 Braided Cotton
No. 50 Sash Cord
No. 60 Sash Cord
No. 60 Jute
No. 72 Jute
No. 60 Sisal

COCOA

- Baker's
Cleveland
Colonial, 1/4s
Colonial, 1/2s
Epps
Hershey's, 1/2s
Hershey's, 1/4s
Huyler
Lowney, 1/4s
Lowney, 1/2s
Lowney, 5 lb. cans
Van Houten, 1/4s
Van Houten, 1/2s
Van Houten, 1s
Wan-Eta
Webb
Wilber, 1/2s
Wilber, 1/4s

COCOANUT

- Dunham's per lb.
1/2s, 5 lb. case
3/4s, 5 lb. case
1/2s, 15 lb. case
3/4s, 15 lb. case
1s, 15 lb. case
27
3/4s & 1/2s, 15 lb. case
28
Scalloped Gems
Bulk, pails
Bulk, barrels
Baker's Brazil Shredded
70 5c pkgs., per case
36 10c pkgs., per case
16 10c and 33 5c pkgs.,
per case
Bakers Canned, doz.

COFFEES ROASTED

- Rio
Common
Fair
Choice
Fancy
Peaberry
Santos
Common
Fair
Choice
Fancy
Peaberry
Maracaibo
Fair
Choice
Fancy
Peaberry
Mexican
Fair
Fancy
Guatemala
Fair
Fancy
Java
Private Growth
Mandling
Aukola
Mocha
Short Bean
Long Bean
H. L. O. G.

COFFEES ROASTED

- Bogota
Fair
Fancy
Exchange Market, Steady
Spot Market, Strong
New York Basis
Arbuckle

Mixed Candy

- Broken
Cut Loaf
French Cream
Fancy
Grocers
Kindergarten
Leader
Monarch
Novelty
Paris Creams
Premio Creams
Royal
Special
Valley Creams
X L O

Specialties

- Auto Kisses (baskets)
Bonnie Butter Bites
Butter Cream Corn
Caramel Bon Bons
Caramel Dice
Caramel Croquettes
Cocoanut Waffles
Coffy Toffy
National Mints 7 lb tin
Empire Fudge
Fudge, Walnut
Fudge, Filbert
Fudge, Choco. Peanut
Fudge, Honey Moon
Fudge, White Center
Fudge, Cherry
Fudge, Cocoanut
Honeysuckle Candy
Iced Maroons
Iced Gems
Iced Orange Jellies
Italian Bon Bons
Jelly Mello
AA Licorice Drops
5 lb. box
Lozenges, Pep
Lozenges, Pink
Manchus
Molasses Kisses, 10
lb. box
Nut Butter Puffs
Star Patties, Ass't

Chocolates

- Assorted Choc.
Amazon Caramels
Champion
Choc. Chips, Eureka
Climax
Eclipse, Assorted
Ideal Chocolates
Klondike Chocolates
Nabobs
Nibble Sticks
Nut Wafers
Ocoro Choc Caramels
Peanut Clusters
Quintette
Regina
Star Chocolates
Superior Choc. (light)

Pop Corn Goods

- Without prizes.
Cracker Jack with
coupon
Oh My 100s
Cracker Jack, with Prize
Hurrah, 100s
Hurrah, 50s
Hurrah, 24s
Balloon Corn, 50s

Cough Drops

- Putnam Menthol
Smith Bros.

NUTS—Whole

- Almonds, Tarragona
Almonds, California
soft shell Drake
Brazil
Filberts
Cal. No. 1 S. S.
Walnuts, Naples 16 1/2
Walnuts, Grenoble
Table nuts, fancy
Pecans, Large
Pecans, Ex. Large
Shelled
No. 1 Spanish Shelled
Peanuts
Ex. Lg. Va. Shelled
Peanuts
Pecan Halves
Walnut Halves
Filbert Meats
Almonds
Jordan Almonds

SPECIAL PRICE CURRENT

15

16

17

12

13

14

Table with columns for various goods like Smoking, Rob Roy, CIGARS, TWINE, VINEGAR, WOODENWARE, WICKING, WRAPPING PAPER, YEAST CAKE, CIGARS, and Butter Plates. Includes sub-sections like 'Smoking' and 'CIGARS'.

Table containing 'Churns', 'Clothes Pins', 'Egg Crates and Fillers', 'Faucets', 'Mop Sticks', 'Pails', 'Toothpicks', 'Traps', 'Tubs', 'Washboards', 'Window Cleaners', 'Wood Bowls', 'CIGARS', 'Butter Plates', and 'Wire End'.

TELFER'S COFFEE



- List of coffee products: Jamo, 1 lb. tin; Eden, 1 lb. tin; Belle Isle, 1 lb. pkg.; Bismarck, 1 lb. pkg.; Vera, 1 lb. pkg.; Voran, 1 lb. pkg.; Telfer's Quality 25; Mosan; Quality, 20; W. J. G. Tea; Cherry Blossom Tea; Telfer's Ceylon.

AXLE GREASE



- List of axle grease products: 1 lb. boxes, per gross 3 70; 3 lb. boxes, per gross 23 10.

BAKING POWDER

- List of baking powder products: 10c, 4 doz. in case; 15c, 4 doz. in case; 25c, 4 doz. in case; 50c, 2 doz. plain top; 80c, 1 doz. plain top; 10 lb. 1/2 dz., pin top 13 00.

MORTON'S SALT



- List of Morton's Salt products: 24 large packages; 100 small packages; Lautz Bros. & Co. Snow Boy; 100 pkgs., 5c size; 60 pkgs., 5c size; 48 pkgs., 10c size; 24 pkgs., family size; 20 pkgs., laundry size.

Table with 'Royal' soap products: 10c size; 1/4 lb cans; 5 oz cans; 1/2 lb cans; 3/4 lb cans; 1 lb cans; 3 lb cans; 5 lb cans.

FITZPATRICK BROTHERS' SOAP CHIPS

Table with soap chip products: White City; Tip Top; No. 1 Laundry; Palm Soap.



- List of Kitchen KLENZER products: White City (Dish Washing); Tip Top (Caustic); No. 1 Laundry (88% Dry); Palm Soap (88% Dry).

White House COFFEE



- List of White House Coffee products: White House, 1 lb.; White House, 2 lb.; Excelsior, Blend, 1 lb.; Excelsior, Blend, 2 lb.; Tip Top Blend, 1 lb.; Royal Blend; Royal High Grade; Superior Blend; Boston Combination.

MORTON'S SALT

- List of Morton's Salt products: 24 large packages; 100 small packages; Lautz Bros. & Co. Snow Boy; 100 pkgs., 5c size; 60 pkgs., 5c size; 48 pkgs., 10c size; 24 pkgs., family size; 20 pkgs., laundry size.

SOAP

Table with soap products: 60 5c packages; 24 packages; Queen Anne; Oak Leaf; 24 packages; 100 5c packages.

SEND FOR SAMPLES

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.

The Only Five Cent Cleanser

Table with various household goods: Cotton Oil, 100 cakes; Cream Borax, 100 cks; Circus, 100 cakes; Climax, 100 oval cakes; Gloss, 100 cakes; Big Master, 100 blocks; Mystic White Borax; Naphtha, 100 cakes; Oak Leaf, 100 cakes; Queen Anne, 100 cks.; Railroad, 120 cakes; Saratoga, 120 cakes; White Fleece, 50 cks.; White Fleece, 100 cks.; White Fleece, 200 cks.

Table with cleaning products: Proctor & Gamble Co.; Lenox; Ivory, 6 oz.; Ivory, 10 oz.; Swift & Company; Swift's Pride; White Laundry; Wool, 10 oz. bars; Tradesman Company; Black Hawk, one box; Black Hawk, five bxs; Black Hawk, ten bxs; Scouring; Sapollo, gross lots; Sapollo, half gro. lots; Sapollo, single boxes; Scourine, 50 cakes; Scourine, 100 cakes; Queen Anne Scourer; Soap Compounds; Johnson's Fine; Johnson's XXX; Rub-No-More; Nine O'Clock; WASHING POWDERS; Gold Dust; 24 large packages; 100 small packages; Lautz Bros. & Co. Snow Boy; 100 pkgs., 5c size; 60 pkgs., 5c size; 48 pkgs., 10c size; 24 pkgs., family size; 20 pkgs., laundry size; Naphtha; 60 pkgs., 5c size; 100 pkgs., 5c size; Queen Anne; 60 5c packages; 24 packages; Oak Leaf; 24 packages; 100 5c packages.

MORTON'S SALT

Table with Morton's Salt products: 24 large packages; 100 small packages; Lautz Bros. & Co. Snow Boy; 100 pkgs., 5c size; 60 pkgs., 5c size; 48 pkgs., 10c size; 24 pkgs., family size; 20 pkgs., laundry size.

FITZPATRICK BROTHERS' SOAP CHIPS

Table with soap chip products: White City; Tip Top; No. 1 Laundry; Palm Soap.

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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.

Complex advertisement for FOOTE & JENKS' Killarney (BRAND) Ginger Ale, including text about being a correct Belfast type and authorized bottlers.

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.

For Sale—Stock of dry goods, shoes and furnishings. Will invoice \$9,000 including modern fixtures. Could reduce to \$6,000. Annual sales \$20,000. Central location. Modern brick block. Rent \$20 per month in live town of 1,000 in Montcalm county. No price cutting or special sales conducted here. Reason for selling owner's wife has always handled dry-goods department but owing to poor health is unable to do so longer. Do not write unless you mean business. Should we be able to hire a competent lady to take charge of the dry goods, will withdraw this offer at once. Address No. 319, care Tradesman. 319

Incorporate your business, avoid partnerships; protect private property from business ventures; information free. Philip T. Lawrence, former assistant Secretary of State, Huron, So. Dakota. 267

For Sale—\$2,000 stock of men's and ladies' furnishings. Good locality. One of the best corners in Northwestern Detroit. Death in family reason for selling. Dwelling above. Rent reasonable. Jaessie Waddell, 568 McGraw, Detroit. 309

For Sale—Up-to-date stock of dry goods, notions, carpets, ladies' cloaks. Best location in growing Indiana town of 7,000. Address Box 97, New Richmond, Ohio. 310

For Sale—\$4,000 stock of hardware in city of 10,000. Poor health reason for selling. Address No. 311, care Tradesman. 311

For Sale—Or trade for shoe stock, general stock located in Southern Michigan town of 2,000 population. Prosperous business. Clean stock. Invoices \$3,300. Address No. 312, care Tradesman. 312

For Sale—Or will exchange, a nice home with thirty acres of land in a small Northern Michigan town for a \$4,000 to \$5,000 stock of general merchandise in a small Michigan town. Address No. 313, care Michigan Tradesman. 313

Wanted—Stock of groceries or general merchandise in Central Michigan. Fred Lamphere, Elsie, Michigan. 314

Show Cases and Wall Cases, Mirrors and Counters For Sale—At a big sacrifice. Must be sold at once on account of big alterations in Boston Store ready-to-wear and millinery department. Write or call Welch Mfg. Co., Furniture Temple, Grand Rapids. 315

We buy whole stocks or part stocks for cash. Address M. Guettel, 216 W. Monroe St., Chicago. 301

For Sale—Drug business. A money maker in town of 600. Stock of \$6,000. 1915 sales \$10,881. Overhead expense including clerk's salary \$6 per day. Want to go into another business. Address No. 302, care Tradesman. 302

For Sale—Grocery. Exceptional opportunity. Sacrifice. R. Smead, Birmingham, Michigan. 303

Stocks Wanted—Write me if you want to sell or buy grocery or general stock. E. Kruisenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 304

Wanted—Stock general merchandise. State size of stock. D. H. Hampton, Macomb, Illinois. 305

For Cash—Grocery stock and store. Doing good business. On main street in city. Information National Express Agent, Corunna, Michigan. 306

Join Me In Developing My Oklahoma Oil Lands. Co-operative plan. A small investment may make your fortune. Write for particulars. Address Frank P. Cleveland, 1100 Adams Express Bldg., Chicago. 307

Bakery—\$400. Splendid business. Population 800. Only bakery in town. Border, Milroy, Indiana. 316

Wanted—A small stock of groceries or general merchandise in exchange for a three-acre lot with good seven-room house, barn, etc., located near Boulder, Colorado. Address W. H. Pollard, Norwich, Ontario, Canada. 317

For Sale—A good paying meat market, slaughter-house and ground included. Doing yearly business of \$24,000. Address No. 318, care Tradesman. 318

For Sale—Or trade, three story brick block in county seat, suitable for department store, or can be remodeled. Fine location, good prospects, guaranteed title. Will give big bargain on this if sold promptly. Will consider good farm. W. E. Miller, Cohoctah, Michigan. 320

Here is an excellent opportunity for anyone wanting a first-class store having groceries, shoes, men's furnishings with ample room to add dry goods, in best little business town in Central Michigan. For particulars write H. C. Walker, Byron, Michigan. 321

Wanted—Buyer or renter for large roomy store building, one of best locations in city. Closest business place to city market garages and livery and feed barns. Best location in city for general store, grocery, restaurant or undertaking business. Reasonable rent and long time lease. J. G. Getty, Real Estate, Traverse City, Michigan. 308

Wanted—To hear from owner of stock of general merchandise for sale. Lowest cash price in first letter. P. Hoffman, Phoenix Bldg., Minneapolis, Minn. 197

Trade me your business for good land. If you wish to unload your cares, write B. F. Hellem, Hesperia, Mich. 299

You can buy a complete soda fountain, stools, counter, all glassware, silver holders, spoons and everything ready for business for \$75. W. Maxwell, Kalamazoo, Michigan. 287

For Sale—\$6,000 stock of general merchandise located in one of the best little towns in Saginaw Valley. Pays a good profit yearly. Address No. 288, care Tradesman. 288

The Merchant's Auction Co. The most reliable and successful sale concern. For closing out, cleaning or reducing, address Reedsburg, Wisconsin. 289

For Sale—Ice cream parlor and variety store in town 1,300. Center of business block. Will bear investigation. Other interests demand my attention. Will sell ice cream fixtures separately if desired. Good opening for restaurant or fruit store. Lock Box 418, Marlette, Michigan. 291

For Sale—A complete baking outfit including a 200 leaf Hubbard portable oven, pans, cake turner, bread trough, prove bss, racks, etc. All in A No. 1 condition, at a bargain price. Address No. 292, care Tradesman. 292

For Sale—Drug stock to be moved away. About \$700 or \$800. No dead stock. No high-priced chemicals. Will discount inventory value and pay freight. Address No. 277, care Tradesman. 277

Wanted—Cash Register. Would like a good National cash register, second hand if cheap. A. L. Redman & Son, Olney, Illinois. 278

Farm For Sale—One of the best farms in this section of Illinois; 104 acres all improved on rock road seven minutes ride from Court house in city 6,000. Would consider good stock of general merchandise. A. L. Redman, Olney, Illinois. 279

For Sale—Grocery stock and fixtures in live town of 12,000. Invoice about \$2,700, no discount. Worth investigating. Good paying proposition for anyone desiring a business of this kind. Address No. 283, care Tradesman. 283

Special prices on the following store fixtures: 1 new Hobart electric coffee mill, 10 plate glass floor cases, 6 electric fans, 7 National cash registers, 1 new Wayland paper baler, 1 electric drug sign, also other store fixtures. Address W. Maxwell, 315 No. Burdick St., Kalamazoo, Michigan. 294

For Sale—Bakery and restaurant. Only one in town of 1,100 population. Good farming community. Don't answer this advertisement unless you mean business. Brookston Bakery, Brookston, Ind. 295

For Sale—At 40 cents on the dollar a small, well assorted stock of A No. 1 grade of jewelry, also a complete jeweler and optical repairing outfit with a well assorted stock of watch parts. Must sell. Address No. 296, care Tradesman. 296

Wanted—Merchandise, groceries or general stock preferred, city or country, for \$4,500 equity in 120 acres improved Jackson county, Michigan farm. C. H. White, Jackson, Michigan. 298

Good Business Opportunity. For Sale—Complete line of up-to-date fixtures for men's clothing, shoes and furnishing goods store. Store building for rent. One of the best locations in the city. The present occupant has conducted a very successful business for several years and is leaving because of business interests elsewhere. This is an excellent opportunity. Would advise you to act quickly. For further particulars write Everybody's Store, M. Newmark, Prop., Sault Ste. Marie, Michigan, 347-349 Portage Ave. West. 285

Farm For Sale Or Trade—Have 80 acres good land near Milan. Will sell for cash or trade for stock of general merchandise to value \$4,000 or \$5,000. Address Wm. N. Bengé, Milan, Michigan. 286

For Sale—On account of ill health, the B. S. K. petticoat, building, machinery and business, or business and machinery separately. Sales \$50,000 a year. Established 13 1/2 years. Has paid a dividend of 25% per annum during that time. Will sell at low figure. Skadan, Kerns & Co., Weedsport, N. Y. 242

For Sale—25,000 acres round timber. Will cut 3,000 feet lumber per acre. Good land, Manatee Co., Florida. \$12 per acre in fee; terms. Address P. O. Box 1105, Tampa, Florida. 251

For California Timber write F. A. Baird, Redding, California. 219

For Sale—My stock of groceries, dry goods and meats. First-class fixtures, good building, cheap rent, good location and doing a good business. Located in town of 500. Address No. 246 care Tradesman. 246

For Sale—Bakery and delicatessen. Overhead expense \$5.50. Income \$30 cash business. Am in wholesale flour business and unable to give this proper attention. Splendid location for man and wife. A. R. Miner, 618 South 20th St., Omaha, Nebraska. 243

To Sell Or Trade—For stock of merchandise, 170-acre farm near Detroit, Michigan. Is one of the best farms in the State. Has 30-acre orchard, 40 acres solid timber, balance under cultivation with crops; also cattle, horses, machinery, etc. Enquire S. Frazer, 96 Hancock Ave. E., Detroit, Michigan. 276

For Sale—199-acre stock and grain farm, 4 miles northeast of Dowagiac, Michigan. Good buildings. Will take some property in part payment. Wm. Wallace, 1419 Forres Ave., St. Joseph, Michigan. 266

For Rent—Brick store building in live town of 1,000 population in South West Michigan fruit belt. Address H. Peirce & Son, Watervliet, Michigan. 268

For Sale—Hotel business, thirty rooms; doing good business. Must be sold at once. Reasonable price. Enquire Park Hotel, Bay City, Michigan. 260

For Sale Or Trade—One lot, value \$300, near automobile factory, Indiana. What have you? Address Box 250, Newton, Kansas. 264

For Sale—Brick yard, 90 acres land, abundance of clay. Railroad track in yard. Reason for selling, interest in other business. Traverse City Brick Co., Traverse City, Michigan. 270

Party having furniture experience conducting general merchandise store in good location, would like to hear from manufacturers who would place their line on consignment. Address P. O. Box 1101, Penlynn, Pennsylvania. 247

To Rent—July 1, store room 25 x 100, for movie or merchandise. Best location in town. Address A. W. King, Wyoming, Illinois. 249

For Rent—Dry goods store 25 x 85, two stories with shelvings and fixtures. Rent cheap, location center of city. Been doing business thirty years. First class clothing store connected with it. City population 12,000, 10,000 country people trade in city. There are only four dry goods stores in city. Good chance. Enquire of A. J. Wilhelm, Traverse City, Michigan. 202

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Buyer, Milwaukee, Wisconsin. 925

Safes Opened—W. L. Slocum, safe expert and locksmith. 128 Ann St., N. E., Grand Rapids, Michigan. 104

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

The Detroit Mercantile Adjusters, counselors and executors of high grade special sales and buyers of entire stocks. Room 1, Vhay Block, 91 Grand River Ave., Detroit, Michigan. 32

For Sale—Building with general merchandise store established in it; all fresh stock; seven-room flat. The only business in town. Good barn and new grain house goes with it. Good location for busy man. Price \$5,500. Selling on account poor health. Address No. 134, care Tradesman. 134

For Sale—Good paying drug store, well located in city of 40,000 in Southern Michigan. Clean up-to-date stock, invoicing \$4,000. A dandy opening for young man. Address No. 49, care Tradesman. 49

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

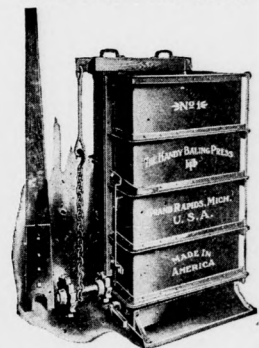
For Sale—Good clean stock of drugs and stationery in town of 12,500. Business established 40 years. W. H. Oakley, Administrator, Ishpeming, Mich. 984

HELP WANTED.

Wanted—First-class spinner, principally in zinc and copper; steady position. Gerock Brothers Mfg. Co., 1252 South Vandeventer Ave., St. Louis, Mo. 139

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PAINLESS TAXATION.

One of the great desires of professional politicians is to have as much public money to spend as possible and then to extract it from the taxpayers by as near as they can come to a painless process. Direct taxes are quickly felt and often reluctantly paid. The assessment rolls are watched and likewise the public expenditures, and those who have charge of disbursements are aware of that fact. Take city taxes, for example, where the newspapers chronicle each considerable expenditure and look anxiously for the budget. Those who have to pay give close attention. It follows that if an alderman or mayor is found on the side of extravagance or wastefulness, greed or graft, the voters are liable to remember it on election day, and although it does not always occur, it usually happens that those responsible fail of success, in the hope that better men will be put in their places. A supervisor knows that his chance of continuance in office depends a good deal upon the taxes which his constituents have to pay. It goes without saying that this fact and its influence are salutary and they save large sums of money annually.

There is a great deal of virtue and value in direct taxation in that it keeps the people keen and alert as to public questions, officeholders and their acts. It is for this reason that indirect taxes are particularly attractive to those in a position to spend other people's money. When a tax is levied on corporations, by stamps on checks or notes, by the tariff, by a percentage on inheritance, etc., comparatively few are compelled to pay while the others go scot free. Even those who pay do not feel it, or at least do not notice it nearly as much as when they pay their city taxes for which as a rule they get much more value received.

As a result, the ingenuity of the officeholders has in recent years been rendered exceedingly active to invent new methods of indirect taxation. They seek to get the money in whatever way is liable to be least observed and felt by the great majority of the voters. For example, the National Government just now has need for more money and must have it. Accordingly the administration, instead of reducing the exemption on the income tax so that those having a net income of say \$2,000 a year have to pay a little, and the whole number largely increased, simply tack it on to the few, comparatively speaking, whose incomes exceed \$4,000 a year with no other idea than that it will help in the approaching election. Direct taxes are a good thing in that they interest the people in looking after the public disbursements and prompt them to improve the opportunity when it comes to cast their ballots against those who they regard responsible for National expenditure.

Congress has discovered that this is Presidential year, and as if by instinct Republicans and Democrats are taking a common course looking to the wind-up of the session. Some bills must be passed, but not many.

Besides the appropriation measures, the bill amending and codifying the campaign-publicity laws is down for passage, along with the Newlands resolution providing for an investigation of transportation rates. The Immigration bill is quietly sidetracked. It is "contentious matter," but more than that, the President's party is unwilling to put him in the position of having to approve a bill that would offend our immigrant population, or to veto an important measure of his own supporters. This aspect of the terrible "hyphen" had its threat for Mr. Wilson in 1912, when people who had never read his books searched them eagerly for insults to aliens. In the process of getting away from Washington, the House is better situated than the Senate. It has little to do but wait for the latter to finish up. What wonder, then, that members have already gone home in such numbers that a bill was sent to the Senate a few days ago by the vote of 51 to 17, with no one raising the question of a quorum? Senator Gallinger's honeyed words to those across the aisle are at once a pledge of co-operation and a delicate hint to get busy.

The welcome fact is recorded by the Department of Agriculture that the steady decrease in cattle production, checked in 1914 for the first time since 1907, has given way to a slight increase. The year opened with three million more cattle than 1915, and five million more than 1914—the rate of increase being about 4 per cent. In part this may be regarded as a natural recovery from an abnormal falling-off, for we have even yet not regained the ground lost since 1910. In part, it is doubtless traceable to the high price of meats, for notwithstanding the greater numbers, the value per head has varied from 7 to 10 per cent. more than before the European war. Something is due to the growing efforts of farmers at co-operation in distributing and marketing their live stock products, and the enlarged numbers of local abattoirs, in many cases municipally owned. The concentration of marketing and slaughtering in a half-dozen great centers of the Middle West was not favorable to the farmer who shipped less than a carload of cattle yearly. The increase is not yet proportional to the growth of population, and the Government will have to continue its efforts at encouragement. The deficiencies in beef production, however, are in part made up by the sustained increase of swine.

A Chicago real estate operator left \$400,000 for an old people's home in Cook county when he died. He had amply provided for his wife and family and told a friend once that he had never forgotten that his mother had to work and that he intended to do something for some one else's mother. His mother lived and died in poverty and he was unable to give her financial assistance in his younger days. That made him determine to leave money for a home for aged people. It seems a pity that an effort is being made to break his will.

GOING BACKWARD.

An old and successful merchant, when asked the secret of his success, said that early in his career he quit trying to educate people, or arguing with them, but sold them what they wanted when they wanted it.

That's all very well, but anyone with imagination can picture what kind of a successful merchant he was. Probably he was one of those who merely follow the leader in preference to being a leader himself; who ran a store substantially like that of his father or grandfather, rather than tried to keep pace with the times. He never undertook to lay in new articles or adopt new ideas, nor to co-operate with the manufacturer who had spent money to introduce new ideas in food products, unless his customers, responding to the advertiser's suggestion, virtually forced him to stock the goods, willy nilly.

Of course, any wise merchant tries to keep the goods his customers want, but to solemnly refuse to educate people into new ideas is distinctly archaic. There are a good many such grocers—too many, in fact—but a disposition to join in the support of any live, energetic promotion plan is far more likely to bring success and the appreciation alike of progressive manufacturers and up-to-date customers.

In a bulletin issued by the National Education Association for the coming Teachers' Congress in New York, appears the title: "Are six years sufficient to give the elementary training now given in eight?" In other words, are two years wasted, at present, during the grammar-school period? For some time most authorities have agreed that the average American boy, especially if he wishes to adopt a professional career, completes his general education too late in life. But the experts differ when they attempt to locate the waste and prescribe a remedy. Elementary school teachers usually lay the blame on the high school and college. The high school principal blames the grammar school's inefficiency, and the college president condemns the whole preparatory system. The discussion in the Congress ought to help clear up this issue, at any rate so far as the elementary school is concerned. Any shortening of the primary-education course, without sacrifice of essentials, would be a great boon not only to those who intend to study professions, but also to the average boy, who, by the gift of two years, might be able to enjoy several terms either in high school or vocational classes.

Only two months ago the report was given wide currency that arrangements had been completed for extending relief operations to Poland under the same management as that at work in Belgium; but President Wilson's statement to a delegation of Poles from Chicago that the Government is "simply up against a stone wall in the matter" of this relief indicates a new deadlock on the subject between the German and British governments. Mr. Wilson spoke of the "tragic conditions" in Poland. Even if Germany could be induced to agree to the ad-

mission of supplies by the British, and others, the prospects are for a period of fighting in which the railways and other lines of transportation would be largely closed to the shipping of foodstuffs to civilians. To what extent the Poles have remained in the occupied districts is not known. The President's assurances that the State Department is still bringing strong pressure to bear to break the deadlock encourages hope of an arrangement before winter.

Potash is being shipped from Nebraska deposits, and some of those interested in the bill before Congress for the cancellation of the disputed patents to the beds at Searles Lake, Cal., declare them sufficient to supply the country for years. But the surest source is the Pacific kelp. Harvesters costing \$50,000 and able to cut 500 tons daily are being put at work off San Diego. San Francisco reports that one munitions firm and two fertilizer companies there are going into the industry. As kelp can be cut nearly as often as alfalfa, and as potash is now worth over \$400 a ton, a single summer's activity should pay for expensive harvesting and reduction machinery. But whether the industry will survive the war is doubtful, for German shipments can be made at \$30 per ton. Our market, indeed, has greatly contracted; whereas our farmers once used nearly a million tons, now many except those engaged in citrus fruit growing are learning to do without it.

A farmer up in Northern New York has made what he regards as a valuable discovery and he wishes to pass it along, for the benefit of others. Last week small flies known as midges gave the cattle much trouble, but the farmer noticed his cows were not bothered at all. He keeps salt mixed with sulphur in front of his cattle in the barn and they eat the mixture daily. The flies do not like the odor of sulphur and keep away from the cows.

It cost a merchant of Vermillion, Ohio, \$500 to press a necktie. His family was away and he got out an electric iron to press his tie. He did the work and left the iron on the ironing board without turning off the current. The next morning he was awakened by the cry of "Fire!" and found his house in flames. The repairs will not exceed \$500, but the merchant thinks it would have been cheaper to have bought a new necktie.

BUSINESS CHANCES.

For Sale—A good clean stock of general merchandise invoicing about \$4,000. Will also sell building and fixtures. The best of locations and a snap for the right party. Ill health cause of selling. Write Box 38, Six Lakes. 322

Business Chance—For a live merchant. Established dry goods store, corner Main and Spring streets, Ossining, N. Y., to let July 1. Present occupant giving up lease on account of health. Last year business (all cash) \$35,000. Enquire on premises or by mail to W. F. Foshay, 323

For Sale—On account of death, clothing and men's furnishing goods store in a live, wide-awake Michigan town of 1,500. Corner store long established. Long fine business. Equipped with modern fixtures. Inventory about \$10,000. Address No. 324, care Michigan Tradesman. 324

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 Pickford Roller Mills, Pickford, Mich.
 Watson & Higgins Milling Co., Grand Rapids, Mich.
 Judson Grocer Co., Grand Rapids, Mich.
 Manistee Flour Mill Co., Manistee, Mich.
 Brand & Hardin Milling Co., Saginaw, Mich.
 Beach Milling Co., Holland, Mich.
 J. Hale & Sons, Ionia, Mich.
 A. H. Randall Mill Co., Tekonsha, Mich.
 Sprague & Ward, St. Johns, Mich.
 Utica Milling Co., Utica, Mich.
 Constantine Milling Co., Constantine, Mich.
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 J. H. Gibb & Son, Edmore, Mich.
 Hannah & Lay Co., Traverse City, Mich.
 Commercial Milling Co., Detroit, Mich.
 Kellogg Food Co., Battle Creek, Mich.
 Wenonah Flouring Mills Co., Bay City, Mich.
 Voigt Milling Co., Grand Rapids, Mich.
 Eldred Milling Co., Jackson, Mich.
 Chabfield Milling Co., Bay City, Mich.
 Peck Milling Co., Cassopolis, Mich.
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 L. H. Shepherd Milling Co., Charlotte, Mich.
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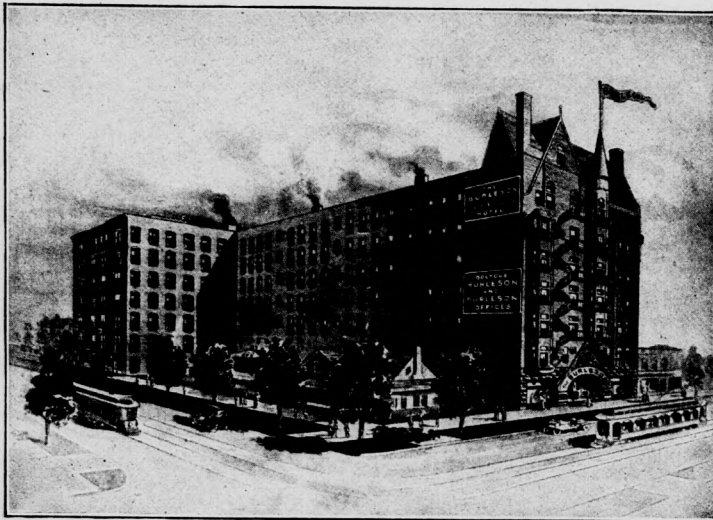
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