

IT SELLS AND SELLS

We want every live flour merchant in Michigan to actually know Lily White Flour.

We want you to know we more than just believe Lily White Flour will please your trade.

It is not enough to merely guarantee Lily White is a good flour. There are many such.

It is not enough to guarantee Lily White will give your customers satisfaction. A large number of flours do that.

We want you to know we believe you can sell *more*

LILY WHITE

"The Flour the Best Cooks Use"

with the same effort than any other flour.

Because Lily White Flour is more than a good flour. It is a *better* flour.

Because Lily White Flour does more than give satisfaction. It gives *better* satisfaction.

Because approximately two and one-half million consumers are being reached continuously by Lily White advertising.

Because this publicity work is co-operative in that we help you sell Lily White Flour: in fact, we guarantee its sale.

Because there is an untarnished reputation of thirty years' standing and an investment of approximately one million dollars behind every sack.

Besides we pay the dealer to sell Lily White Flour.

Will be glad to have you telephone orders to us at our expense.

Valley City Milling Company
Grand Rapids, Michigan

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

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

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

Piper Ice Cream Co.

Kalamazoo, Michigan

Pere Marquette Railroad Co.

DUDLEY E. WATERS, PAUL H. KING, Receivers

FACTORY SITES

AND

Locations for Industrial Enterprises in Michigan

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

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

Address

GEORGE C. CONN,
Freight Traffic Manager,
Detroit, Michigan

ONE MAY DANCE OR PLUNGE INTO THE LAKE AT

RAMONA

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

RAMONA

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

RAMONA



Eat Plenty of Bread

It's Good for You

The Best Bread is made with

Fleischmann's Yeast

Boston Breakfast Blend

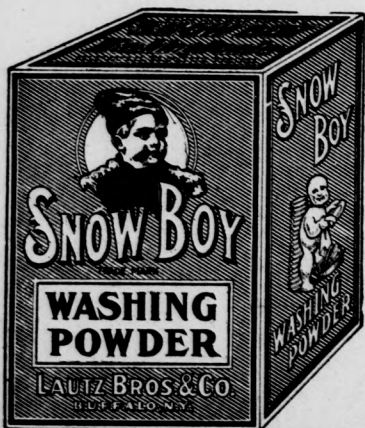


—Splendid Quality
at a
Moderate Price

Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS, MICHIGAN



NEW DEAL

MORE PROFIT

SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

25 boxes @ \$3.05—5 boxes FREE, Net \$2.54
10 boxes @ 3.05—2 boxes FREE, Net 2.54
5 boxes @ 3.10—1 box FREE, Net 2.58
2½ boxes @ 3.20—½ box FREE, Net 2.66

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes. All orders at above prices must be for immediate delivery. This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

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

Yours very truly,

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Third Year

GRAND RAPIDS, WEDNESDAY, AUGUST 9, 1916

Number 1716

SPECIAL FEATURES.

Page	
2.	Buy-at-home Campaigns.
3.	Upper Peninsula.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Gone to His Reward.
8.	Editorial.
9.	Financial.
12.	Dry Goods.
14.	Automobiles and Accessories.
16.	Butter, Eggs and Provisions.
18.	Shoes.
20.	Woman's World.
22.	Hardware.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

GERMAN DYES.

The mystery of the dyes is one of the unique incidents of the present European war and a mystery seemingly it will remain for some time yet. There were German dyes on the Deutschland. It is said that there were 280 tons instead of the 1,000 tons at first reported, but that they are so concentrated as to be really ten or twelve to one as against the expectation when they arrived of three or five, and that when diluted they will amount to 3,000 tons of working color or 60 per cent. of a month's normal consumption in the United States. Some sales have been made on the basis of \$12.50 per pound as against \$15 to \$18 as a market price before the Deutschland arrived. The English are making considerable progress in the manufacture of such merchandise, the principal drawbacks being a shortage of labor and the necessity of using some of the materials in the manufacture of munitions. The British government is putting forth every effort to encourage the manufacture. Meanwhile the German aniline makers have formed a combination which it is said is to last for fifty years from January 1, 1916. This dye question is to be one of much prominence after the war. American manufacturers have achieved something in the production of the goods, and it is now thought to be only a question of a proper protective tariff to make the industry a success in the United States.

GONE GLIMMERING.

The disastrous Turkish defeat East of the Suez Canal is the result of an old-fashioned battle, with open tactics, frontal and flank manoeuvres, a swift decision involving captures and ground gained proportionately far beyond the standard on the European battlefields. Early last winter there was much talk of a great Turkish army being thrown against the canal by means of a railway which was to be rushed through the desert at a miraculous rate. That railway was to be completed in February. Instead, the attack has come in August, and in place of a quarter of a million men the Turks brought up a single divi-

sion. It is, at first sight, a puzzle why the Turks should have engaged in the venture at a time when the English defences in Egypt have been much strengthened as a result of the retirement from Gallipoli and at a time when the Turks themselves are hard pressed in Armenia. The answer will be found probably in the very absence of a railway through the desert. In other words, the move was set on foot months ago, when the Russian advance after Erzerum slackened and wavered, and before the sudden revival which led to the fall of Erzingan. With a railway through the Sinai desert it is likely that the Turkish troops might have been hurried back to the Russian front. Without a railway there was no chance of bringing them quickly into the field, and so the march against the canal was pushed along. The utter defeat and rout of Rumania will dispose of the last glimmerings of the rosy dream about Egypt and India in which the Kaiser inclined to find consolation for the closure of the seas by the British navy.

Maximilian Harden has been busy for a year saying things which should be much more inimical to German morale and ultimate success in the war than the utterances for which Karl Liebknecht has been sent to jail. One explanation may be that Liebknecht's criticisms were fighting speeches, dealing with concrete charges, and formulating definite demands, whereas Harden has fallen more and more into an apocalyptic brooding which can hardly be expected to reach the understanding or the emotions of the German masses. It is within the German tradition to allow the utmost freedom in philosophic speculation together with the exaction of strict conformity in practical life; it is the internal freedom of which German apologists have made so much. Yet the German government must be aware that the Harden pessimism with regard to the war will be interpreted abroad to its own disadvantage and that the tendency will be to regard his highly personal and emotional utterances, as voicing the state of mind of the nation. If, nevertheless, Harden is permitted to speak with the utmost freedom, to justify Wilson as against Germany, to say that Russia never can be conquered, to speak of the "admirable upward swing of the French power of resistance," to warn the German people that the earth is not yet to be divided by their conquering swords, and that the coming year has unprecedented misery in store for them, it must be either that Harden has been chosen by the Kai-

ser to prepare the German mind for a disappointing peace, or else that the need exists for a safety valve to the doubts and fears which beset the German people.

The designation of Von Hindenburg as generalissimo of all the Teuton armies on the Eastern front is hardly to be explained as a move to bring the Austrian armies under German control. That has virtually been the fact since Von Mackensen began the reconquest of Galicia, and the policy of intermingling German and Austrian army groups was adopted. It is more likely that the new honor has come to Von Hindenburg as an expression of confidence from his Emperor and the General Staff at a time when popular dissatisfaction may have expressed itself regarding the old Field-Marshal's inactivity along the Northern section of the Russian line. Obviously, the surest way to relax pressure on the Austrians and Von Linsingen would be a thrust by Von Hindenburg against Riga. There may be very good reasons why this has not been attempted, but they are not likely to be recognized by the man in the street, who is apt to grow disgruntled with his heroes if miracles are not forthcoming at regular intervals. The victory of the Marne has not made Joffre immune against criticism, and the two East Prussian victories and Novogeorgievsk are now more than a year old.

Removal of several Rumanian generals from their commands on account of pro-German activities recalls the German army's effectiveness in the foreign field. Most of the diplomatic victories won by Germany have to be credited to the General Staff, which, as instructor of the world in military efficiency, and more particularly of the Balkan states, had gained the sympathy of the armies so largely in control of Balkan destinies. As the war's outbreak the military officials of Bulgaria, Turkey, and Greece were closely bound to Berlin. German military men have thus been in a position to carry on a sort of backstairs diplomacy, while regular negotiations were proceeding in the front parlor. In several instances, aided by Hohenzollern dynastic affiliations they managed entirely to thwart the diplomats, and even, as in the case of Greece, the popular will. A purging of the Rumanian army of its pro-Germans does not necessarily mean, therefore, that Rumania is ready to join the Entente, but merely that she is taking precautions against being rushed headlong to destruction, as was Turkey, by the military hotheads of Germany.

OUR WORK ABROAD.

At the present juncture it may be well to recall some of the work which the United States has done in foreign lands.

It rescued Cuba from intolerable oppression, and set the island up as a business as a free and prosperous independent state.

It wiped out the yellow fever, which was a worse devastator than Weyler's armies.

It carried the schoolhouse and the hospital to the Philippines.

It cleared up the world's pesthole at Panama and well-nigh turned the isthmus into a health resort.

It dug the Panama canal, the greatest engineering work of all time, and one open to the whole world on equal terms.

Undoubtedly there are items on the debit side of the ledger. Being above all a human sort of republic, the United States makes mistakes and commits wrongs. But it has done a larger percentage of useful work beyond its borders than any other country of ancient or modern times. There are about a thousand wrongs that could befall any industrialized and troubled country that is some for a season under the guidance and tutelage of America.

UNIONS CHANGE FRONT.

Some time ago the labor unions announced there would be no more conferences with the managers, now they are willing to hold conferences. The reason for the change of front is said to be that the labor unions have discovered a strategic weakness in their position. According to this rumor, the real object of the unions in their demand for an eight-hour day is to secure the larger one that will come with the "time and a half for overtime" provision. The railroads, however, it is said, have threatened to employ three men on eight-hour shifts when formerly two men were employed on twelve-hour shifts. This can not, of course, be done in all cases, but it is applicable to the yards and to many of the runs. If the railroads could succeed in doing this in all cases they would employ more men, but it would not cost them any more, because the same rates of pay per hour would obtain. The present workers, on the other hand, would get their eight-hour day, but would not have their wages augmented.

Some men are mean enough to borrow money from a barber and invest the loan in a safety razor.

The tongue has more to do with honor than the conscience usually has.

BUY-AT-HOME CAMPAIGNS.

Merchants Must Invariably Practice What They Preach.

Written for the Tradesman.

Every town from time to time desires to start something and usually the first thing attempted is a buy-at-home campaign. This sort of a campaign always has its significance. It shows that the local merchant desires the trade that he figures is rightly due to him. It also shows the keen competition of the "out of town" concern and it shows that the people of the community are sending money earned at home abroad.

The campaign is inaugurated, a lot of genuine pep is injected in a series of advertisements, a lot of ginger talk is dished out by the local newspaper and the consumer reads, reflects and hesitates about entering into the reform game until after he is "shown" that the effort and push behind the campaign are backed up by solid "practice what you preach" facts.

The people of any community are rarely a sleepy set. Where such is the case, the need of a buy-at-home campaign would be uncalled for and a waste of gab. On the contrary, they are awake, alert and ever ready to grab opportunity by the nap of the neck and make use of her. That's why it becomes necessary for the campaign that is hoped will bring back the lost dollar. The local chamber of commerce or business men's organization is back of the campaign and generally engineers the publicity. Usually all stores co-operate. The big campaign is on. Business is helped.

Then it is that we hear dame rumor rustle her skirts with some of the following remarks: "I'll begin to buy at home just as soon as Mrs. Jones, the druggist's wife, buys her clothes in this town."

"Bill Smith, the banker, always buys his shirts from a made-to-measure salesman and now he is trying to tell me where I should get mine."

"We'll buy at home just as soon as the merchants themselves show that they think enough of our stores to do the same thing."

The average buy-at-home campaign is a success. This is due to the fact that the average citizen of any community has enough civic pride to recognize the importance of doing his trading at home when the proper argument is presented. These campaigns could be made many hundred times more profitable and effective if cities would adopt a slogan which would bear directly upon the handling of merchandise. For instance, "We have it, will get it or it isn't made;" "Let's get acquainted—buy it in—;" "When you buy at home, you see both the merchant and the goods;" "Your money works overtime if spent in—."

The local commercial organization should make it generally known that all local merchants purchase their goods at home, so far as possible, giving preference as follows: First in the city, second in the county and third in the state, out-of-state goods being purchased only from jobbers located in the state. This creates a

desire to do likewise and the consumer will eventually begin his search at home. That is when the merchant can put his slogan to work. If the goods to be purchased are not in town, it is up to the merchant to take the order and get it for the consumer. This should be done if it means an individual order for that particular piece of goods alone and the parcel post or express shipment will take all the profit. It will show the consumer that you are willing to accommodate, also that the goods were received in less time than would have been the case had the consumer been obliged to send away for them.

These campaigns have worked wonders in all parts of the country. They have done perhaps more along the line of helping the merchant than anything else. Nationally advertised goods are naturally called for more than any other and thus the local merchant can make a specialty of such goods and so state in his local advertising medium.

The buy-at-home feature should be practised in as large a measure as it is preached. The local merchant should buy his clothing, shoes, jewelry and everything else from other local merchants. The home merchant will get you what you want. This instills a world of confidence among the local citizenship, for when the enquiry is made as to where you got your suit, you can truthfully answer, "Down at Smith's."

Cities, counties and states have a right to be clannish and it behooves every community to recognize this feature for the individual benefit. State and city emblems are becoming more and more in evidence each year. We see the fact advertised every where, "Made in Detroit," "Made in Michigan," "Made in Grand Rapids," "Made in U. S. A."

We are justified in buying at home. We have a perfect right to demand home made goods. If our city does not manufacture what we want, we should search the county. If the county does not produce it, we should try in the state. If the state does not manufacture it, then it is up to us to have a jobber (in the state) obtain it for us. That surely can be done.

A number of commercial organizations in Michigan are being rejuvenated and new organizations are being built. These commercial clubs are the prime movers in the buy-at-home campaigns and should be, but they, too, seem to forget that it is just as necessary for them to "buy at home" as it is for them to make the demand of others. In contemplating the oft-times very necessary reorganization campaign, they employ expert service, but seldom ever make any attempt to secure this service from institutions with offices and headquarters in the state.

The only purpose of a buy-at-home campaign after all is to keep as much of the money at home as is possible. Keeping the money at home is what does the big work. Keeping it in the city, county and state supports public institutions of every description, which naturally, will reduce taxes, enlarge our credit, support and

strengthen our banks and almost every other worthy institution.

It has been truthfully stated that Michigan could be walled in and still do business on a larger scale than any other state in the Union. It has the best traveling men's organization. It has the largest factories. It has an excellent credit and has the best people. Then why not buy at home?

Charles B. Wagner.

Live Notes From a Lively City.

Owosso, Aug. 7.—Fred Patterson is building a new opera house on Main street, plush seats, cold air in summer, hot air in the winter. This will make six show houses in our fair city, to say nothing of the tabernacle in Corunna. No one seems afflicted with stage fright and if the show going panic is not abated in some manner Owosso will become a veritable midway.

Jim Goldstein seems to think that Barney ought to change positions occasionally for the Worden Grocer Company advertisement. Come on over and pose, Jim. We're open for anything that's easier.

We are glad to shake hands with a little cooler weather. Last Friday got our angora. The city officials used the ice wagons for sprinklers and the sprinkling wagons for a steam engine. Fred Hanifin says he went to sleep on a bench in the park and woke up on the ground. He is positive that he melted and run off, for he thinks if he had rolled off it would awakened him when he hit the United States.

We counted twenty-six new barns in one day this week while making a day's drive in Gratiot county. That looks like prosperity. Besides, what a pudding for the lightning rod man!

On August 19 will occur our annual picnic, which will be held at McCurdy Park, Corunna. The several committees in charge are working overtime to make this the best picnic we ever had. Every member is urged to be present with his whole family and a well filled lunch basket at 11 o'clock. Games and sports are arranged to entertain everybody. Saginaw Council has been invited to be present with us on that day, so let us show Saginaw Council how we do things in Owosso. Every member is requested to furnish an article to be used as a prize in some event. If it is not possible to furnish some article, send all the money you can afford and the committee can purchase suitable prizes for the events.

Traveling men with their families, to the third and fourth generation, those minus wives but plus sweethearts, kindred sweethearts with best "fellers" are not merely invited, but hereby urged, importuned, and warned not to be conspicuous by their absence.

An adequate committee of our most athletic and bloodthirsty members has been appointed for life, and taken a solemn oath to do their ghastly duty, which is to sit in judgment on others, literally on delinquents, so let "safety first" be your slogan and get there early, if possible, but come any way, and avoid otherwise dire consequences.

Trouble will commence at McCurdy Park at 11:30 a. m. in the forenoon. Members late or tardy will be subject to an increasing scale of difficulties.

Chairmen for the different committees have been selected with special reference to their ability to do something else better.

Committee of Arrangements—G. W. Haskell, eminently qualified, because of his faculty for arranging of things of the past that have previously escaped his attention.

Gastronomic Committee—Mrs. J. T. Walsh and Mrs. C. V. Page to confer with the other ladies and ascertain

how much lettuce it requires to make a ham sandwich, with ham at 48c per. Chairman of Sports and Games—F. E. Evans, because he can so manipulate the games and sports, chance and hazards, that nobody knows what they are playing. No one gets beaten. Everybody draws a prize, consequently universal satisfaction.

Committee on Music—Fred Hanifan, whose band renders Annie Laurie in a manner that causes Annie no regret of having died an early death.

Committee on Transportation—A. D. Chase, who will confer with those owning automobiles or having crutches to lend, and who will converse with you (over the phone) in such a winning tone of voice that will make a walk to the park seem like a joy ride in a dirigible.

Committee on Grounds and Water—J. D. Royce. Selected because of his efficiency in detail. Carries a Waterbury watch and will furnish hard water, soft water, dish water and drinking water, but absolutely refuses to take up a collection.

Committee on Cheese—Gene Harris who will exceed all previous records in cheese, and owing to his present avocation will rubber around some.

Bill Bofysil and wife kindly offer to try and keep their ford (right side up) long enough to collect and deliver all eatables to the park in time for dinner.

In remembrance of the boys at the front, everybody bring your flag.

Anyone furnishing prizes for sports and games kindly report same to F. Evans a week in advance.

Honest Groceryman.

Leisure Hour Jottings From Jackson.

Jackson, August 7—Good morning! There words are full of tonic and inspiration. Start out to your day's work, whatever it may be, and say Good Morning to each man you meet and notice the hearty response you receive. Each salutation makes your step lighter, your heart beat stronger and imparts to those you meet and yourself a feeling of good fellowship which puts you in just the right spirit for the duties before you.

Good Morning, Mr. Competitor—and competition is made co-operation.

Good Morning, Mr. Laboring Man—and labor is exalted.

Good Morning, Mr. Conductor—and you receive any information he can give you.

Good Morning, Employer or Employee—and throughout the day you will pull together to mutual advantage.

Try it to-morrow and the result will be satisfactory.

E. R. Hague left Jackson Saturday night for New York in the interest of the L. H. Field Co. Mr. Hague has charge of the carpet and furniture department, which has been progressive under his management for a good many years.

Fred Finch, Jackson street grocer, has returned from a two weeks' trip in the East.

W. B. Burris, manager of the Jackson County Fair, says that he has booked many high class attractions for the show this year and Bill knows what high class means.

Houses for rent are scarce in Jackson, even though there are more being built than ever before. One man claims he has been here three months and is unable to rent a house for his family to live in. He has now offered to pay for information that would locate one for him in the near future. In the face of this, new families are constantly coming to us.

B. F. Peckham, produce dealer of Parma, unloaded a car of watermelons to Jackson dealers Friday and Saturday.

The pack of peas at the Michigan State Prison is said to be the largest they have ever had. Prospects are good for a large pack of corn also. Spurgeon.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 7.—Last week was Chautauqua week here and there was little time for anything else. It was the Lincoln Chautauqua and the best ever given here.

The many friends of Miss Emma C. Nason were pained to hear of her death, which occurred at Omena last Sunday. Miss Nason was the founder of the Great Lakes Mission and did a noble work in caring for the sailors and down and outs, working against great odds, as it was a struggle for funds to keep this important work alive. For twenty-four years she had been continually active in this line of rescue work and accomplished more good than any other institution here. She continued in the work until obliged to drop out a few years ago on account of her advancing age and poor health, after which the work was turned over to a committee of Soo prominent business men, who have carried on the work that was so generously established, realizing the great needs for such an institution. The mission is now in charge of Mr. Floyd, a graduate of the Mel Trotter mission of Grand Rapids, who has been meeting with the best of success, being backed by the community and business men of the city.

W. H. Lewis, one of Detour's prominent merchants, was a Soo visitor last week.

Rollo Washburn and Archie Thompson, comprising the firm of Thompson & Washburn, one of Brimley's leading business houses, were visitors here, taking in the Chautauqua last week.

J. Cummings, well-known grocer of Mc Carron, was a business visitor here last Friday. He reports the roads in the pink of condition. The farmers are all busy haying.

N. J. Miller, for the past five years storekeeper for the Stack Lumber Co. at Pike Lake, has resigned to accept a position with A. H. Eddy, the grocer and caterer here.

The Soo Travelers held a meeting in their club rooms last Saturday night to arrange for a basket picnic in the near future.

Frank Allison, that well-known traveler for the Cornwell Co. on the D., S. S. & A. Railway, is ready to put in a good word for the Overland. After driving his car 2,800 miles this season and not working satisfactory, they sent him a new car, which arrived last Saturday, and Frank was all smiles on Sunday, taking out his friends in the new model. He says he does not hesitate in taking the boys all out for another ride now.

The tourists and auto drivers who cross the Straits of Mackinaw are pleased to hear that a revision of the law permits automobiles to be carried on transfer steamers without first draining the tanks. In accordance with this provision, the Mackinac Transportation Co. has made public announcement that hereafter automobiles will be carried across the Straits on its ferries without draining their gasoline tanks. Heretofore it has been necessary for all tanks to be drained before the ferry would accept them, which caused much trouble and annoyance, also considerable expense in draining the Rockefeller fluid.

A party consisting of Mr. and Mrs. John Swift, J. D. Scott and Miss Gertrude Geneva, all of Des Moines, Iowa, arrived at St. Ignace Monday and proceeded to the Carp River Park Farm, in St. Ignace township, where they made their camp for a thirty day stay. They plan to convert the 1,000 acre carp farm into a stock farm and work in this direction will begin next spring. They are firm believers in Cloverland farming and their prog-

ress will be watched with much interest.

Nick Miller, formally in charge of the Northwestern Coopers Co. store, at Bryan, has tendered his resignation, to accept a position with A. H. Eddy here.

Miss Ida Kearney, stenographer for the Cornwell Co., is confined to her home with illness, brought on by excessive heat and over work last week. She is the main stay of the writer in reproducing Tradesman items for Cloverland. This will account for the small amount of news items this issue.

William G. Tapert.

Hofks From Auto City Council.

Lansing, August 7.—H. G. Hill (Bateman Manufacturing Co.) is in Detroit this week, invoicing the stock of goods which the above company maintains in that city for prompt shipment to dealers in the Eastern part of the State.

W. J. Curtis (Reliance Engineering Co.), familiarly known as Bill, and one of the Big 4, resorts to all kinds of methods for keeping cool these summer nights. Finding it impossible to sleep because of the sultry condition of the atmosphere and after tossing about until 12 p. m. recently, Bill, clad only in a thin garment usually worn while sleeping, sought relief in the old arm chair in a dark corner of the front porch with a fan in one hand and some favorite brew in the other. The dark corner wasn't so dark at 6 a. m. and early passers by wondered. Finally, the slumberer was awakened by the husky voice of the milk man, who thought our genial salesman was trying to hand him the wrong bottle.

Some time ago E. H. Simpkins (Perry Barker Candy Co.) discovered that his ice box was being systematically robbed of good things to eat—and to drink—and finally surprised the vandals who in their haste to get away, left a perfectly good bicycle, which Ed. promptly turned over to the police. Needless to say, the bicycle was never called for, but the sneaks, whoever they are, more than got even recently when Ed. carelessly left his fishing outfit on the rear porch. In all about \$25 worth of fine rods, reels, and baits which catch the big ones were taken.

Next Saturday is picnic day for Auto City Council. A cordial invitation is extended to all traveling salesmen, whether members of our Council or not. Those who have neither automobiles nor fords will take the 11 o'clock Pine Lake car at the interurban station for a day's outing. Chairman Glancey, assisted by other members of the committee, will have everything in readiness for a grand good time which you cannot afford to miss. Some surprises are waiting you. Bring your wives, kiddies, sisters and sweethearts, and enjoy the best day of the whole year. Dinner at noon and supper at night. All kinds of sports, with some splendid prizes for the winners. Everybody boost. H. D. Bullen.

Moving picture exhibitors in New York are in a panic. The closing of their theaters to children during the epidemic of infantile paralysis has dealt their business a tremendous blow. This is especially true of the so-called neighborhood theaters whose patrons are drawn largely from the ranks of the children. The moving picture men are extremely pessimistic over the outlook, as they fear that, even should the epidemic be stamped out, the ban on children's attendance would not be lifted for some time as an extra precautionary measure. In the meantime they are cheapening their programmes and in some cases have closed their houses entirely.

Necessity of Civic Organizations.

Detroit, Aug. 7.—Any city is just as alert and alive as its people want it to be. Cities are not a mere mass of brick and stone. They are the result of an active citizenship. The more active the citizenship the more prosperous the city.

In this day and age every village has some sort of an organization for the promotion of civic, industrial and business affairs. These organizations are known by a conglomeration of names which would take columns to describe. Some of these are known as booster clubs. Some are called a band of knockers. The best name and most popular is Chamber of Commerce. Many are known as Boards of Trade. All have practically the same purpose, some covering a larger scope than others.



Charles B. Wagner.

While the country is interested in the commission form of government for cities, and cities themselves are investigating various plans, they are as well interested in their commercial organizations. A number of cities in Michigan have sprung into life within the past year because of the fact that they have organized Chambers of Commerce on a practical basis, building them on a plan that made it possible to interest the entire community, enlisting as members people in all walks of life.

Charles B. Wagner is one of the best known commercial organizers in the State of Michigan, having a longer list of successful organizations to his credit than, perhaps, any other man who has ever operated here. He attributes his success to the fact that the commercial organization is the people's institution and during the conduct of a campaign by his bureau it is possible to bring this fact home to the citizens of the community in which the organization is being built.

Everybody has a hand in the active work of the community where "the Wagner way" installs a Chamber of Commerce. The people are invited to become associated with the organization and suggest their likes and dislikes. A council is inaugurated in which every person in the community is represented. In this council "there is always something doing," with the result that the city becomes harmonious, active and cooperative.

A Chamber of Commerce or Board of Trade, organized properly and with

a definite purpose in view, is as necessary in a community as is a school or church. The people must be brought together, get acquainted and make up their minds to push for all they are worth. Knockers and habitual fault finders must be reformed and put to work for the good of the cause. These conditions are brought about by the use of the service given by Mr. Wagner's Bureau.

The State College of Forestry at Syracuse has completed investigations which show that nine-tenths of the roadsides in the rural districts of New York are entirely bare of shade trees. The College undertook its preliminary survey with the purpose of demonstrating that shade trees, judiciously planted, are not only a large addition to the beauty of a region, but that they are of great value in protecting the highways from deterioration. Where overhead wires are numerous, some sort of hedges can be planted, and where the roadway, as distinguished from the banks at the side, must be narrow, some small tree will prevent any injurious effect upon the vegetation in the adjoining fields. Automobile clubs are as much interested in the growing of roadside trees as are commercial associations, granges, and the State Forestry Association, for many if not all of the highways may easily become State parkways of beautiful vistas.

Even before the European war broke out, Canada had begun to suffer from a widespread trade reaction, following the greatest period of expansion that was probably ever experienced by any country. For the past two years the general business situation in London has been so unfavorable that the system of government ownership of the railroads has broken down and those companies have been forced to appeal to this country for financial aid. It appears, however, that the turn in the long lane has been reached. According to Sir William Mackenzie, President of the Canadian Northern, the gross earnings of his company for the fortnight ending July 14 were \$874,000, compared with only \$449,000 for the corresponding period of last year. He predicts that the full returns for the month will be the largest in the history of his company, and he adds that the crop and business outlook in Western Canada has never been brighter.

A lover's quarrel and a small boy's trousers are soon patched up.

ECZEMA also EXTERNAL CANCER

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

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

WEBB ACADEMY

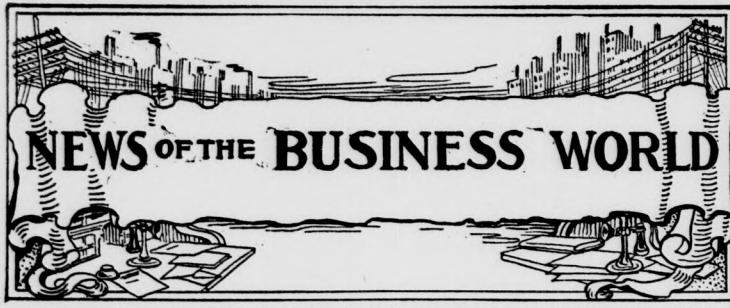
(Incorporated)

You can save from twenty to thirty per cent in time in this school.

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

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

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



Movements of Merchants.

Concord—Clyde King has engaged in the meat business.

Clarksville—M. Naber will engage in the grocery and provision business Aug. 15.

Negaunee—J. W. Dooley has engaged in the restaurant and cigar business on Gold street.

Alma—Henry & Vern Miner have formed a copartnership and engaged in the restaurant and cigar business.

Edmore—Charles Field, recently of Stanton, will open a confectionery and ice cream store here Aug. 15.

Petoskey—M. I. Fryman, shoe dealer, has erected an addition to his store which doubles the floor space.

Lansing—J. L. Campbell, recently of Stockbridge, has engaged in the grocery and bakery business near the Agricultural College.

Mendon—C. W. Morgan has closed his jewelry store and removed to Three Rivers where he has taken a position in a similar store.

Kent City—Miss Lena Howard and Mrs. Tina Johnson have formed a copartnership and will engage in the millinery business Sept. 1.

Hastings—Mrs. A. I. Brown has purchased the grocery stock of A. Clyde Brown and will continue the business under the style of Brown & Co.

Menominee—The Clifford L. Stocklin Co. has increased its capital stock from \$2,000 to \$20,000; and also changed its name to Stocklin Laboratories Co.

Howard City—Richard K. Perkins, proprietor of the Grand Union tea and coffee store, has sold the stock to his father, S. W. Perkins, who has taken possession.

Hemlock—The Hemlock Elevator Co. has been incorporated with an authorized capital stock of \$36,600, all of which has been subscribed, \$8,275.63 paid in in cash and \$27,724.37 paid in in property.

Riverdale—Fire destroyed the general merchandise stock and store building of Mrs. Augusta Blakeman Collier, causing a loss of more than \$6,000, also the grocery stock and store building of Eli Cole.

Breedsville—W. E. Frude has erected a new building, 40 x 100 feet in dimensions, to take care of his growing flour and feed business. Besides a large implement business, Mr. Frude sells Overland automobiles.

Ypsilanti—Max Gordon, who conducts a general store at the corner of Michigan avenue and Washington street, has opened another store at 13 North Huron street under the style of the Bargain Store. The stock will consist wholly of dry goods.

Detroit—After creditors of the bankrupt James Leonard Coal Co., had failed to agree, Referee Lee E. Joslyn appointed John M. Burns, of Detroit, trustee, Tuesday. An involuntary petition in bankruptcy against the coal company was filed early last April. The company's assets were sold under chattel mortgage for \$4,000. The liabilities are \$22,000.

Tecumseh—A fruit cake baked thirty-two years ago, still as inviting and toothsome appearing as when taken from the oven, is in the possession of Ernest Anderson of the Anderson grocery. The cake, wrapped in oiled paper and incased in a fancy hinged box, was purchased by Mr. Anderson in 1884 from the F. A. Kennedy Co., Chicago, now consolidated with the National Biscuit Company.

Manufacturing Matters.

Detroit—A. P. Agnew has increased its capital stock from \$5,000 to \$20,000.

Detroit—The Jefferson Hall Co. has increased its capital stock from \$56,000 to \$66,000.

Saginaw—The Eastman Salt Products has increased its capital stock from \$52,000 to \$300,000.

Monroe—The Van Blerck Motor Co. has increased its capital stock from \$250,000 to \$750,000.

Holland—The Bush & Lane Piano Co. has increased its capital stock from \$500,000 to \$600,000.

Jackson—The Aspinwall Manufacturing Co. has increased its capital stock from \$130,000, to \$300,000.

Holland—The Holland Ladder Co. is erecting a brick and cement plant, 50 x 75 feet, one story high, on Eighth street.

Adrian—The plant of the Adrian Steel Casting Co. was damaged by fire to the extent of about \$30,000 Aug. 4.

Mt. Clemens—Fire destroyed the plant of the F. A. Black Bath Tub Co. Aug. 4, entailing a loss of more than \$20,000.

Detroit—The Deinzer Manufacturing Co., manufacturer of upholstered furniture, has decreased its capital stock from \$150,000 to \$77,000.

St. Johns—The Michigan Wagon & Manufacturing Co. has filed a notice of dissolution and sold its plant to the Hayes Motor Truck Wheel Co.

Detroit—The Fireside Baking Co. has engaged in business with an authorized stock of \$5,000, all of which has been subscribed and \$3,600 paid in in cash.

Jackson—The S. & W. Detachable Body Co. has been incorporated with

an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and paid in in property.

Detroit—The United Jewelry Co. has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed, \$20 paid in in cash and \$800 paid in in property.

Pontiac—The Miller Alexander Baking Co. has engaged in business with an authorized capital stock of \$10,000, of which amount \$9,000 has been subscribed and paid in in property.

Detroit—The J. M. Earle Lumber Co. has been organized with an authorized capital stock of \$15,000, of which amount \$6,500 has been subscribed, \$10 paid in in cash and \$5,000 paid in in property.

Saginaw—The U. S. Metal Weather Strip Co. has been organized with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed, \$3,000 paid in in cash and \$2,000 paid in in property.

Detroit—The Monroe Sheet Metal Roofing Co. has been incorporated with an authorized capitalization of \$3,000, all of which has been subscribed, \$1,000 paid in in cash and \$2,000 paid in in property.

Bay City—The Bay City Baking Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$77,000 has been subscribed, \$175 paid in in cash and \$6,825 paid in in property.

Detroit—The Wallace Motor Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in in cash. The company will manufacture motors and automobile parts.

Detroit—The Imperial Welding Co. has been organized with an authorized capitalization of \$15,000, of which amount \$11,600 has been subscribed, \$418.96 paid in in cash and \$18,181.04 paid in in property.

Detroit—The Parrott Heater Co. has been incorporated to manufacture gas water heaters with an authorized capital stock of \$250,000, of which amount \$127,500 has been subscribed, \$201 paid in in cash and \$62,600 paid in in property.

Bay City—The Butcher Folding Crate Co. of Vassar has merged the business into a stock company under the style of the Bay City Box & Crate Co. The new corporation will be located at Bay City, with an authorized capital stock of \$60,000, of which amount \$32,500 has been subscribed and paid in in property.

Detroit—The Fisher Body Corporation has contracted to sell \$5,000,000 worth of its 7 per cent. preferred stock and part of its common stock. The sale will be made to a syndicate composed of Hall, Garten & Co., and Eugene Meyer, Jr., & Co., New York bankers. The price was not made public. The Fisher Body Corporation is a consolidation of the Fisher Body Co., Fisher Closed Body Co., of Detroit, and the Fisher Body Co., of Walkerville, Ont., and is the largest company of its kind in the world, supplying the Ford, Cad-

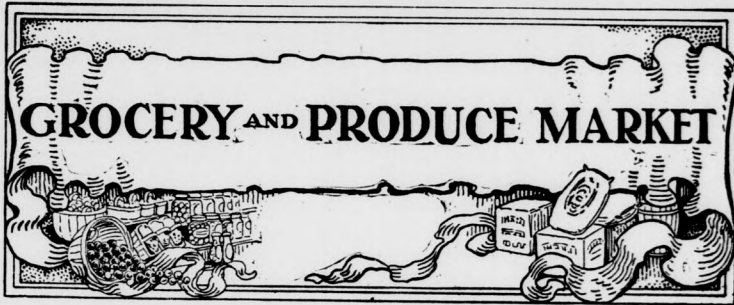
illac, Buick, Maxwell, Chalmers, Hudson and other manufacturing companies with automobile bodies.

Kansas, the home of agricultural prosperity and prohibition, may be thought to be free from concern about jails and homes for paupers. Several counties, in fact, do not have a prisoner from one year's end to the other; and in no less than twenty-nine there are either no paupers or none who are not self-supporting. But there are many city and county jails and poorhouses, and three years ago they were in a deplorable condition. That they are no longer so is due to the action of the clubwomen of the State. They have made three complete annual inspections of poor farms and jails, reporting to the Governor and the press, and where they have not been able to force the clean-up, have done much of the cleaning themselves. Three years ago there was not a Bible in any county jail, and few papers or magazines. Now there is a supply of periodicals, and the only jails without Bibles are those in which they have worn out too fast to be replaced. In a state without a prison association this undertaking speaks well for the spirit of women roused to civic consciousness in part, no doubt, by their possession of the ballot.

More attention is being paid now than for some time to the question of whether the sales of automobiles have reached "saturation" point or not, and how far they are from it. A favorite method of argument is to take the number and value of horses and mules in the country and the carriages and other equipment; add everything up; get the total capital represented; assume that this capital, or a large part of it, will within a certain time go into automobiles instead, and divide the total capital by the average price of an automobile to get the number. A recent estimate took the Department of Agriculture's figures of the total number of horses and mules in the country, 25,731,000, with their estimated value, \$2,670,292,000; added about the same amount for barns, vehicles, and harness, and assumed that 50 per cent. of this would go into automobiles within the next seven years, making a fund of about \$400,000,000 available per annum. Counting an average price of \$400 a machine, would make sales of 1,000,000 cars a year.

The latest compilations of the cost of war show how utterly beyond conception those figures have grown to be. An estimate of \$50,000,000,000 as the total cost of the war to date is a figure that can be handled by the tongue, but not by the mind. It hardly helps the human imagination to know that this amount spent in two years is ten times the cost of our four-year Civil War. The latest compilation placed the total war loans of the Allies at \$27,066,754,110, the total war loans of the Central Powers at \$12,124,500,000, and the grand total of war loans at \$39,191,254,110.

But it is more blessed to receive than to be given away.



Review of the Grand Rapids Produce Market.

Apples—Western stock, \$3 per box; Duchess, Astrachans and Transparents command \$1.50 per bu.

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

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

Beets—25c per doz. bunches.

Blackberries—\$1.50 per 16 qt. crate.

Butter—The butter market is active and advanced 1c per pound on all grades. There is a good consumptive demand and quite a falling off in production, due to the extreme heat in the principal producing sections. Creamery grades are held at 28½c in tubs and 29½c in prints. Local dealers pay 24c for No. 1 in jars and 21c for packing stock.

Cabbage—\$1.25 per bbl.

Cantaloupes—Arizonas now have the call on the basis of \$3.50 for 45s and \$3.25 for 54s; flats, \$1.50; Indiana Gems, 75c per basket; Indiana flats, \$1; Indiana Standards, 36s, \$2.25; Honey Dew, \$3.75 per crate.

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

Celery—20c per bunch.

Cocoanuts—\$6 per sack containing 100.

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

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

Eggs—The market is firm at unchanged prices, with a good consumptive demand. The supply is reported lighter than usual and the average of the arrivals shows the effect of the heat, as will be the case for a few weeks yet. A large percentage of the eggs now arriving conform to no recognized standard of quality, but have to be sold for the best possible prices. Local dealers pay 23c for candled, loss off, cases included. Their selling prices this week are 27c for extras, 26c for firsts and 25c for seconds.

Egg Plant—\$1.50 per dozen.

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

Gooseberries—\$1 per 16 qt. crate.

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

Green Corn—25c per doz.

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

Green Peas—Telephone, \$2 per bu.

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

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

Lettuce—90c per bu. for leaf; \$2 per bu. for head.

Maple Sugar—17c per lb. for pure.

Maple Syrup—\$1.40 per gal for pure.

Mushrooms—40@50c per lb.

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

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

Oranges—Valencias, \$4.75@5.25 per box.

Peppers—Home grown, 25c per doz.

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

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

Potatoes—New, \$1.25 per bu. Virginia cobbles, \$4 per bbl. The price is likely to advance before the end of the week.

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.

Rhubarb—85c per bu.

Spinach—\$1 per bu.

Tomatoes—Home grown hot house, 65c per 8 lb. basket.

Turnips—25c per doz. bunches.

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

Water Melons—\$3.50@3.75 per bbl. of 8 to 10.

Wax Beans—\$1.50 per bu.

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

The Grocery Market.

Sugar—The market went on a drunk last week, Federal leading in a decline on granulated to 7c i. o. b. New York. This action was followed by Arbuckle and Warner. To-day the market is higher again and steadier, American holding at 7.35c, Arbuckle at 7¼c and all the others at 7.15c. The invisible stocks are reported to be the lightest in years, so that with a good fruit crop the canning consumption should tend to create a better demand. Moreover, the weather is at least seasonable, and the public is buying ice cream and soft drinks more freely, which also helps eat into sugar preserves. On the whole, therefore, the trade may be overdoing its conservatism. The back log of the market is the fact that most refiners have a large volume of export business on their books, sufficient to keep them going for some weeks to come, and are,

therefore, less dependent on the influx of domestic withdrawals.

Tea—The market is quiet and uninteresting. There is a steady undertone to prices since holders are not pressing supplies. Primary markets are considered generally favorable and better things locally are expected later on.

Coffee—Rio and Santos grades are a fraction higher, although not a very large fraction. There is some demand, but the main reason appears to be better feeling in Brazil. Some new coffee is coming forward, but is not cutting very much figure as yet. It is offered at the same price on spot as old coffee. Mild coffees are unchanged and the demand is comparatively light. Mocha is tending downward and the large way quotation green is now 21c. Java is very dull, but high.

Canned Fruit—Business in California fruits has practically come to a standstill for the time being, owing to the confusion arising from the increase in freight rates. There is very little likely to be done during the next two weeks or until after the hearing before the Interstate Commerce Commission's Board of Suspension on August 14.

Canned Vegetables—No. 3 tomatoes are unsettled and are being offered as low as 85c factory, although most packers are asking 87½c and even 90c. It is stated that the quality of the early pack this year is better than it has been for several seasons and that buyers are not hesitating to replenish wherever their present supplies are proving inadequate. There has been some complaint from Southern growers of too much rain in localities, with the usual number of crop complaints, but as a whole the outlook appears to be generally favorable. Corn is firm on the spot with light offerings. Crop conditions in the West are not wholly satisfactory, and most canners are holding off from further commitments until the crop outlook is a little more settled. Maine advices are generally more favorable. Peas are firm, but there is little doing at the moment.

Canned Fish—Salmon is unchanged and in fair demand. Packers are said to have refused to book orders for new pink Alaska at 90c and new red Alaska at \$1.65. Domestic sardines show no change from last week and fair demand. Imported sardines are unchanged.

Dried Fruits—Future prunes are weak, and from the tenor of the advices from the Pacific Coast it looks as if growers would have a hard time in maintaining prices. It is now said that packers are able to buy on a 5c basis, notwithstanding which they are offering in this market as low as 4¼c and brokers are seeking bids at 4¾c. The opinion among grocers here is that matters are slowly but surely adjusting themselves to a supply and demand basis. Latest crop estimates place the yield of California prunes at 160,000,000 pounds, and with foreign demand cut in half it is expected that consumers will not be able to take all the offerings. In addition, the Oregon crop is expected to reach

35,000,000 pounds, and under the pressure of these supplies the market is weakening. Buyers have held off for so long a period that they consider it to their advantage to wait still longer, or until price levels have been more fully established. On the spot the market is firm, as offerings are light and are in few hands. There is a good demand on the spot for one-pound raisins, which are being rapidly cleaned up. There is nothing new in regard to Muscats, but the market generally is on a very firm basis. Apricots are easier, with offerings of the three grades on the 12c basis not attracting much attention from buyers. Peaches are unchanged and quiet, but still firm. Currants are very high and very firm.

Rice—Distributors are generally waiting for the new crop arrivals, which will come along the latter part of the month, the receipts in New Orleans being as yet light. Assortments here in the interim are poor. The export movement is not a factor in the situation.

Cheese—The market is firm. There is a fair consumptive demand and a very large export demand. The prices show an advance of ¼c. The quality of the present production is good and the future depends largely on the demand for export.

Provisions—Everything in smoked meats is firm and unchanged on the basis ruling for the last two weeks. There is a good consumptive demand. Pure lard is firm at unchanged prices, while compound is barely steady at ½c decline. The demand is moderate. Cotton oil is gradually coming down and shows a decline of about 5c per gallon from the highest point. The price is still, however, very much above normal. Barreled pork and canned meats are unchanged and steady to firm. The dried beet situation is becoming some what critical, but packers are reporting labor troubles and scarcity of meat and there is a good deal of delay in shipment on contract.

Salt Fish—Shore mackerel have advanced another \$2 per barrel during the week. The quotation now for shores in a large way is \$22 a barrel; \$14 to \$15 would be considered a normal price. In spite of the heavy advance, buyers are taking stock very readily. Irish mackerel are available to some extent, but there are not many of them and prices show no change. Cod, hake and haddock are unchanged on spot and very dull. No prices have as yet been generally named for new fish, but the outlook seems to be rather high.

David S. Haugh (Judson Grocer Co.) is happy over the news that he is a granddad—for the first time. The little one recently arrived in the family of Clarence Haugh, who is now engaged in the lumber business at Mason.

The Bostock & Welter Cigar Co. has been organized to manufacture cigars with an authorized capitalization of \$10,000, of which amount \$5,010 has been subscribed, \$10 paid in cash, and \$2,500 paid in in property.

GONE TO HIS REWARD.

Heman G. Barlow, Secretary Judson Grocer Company.

Heman G. Barlow, who has been ill for several months at the family residence on Lyon street, passed Over the Bar Sunday morning. The funeral was held at the family residence Tuesday afternoon, Rev. Dan. F. Bradley officiating. Interment was in Oak Hills.

Biographical.

The following biographical sketch of the deceased appeared in the Michigan Tradesman Aug. 22, 1895:

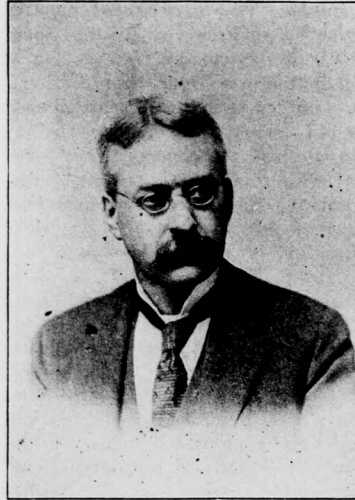
There may be a question about the truth of the statement that a man is the creature of circumstances, but there has never been a doubt in my mind that natural surroundings have much to do with the human life brought up under such influences.

William Tell may or may not be the myth a modern iconoclast has asserted, but, admitting all that was claimed for him—his love of liberty and his manly independence—he could no more help playing the part he did in Switzerland's historical drama than he could help breathing the air that the Alps sent down to him from their bonnets of never-melting snow. That may be an extreme example, but in a less degree the same is true of every one of us. The boy, prairie born, and of the same blood as his cousin whose home is among the rocky hills, will show when they are together the influences of the plain; and he of the hills will tell in numberless ways what the rocks have done to fashion the life committed to their care.

I thought of this when writing the name of Rockton, an Ontario village, where Mr. Barlow was born one day in March when the half of the century's course was run, and I wondered if when the brief interview was over, I should find, here and there, a touch of the highlands and anything to suggest the "sermons in stones" which had been preached to him there. The eldest of a family of nine children, it is easy to understand why he might early be called upon to render a helping hand in that numerous household and why his school days ended when he was 12 years old.

The links in the chain of his mercantile career are soon noted. When the time came for "all work," he found his way to Grand Rapids, where he was first employed by Berkey Bros. in their furniture factory. Then Buddington & Turnham, retail furniture dealers, engaged him for a year or two, after which he turned his hand to something in the line of pailmaking in the establishment of the late Hon. C. C. Comstock. At that time he decided to take a course in book-keeping and he devoted six months to mastering that attainment at Swensberg's Commercial College. Ready now for the serious work of life, he struck the center of the city at Grab Corners—bad name that for a trading house!—and began there his book-keeping career in the old grocery house of Crawford Bros. Cody & Olney then wanted him—this was about 1872—and they continued to want him for seventeen years, although two years in the mean-

time were devoted to the service of John Caulfield and C. W. Jennings. Shortly after the organization of the Olney & Judson Grocer Co., Mr. Barlow purchased an interest in the house and was elected a director and, later, Secretary. In this position he brought to bear all the valuable experience he had gained during his seventeen years' connection with the wholesale grocery trade—



As Mr. Barlow Looked Twenty Years Ago.

on the strength of which he claims to be the oldest in point of experience of any one now connected with the wholesale grocery trade of this market—and to his devotion and experience are due, in no small degree, the rapid strides that house has taken in forging its way to the front. Mr. Barlow is also a stockholder and director in the Reeder Bros. Shoe Co., a director in the Grand Rapids Mutual Building & Loan Association



As Mr. Barlow Looked Recent Years.

and a half owner of Barlow Bros., the most prosperous and successful binding establishment in the State.

Mr. Barlow was married March 20, 1871, to Miss Julia R. Hall. Three children have blessed the union, only one of whom survives—Miss Julia—who is well-known in social, charitable and society circles.

While employed as shipping clerk for Cody & Olney, Mr. Barlow originated and had patented the Barlow manifold shipping book, which has

been one of the best money-making devices of the age.

"How did you happen to do it?" was the abrupt question.

"Why, it was one of those things which have to be done by somebody, and I suppose I was the one to do it. I never meant to do anything of the kind and it was a sort of necessity-is-the-mother-of-invention affair all around. I had to have something and happened to hit on that. It answered my purpose and one or two other shipping clerks saw it and liked it; and, finally, someone asked me why I didn't get a patent on it. This I finally did, and the books are now in use in all parts of the country. It is turning out profitably, but I don't claim any great credit for it. I couldn't help it. If I hadn't done it, somebody else probably would."

That is what Sir Isaac Newton said in announcing one of his discoveries. An apple hit him on the head, exactly as it had been hitting men since apples began to fall in the garden of Eden, but it was Sir Isaac who caught from that circumstance the idea of the law of falling bodies.

"Do you belong to any social organization?"

"Yes, one. It is very exclusive—home; and when, at night, I leave my office for 270 Lyon street, the doors of that club house swing open to me when I reach them and the world sees little of me until another day begins."

Past these portals the Tradesman is conscious that it has no right, uninvited, to go; but as the doors are

seen to open, and a glimpse is caught of the cheery home within, it is no betrayal of confidence to develop the flash light—enough, at least, to strengthen the theory that early surroundings make themselves manifest whenever and wherever opportunity offers.

It would not be necessary, for example, to go far for a reason for locating this home on the hilltop; and if questioned why, it would occasion no surprise to be told: "I like hills, in the first place. The air is better there, and when down town it is dead and hardly worth breathing, a whiff of the air on the higher elevation puts new life into the being that breathes it. Yes, give me the hills. It may be hard sometimes to climb them, but a man is all the better when he reaches the top."

They who have followed me so far have not failed to notice that Mr. Barlow has made but a single move. He came from Rockton at the age of 12 to Grand Rapids, and has been here ever since. There have been changes from one position to another, but these have been made on the same ladder with every move bringing the climber nearer the top. What of it? Only this: He learned a lesson from the rocks before he left them. He saw that the moss gatherers were not the stones that the quail and the chipmunk dodged, but the rocks that cling to the spot where Nature planted them. It was a useful lesson for the young life to learn, and while he may repeat the proverb of the rolling stone and the moss, if asked how it

FEW PEOPLE KNOW

the largest and best dividend payers in the automobile industry started with less than \$100,000 in real money for working capital. Those organized to sell stock are exceptions. They capitalize for multimillions and so long as the market is good for the product of the printing press dividends can be paid. In these days of specialization, an auto manufacturer can turn his working capital over from three to six times a year in the popular price field, and in truck chassis building nearly twice as often. An actuary has figured that \$130,000 will finance the making of 1,500 \$1,000 chassis in fourteen months and if sold on a cash basis at a profit of but \$100 each, the net returns would exceed 250 per cent. on working capital. Trucks sold for cash at a small profit per car find a ready market, selling expense is low and with no big machinery investment the turn-over is rapid. The proposed

Higrade Motor Truck Co.

intends to build but 1,000 chassis the first twelve to fourteen months. They estimate the administration expenses at about 20 per cent. of the gross profit for first year, the dividend obligations, at 7 per cent. on preferred and 8 per cent. on common would absorb 10 per cent. of the remainder with a 20 per cent. sinking fund, there would be 50 per cent. of the gross earnings for surplus, to be used as additional working capital. Properly managed a million dollar capitalization inside five years, all earned, is no uncommon thing. To complete this organization we need a few more good men on the original subscription basis.

Allen G. Thurman Co.

101 Michigan Trust Bldg.
Grand Rapids, Michigan

Bell M. 4900, M. 4901

Citizens 4480

happened that he made but a single move, the rocks at Rockton will be the foundation of the answer, and they strengthen the theory of the influence of early surroundings upon human life and character.

The next idea is pure conjecture; and they who know Mr. Barlow must decide whether it be wholly wrong. Granting that the man who comes to a place and stays and builds his house on the hilltop does so because the rocks and the hills of the long ago so persuade him, does the influence go further still? I think it does. If Hugh Miller was so haunted by the rocks that they gave him no peace until he found imprinted upon them the "footprints of the Creator," I see no reason why the same spirit should not leave such an impression upon a child as to give bent to his reading; and while Mr. Barlow makes no claim, I believe, to being a scientist, I think I am right in the statement that the books he loves best are scientific rather than historical or those based on fiction.

We need not carry this study further. Theory and reasoning alike may be illogical; but in the realm of fact, if our surroundings early in life, or later, will only enable us to realize, as Mr. Barlow has done, the truth that a stone which does not roll gathers moss, we shall be reconciled to our defective theory and look with complacency upon the abundant moss which a logical practice has realized.

Appreciation.

It is with mingled feelings of sor-

row and thankfulness that I write these few words on the life and character of Heman G. Barlow—sorrow that so good a man has passed Beyond and thankfulness that I was permitted to know him intimately, both in business and social life, for more than thirty-five years.

It can be said of many men that they were good citizens, and successful in business. This can be well said of Mr. Barlow, but it is not of these qualities that I will speak. To me these sink into insignificance when compared to his home life. Here he displayed all of those kind, lovable, patient attributes which endeared him alike to family and friends. To be a friend of "Heman" and "Ma" Barlow was a privilege. Seldom were they alone. Friends formed the habit of dropping in on the "Barlows" at all times and at all hours. And when one dropped in it was not with the usual formalities. He walked in as he would into his own home and, once inside, trouble and care were forgotten. This, more than anything else, illustrates the spirit which prevailed in their home circle.

Mr. Barlow's love for music was exemplified in his home and nothing pleased him more than to delight his friends with one of his favorite selections, played as he alone could play it.

The children found in him a true friend, one who seemed to understand them as few grown-ups do and those who knew him many years ago will remember the close companionship which existed between him and his

little daughter. When she was taken it seemed as though the great sorrow would embitter him. Instead, it appeared to make him more thoughtful, more lovable and more patient with the little ones until it looked as though the Good Father was sorry for the pain He had inflicted and so sent the little grand-daughter to heal the wound. Upon her he lavished the affections of his kind and gentle nature and she in turn loved him with all her heart.

And now that the time of his departure is come;

Why weep ye then for him, who, having won
The bound of man's appointed years,
at last,
Life's blessings all enjoyed, life's labors done,
Serenely to his final rest has passed:
While the soft memory of his virtues yet
Lingers like twilight hues, when the
bright sun is set?

Charles N. Remington, Jr.

Mr. Vos and His New Associates.

The Grand Rapids Store Fixture Co., recently incorporated in this city for the purpose of buying and selling store equipment of every description and buying and selling stocks of merchandise, has elected the following officers:

President—Frederick D. Vos.

Vice-President—Ernest D. Collar.

Secretary and Treasurer—Nemmo Freeman.

Mr. Vos has been associated with the business interests of Grand Rapids all his life, having been credit manager for the Musselman Grocer Co., afterwards the National Grocer Co., for over twenty years and having been engaged in the store fixture business for the past three years with a large

amount of real estate ventures in and out of the city.

Mr. Collar was born and raised on a farm in Ionia county, where he was a very successful farmer and stock raiser, moving to Ionia in 1913, since which he has been engaged in buying, and selling stocks of merchandise, using the auction method very successfully. He is also a very successful farm auctioneer. Mr. Collar makes honesty his business watchword, believing that in the long run it pays to be honest.

Miss Nemmo Freeman is also a native of Ionia county, although her parents reside in Lowell at the present time. She has taught school for several years, is a graduate of the commercial department of Ferris Institute and will have charge of the clerical work of the company.

The Tradesman predicts a large business future for this company, both in the fixture business and in buying and selling stocks.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Aug. 9—Creamery butter, extras, 30c; first, 27@28c; common, 25@26c; dairy, common to choice, 22@24c; poor to common, all kinds, 20@22c.

Cheese—No. 1 new, 17@18c; choice 15c.

Eggs—Choice, new laid, 28@30c; fancy, 32@34c.

Poultry (live)—Fowls, 19@20c; broilers, 21@25c; old cock, 12@14c; ducks, 17@18c.

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

Potatoes—\$3.50@3.75 per 50 lb.
Rea & Witnig.



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

Barney says—

Isn't it strange, after shipping the amount of goods we have been shipping for the last four weeks, that our stock looks just as big as ever.

It must be a big job for our buyers to keep goods coming as fast as we send them out, but our buyers know how to buy Good Goods and keep them coming, and the shipping department sends them out promptly the day they are ordered.

It's hard work this hot weather, but By Golly, we must keep up our record for being Prompt Shippers.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in advance.

Two dollars per year, if not paid in advance.

Five dollars for six years, payable in advance.

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

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

August 9, 1916.

HEMAN G. BARLOW.

The death of Heman G. Barlow is both a personal and a civic loss to this community. He possessed a strong personality, tremendously in earnest in his convictions and absolutely self-ignoring in the pursuit of ends which he believed to be right and worthy. Those aims were always such as looked to the public weal, the rights of the people, alike of the community and of individuals, and he drove toward those ends absolutely without regard to personal advantage or emolument.

What is the secret of it all? What is the lesson gathered from a contemplation of his life as he neared the summit of the years?

He himself told us the open secret—keeping up a live interest in the world of thought and things. "I still find each day too short," he said, "for all the thoughts I want to think, all the walks I want to take, all the books I want to read, and all the friends I want to see," and he further confided to us that the longer he lived the more he marveled at the beauty and wonder of the world. No surfeited and pampered child of fortune here, no favored grasping after the "far-off, unattainable and dim," but a fresh, joyous interest in the round world on which he lived and from which he took a comprehensive survey of the universe.

Mr. Barlow escaped the "mania of owning things," and did not permit the mere scaffolding of his House of Life to absorb more time and energy than life itself. In fact, he estimated wisely the value of life, and in his closing years chose "the better part," keeping away from the strifes and turmoil of the world, from the maelstroms of business and politics and society, seeking rather paths in the parks, boulevards and cemeteries which he did so much to amplify and beautify, always preferring, as he said, the "singing of" birds to the singing of bullets."

From the summit of his long and useful career, this genial philosopher of life frequently questioned himself and his life work and declared with engaging candor that, if his own life taught anything, it is this: that one

may have a happy and useful life on easy terms; that the essential things are always near at hand; that one's own door opens upon the wealth of heaven and earth; that life, although a struggle, is not a warfare; that, although it is labor, it is labor on God's earth, under the sun and stars, with other laborers, where we may think and sing and rejoice as we work.

In the death of Mr. Barlow this community loses a pillar of righteousness and justice, an honorable merchant, a pure, chivalrous and noble man and an exemplar of high aims unselfishly pursued, all the more precious in an age which glorifies pecuniary success and the triumphs of self-seekers too often above moral greatness and self-forgetting service.

IMPROVE THE OPPORTUNITY.

On August 29 there will be a primary election in Michigan, at which will be elected delegates to the county conventions to be held throughout the State.

At these conventions delegates will be appointed to the Republican State Convention to be held at Saginaw September 28 for the purpose of nominating certain State officers, among them a Justice of the Supreme Court to fill the vacancy caused by the death of Justice McAlvey.

This is a proper time to remind the readers of the Tradesman of the candidacy of Judge John S. McDonald, of this city, and to request all persons who are interested in seeing this vacancy filled by an honest and able man, who will be a worthy successor of Judge McAlvey, to do what they can to send delegates to the county conventions who will support Judge McDonald.

A little time and effort expended in this direction will be well repaid in the satisfaction of having done something to maintain the high standard of our Supreme Court. Every business man is personally interested in maintaining the integrity and ability of that court. It is that court which lays down the final rules of law by which all business must be governed. No man in business can afford to be indifferent to the kind of men who compose that court. No man knows when he may be compelled to appeal to it to obtain his rights or for redress of his wrongs. It then behooves every man to do all he can, when the opportunity offers, to secure the election of the right men.

Such an opportunity is presented from now until the 29th of this month and on that day while the primary is being held. Improve this opportunity while it is available.

Judge McDonald is in every way worthy of support. By his exemplary life he has won the respect and esteem of all who know him, either personally or by reputation. He has demonstrated his judicial ability and acquired a judicial temperament by years of service on the circuit bench. He is in the prime of life and is well equipped to perform the exacting labors which necessarily fall to the lot of a Supreme Court Judge. It is the confident hope of the Tradesman that he will be nominated.

ONE MYTH EXPOSED.

Whatever may be the fortunes of war on the battlefield during this coming third year, one definite victory has already been won, one phase of the world's thoughts and feelings after the war has been fixed: the myth of superior and inferior races, of growing and decadent nations, of peoples predestined to rule and peoples predestined to subjection, has been exposed. True is what every ruler has said regarding the devotion, courage and self-sacrificing effort of his people. If the fight after two years is still a draw, it is because every one of the nations has surpassed itself in the prolonged and agonizing test. They have belied their traducers. "Decadent" nations like France have shown what miracles of energy there are in its veins. Inchoate, mob nations like Russia have shown that they are something more than a mob. Disunited countries like the Hapsburg monarchy have shown unsuspected forces of cohesion. Out of the stress and pain of a world-war has come a new vindication of the dignity and strength of humanity.

More of a revelation to the world than the heroic effort of France is the revival of Russia at the beginning of the third year. Russia offers the most destructive refutation of the German-made theories about decadent and mob nations, and of the German-made statistics which proved more than a year ago that the Czar's empire was done for, so far as the war was concerned. Soon after the Galician disasters of 1915 the German military writers were speaking of the Russian army as a disorganized "soldateska" from which nothing further was to be feared. An impressively detailed arithmetic showed that, in spite of the apparently huge human resources of the Russian Empire, its available fighting men were used up. It was the German habit to speak of the Eastern enemy as a barbarian and vermin-ridden nation, capable of little intelligent effort, and certainly without the recuperative capacity which belongs to the higher organisms. Even the friends of Russia must have had their very serious fears after the disastrous campaigns of 1915. Knowing what one did of Russian bureaucratic methods, of graft in high places, of the backward economic and industrial status, of the lack of railroads, factories, skilled labor, and raw war-material, it was a very serious question as to whence were to come the armies, officers, munitions, and supplies for a renewed effort. The answer to all of these queries is not apparent even to-day. But the one sufficient answer is that the thing has happened which by all the generalizations about inferior races and all the statistics inspired by such generalizations never could happen.

What is true of France and Russia is true, although in a minor degree perhaps, of Austria-Hungary. The position of the Hapsburg monarchy is not particularly bright to-day, but we must still read with

caution the confident statistics from Allied sources which go to show that Austria is at the end of her tether. These very same predictions were made two years ago after the first defeats around Lemberg, with much emphasis on the proximity of a separate peace and the secession of Hungary, and what not. These prophecies were based on familiar assumptions regarding the Hapsburg monarchy as a loose union of jarring races, which needed only the slightest impact to fall apart. Unquestionably, the separatist influences in the monarchy have counted in the war, but they have been far less significant than the prophets imagined; for history works more slowly and cautiously than the political prophets do. There is no more certainty about the doctor's verdict on "dying" nations than there is about the title of the vigorous races to triumph and world-empire.

They came principally from Germany, these theories about survival and decadency, on the basis of which the professors were busy changing the face of the earth. They were founded on a ridiculous anthropology of Aryanism and Teutonism, in which a vast display of scholarship was employed to bolster up the vagaries of the professorial mind. This myth of racial superiority maintained itself in face of the obvious objection that Germany, the bearer of the Teuton's message to the world, was only imperfectly Germanic, that Prussia was largely a Slavic nation. The Kaiser's theorizers overlooked the fact that their own insistence upon German efficiency contained the refutation of their racial speculations. For if Prussian discipline could make equally efficient soldiers and workers out of north Germans in Prussia, south Germans in Bavaria, and Slavs in Posen and Silesia, what became of the gospel of innate racial superiority and inferiority? More than that, if Austrians, Czechs, Croats, and Turks needed only a touch of Prussianism to become valiant fighters, the vapors of the Houston Stewart Chamberlains about vigorous and aggressive races, about Teutonism and Latinism, were shown up for what they are worth.

The war has made an end of all this anthropological arrogance. It has re-emphasized a fair equality among the peoples as to their primary virtues—and their brutalities. And the application is wider than Europe. There is little heard now of the white man's burden. It has become very difficult to wave off three-quarters of a billion Chinese, Hindus, Filipinos, and Mexicans from the stage of civilization. Out of the vast horror and suffering there has come this gain at least—the establishment of a decent regard for the value of human beings as a whole.

When the sun shines lay aside a little of your enthusiasm for a rainy day.

Some men are so skeptical that they refuse even to believe the report of a gun.



Some of the Greater Victories of Peace.

My subject is not strictly a banking topic, but I hold it at this time appropriate for any occasion. It is well to consider that it is a topic adapted to our geographical location. It has been said that we of the Middle West do not show much interest in the paramount question of the hour—preparedness for defence. I do not believe that, for the producers of our National wealth are as much interested in conserving for our children and our children's children the blessings which have come to us, as they are in making this country the richest land upon the footstool of the Almighty.

I would feel that I had failed in a duty if I ignored the fact that we are confronted by conditions and events which threaten the peace and happiness of the entire human race—more serious conditions than have threatened humanity and civilization in a thousand years.

The patriotism of the banker has been the theme of many an inspiring discourse in our bankers' conventions, but we can safely take it for granted that bankers have been loyal, true sons of the Republic in great emergencies. We have often told ourselves so and I know that I have so often preached from that text that I have come to believe it myself.

I recently heard a college professor contend that the greatness of a nation depended upon three things—the education of the people, the kind of people and the natural resources of the country. Let's first consider that in our own way. If he is right, upon all three counts this ought to be the greatest nation upon earth, and we are not going to argue or dispute about that—I am sure we will all admit it. As our ancestors made men free, we have consistently and wisely followed that epoch making declaration by making knowledge free to all. Now the professor said that the greatness of the nation depended also upon the kind of people.

The citizens of the United States are the best all around people in the world. That is not an idle boast. It is true because the diversified elements which go to make up our population give us the vitality and power to meet any issue and face any crisis. Other so-called republics have endured for centuries and have fallen. Different races of men have suffered civil rout and social disaster, but here for the first time in the career of humanity, we have gathered together a sample lot of each department of the human race.

There is no longer a typical Ameri-

can—any good looking representative of any nation will pass for an American to-day if he is awake and his clothes fit—and as nothing has yet happened which knocked out the whole human race, there is no standard by which to prophesy ruin for this people or failure for our institutions. We are governed by a wise and powerful ruler—the people's will and its judgment is unailing. Public opinion in this country is the predominating, governing influence. It directs all interests, commercial, social or political. Its expression is the voice of the people, its approval the charter of success, and its support in any undertaking is invaluable.

Our Nation is young, strong, rich, and constantly replenishing the red blood of civilization from the four quarters of the earth. The vitality of the mixture we call American is inherent and the governing power is the infallible judgment of the people themselves, freely expressed through our form of government, and the greatest forces in the making of good citizens from this ideal stock are the home, the church and the public school under the sovereignty of Divine Providence which rules our destiny.

The third requisite for National greatness the professor gave as natural resources.

Our pioneer forefathers found here natural resources incomparably superior to those of any land on earth. That we have been wasteful in conserving them admits of no doubt, and the conservation of forest, field and stream is one of the vital questions of the hour, one of the questions which it is our duty to study and help solve.

History records that the commercial destiny of every people in every country has eventually been worked out in the great valleys. That has been an historical fact from Nile watered Egypt through the centuries and it will be true of the United States of America. The great Mississippi and Missouri valleys are destined to be the centers of manufacturing industry, just as they are now the centers of productiveness and the granaries of the earth. The great cities will be located here just as we find the great cities located along the great internal water courses in practically every country. Those wise enough to stay in this favored section, will live to see the hosts of commerce march here to pay tribute to nature's lavish resources and the bounty of Providence.

The tap root of civilization springs from the hearth-stone, and family life has attained nearer the ideal in

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED**



CAMPAU SQUARE

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

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

Combined Capital and Surplus.....	\$ 1,778,700.00
Combined Total Deposits.....	8,577,800.00
Combined Total Resources.....	11,353,500.00

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED**

No individual has the continuous existence which assures that uninterrupted management so necessary to the welfare of an estate or trust, even though he possesses all other essential qualifications. By naming this Company as your Executor you avoid all uncertainty because, being a corporation, it never dies.

Send for blank form of will and booklet on descent and distribution of property.

THE MICHIGAN TRUST CO.
OF GRAND RAPIDS

Audits made of books of Municipalities, Corporations, firms or individuals.

this country than in any other. Discipline in the home is gentler, the relations between man and woman are more just. It has been well said "the hand that rocks the cradle rules the world" and to the influence of the patriotic American mothers I would assign the strongest tie which binds the American citizen or soldier to his native land.

The greatest opportunities have come to us to win victories of peace—greater than those of war—the victories which bless and make our people happy and prosperous. This is not the time, in the name of international good will and propriety, to flaunt our diamonds in the face of a world at war, nor to at any time gloat over artificial commercial gain, earned no matter how fairly from the unstable wreckage tossed upon our shores by the wild, red maelstrom which threatens to engulf all humanity.

We have not yet won our victories of peace. While we have made a start in the direction of greater commercial, financial and maritime conquests, it has been shown by some of our great economists that we are still far short of having a systematic, businesslike plan of campaign to win what this country with its growing manufacturing resources most needs—foreign trade and commerce, foreign trust and confidence.

The greatest victory of peace which this great republic can win will be through leadership of all nations into a "Confederation of the World and Parliament of Man" or to be strictly practical, the "transfer of National defenses to still larger units in world defense." It might be possible that this war would prove worth the fearful cost, to coming generations, if out of its devastation and suffering comes relief from the burdens of maintaining millions of men under arms in time of peace and the reduction of both armies and navies to an international police force.

Universal peace would not be chimerical if we could invent some system to make the people, and especially the rulers, pay for the wars before they are fought.

The first, and probably the hardest victory to be won for peace—which we can only win through preparedness for war—is to get the idea out of the average Congressman's head that National preparedness means a new postoffice in some doubtful county in his district, or a dredge boat playing with the shifting sands in front of his home town on the river.

When that trench is taken, it follows that we must and will have the ability to put a trained army in the field of sufficient size to make it unthinkable that any foreign power would attempt invasion of our country or would challenge that doctrine by which we have endeavored to safeguard every other republic on this hemisphere—even though they have shown slow appreciation of that fact. This Nation is rich enough and great enough to have every modern appliance for the arming, care and training of our soldiers, and certainly with our great coast lines no less than the

second navy in the world, and for its size the most effective; so that with our National safeguards—the two oceans—it would be the peer of any.

With all this, and most important of all, there should be a revival of the old fashioned brand of patriotism which knits us all into one bond of allegiance to country, ready to defend our homes and native land should the call ever come.

It is the duty of the hour to plan for a still greater victory of peace by fortifying our priceless heritage against invasion, and preparing to speak with authority—authority if necessary backed by the most effective sea power and ten million bayonets in the hands of trained citizen soldiers—to aid the progress of all nations to a guaranteed world peace



THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT TRY US!

Is Your City Doing Things?

Is your Chamber of Commerce or Board of Trade alive? Is it continuously at work? Has it placed your city on the map as a growing, industrious and prosperous municipality? Has it done anything to encourage more population? Is it doing anything to attract new industries?

Does your Chamber of Commerce or Board of Trade need money or members?

The WAGNER Way

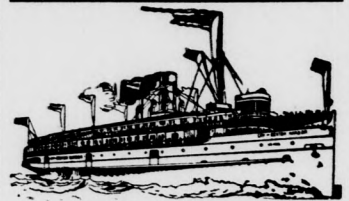
has helped other cities, why not let it help yours? Write today and ask us about our plan and cost.



455-9 Equity Building

DETROIT, U. S. A.

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 Parkland Hotel, at

*8:00 a. m., 9:00 p. m.

*Except Sunday—Flyer for Day Boat Leaves Sunday 11:00 a. m.



GRAND RAPIDS MICH.

177 MONROE AVE.

Complete Banking Service

Travelers' Cheques
Letters of Credit
Foreign Drafts
Safety Deposit Vaults
Savings Department
Commercial Department

Our 3½ Per Cent Savings Certificates are a desirable investment

Investment Buying

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

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

Allen G. Thurman & Co.

136 Michigan Trust Bldg.
GRAND RAPIDS

LOGAN & BRYAN STOCKS, BONDS AND GRAIN

Grand Rapids Office, 305 Godfrey Building
Chicago Office, Bell Main 235

MEMBERS

New York Stock Exchange
Boston Stock Exchange
Chicago Stock Exchange
New York Cotton Exchange
New York Coffee Exchange
New York Produce Exchange
New Orleans Cotton Exchange
Chicago Board of Trade
Minneapolis Chamber of Commerce
Winnipeg Grain Exchange
Kansas City Board of Trade
Private wires coast to coast
Correspondence solicited

THE PREFERRED LIFE INSURANCE CO.

Of America offers

OLD LINE INSURANCE AT LOWEST NET COST

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

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

Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000



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

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

which may never again be broken by sophistries of conquest nor the pride of rulers.

Third, that above all it is our duty, and the most important recruiting movement in winning the greater victories of peace, to inculcate love of country and genuine patriotism in the breasts of all our people, including in the training of our boys and girls for the duties of citizenship, military instruction in every warlike art necessary to resist invasion or defend our rights.

Millions of men, now bound by the iron of military organization, unable to express thought, powerless to exert their mighty strength may remember well when the call comes to break ranks and return to the duties of citizenship, the fearful, wanton waste of life. They may learn that civilization has not everywhere fallen shriveled in the blasts of hatred. They may learn that "God reigns and the Government at Washington still lives." The brave men who have borne the hardships may everywhere demand that any government under which they are willing to live should do its part to prevent their being again called upon to destroy their fellow men.

If to win permanent peace on earth emperors and kings shall be overthrown, if a mighty federation of states like our own Union is to arise where royal decree has sacrificed armies as pawns in the game of destruction, there may lie the greatest victory for peace in the history of the old world.

Let us hope that from the blood stained trenches of France, from the reddened steppes of Russia, from the ensanguined waters of the Baltic and from the shores of the Golden Horn, mankind may look to this great Republic for example and strive to emulate its great ends and purposes. Let our nation be ready to hold high the torch of American civilization as a beacon light to a world wearied of slaughter and unprofitable warfare.

J. A. S. Pollard.

Sixteen New Banks Have Started in State.

During the period of January 1, 1916, to August 1, 1916, sixteen new banks and one trust company have been organized in Michigan. They are:

The Bridgman State Bank, Bridgman, \$20,000; the Farmers and Merchants State Bank of Casnovia, \$20,000; the State Savings Bank of Peewamo, \$20,000; the Highland Park State Bank of Detroit, \$50,000; the Peoples State Bank of Redford, \$25,000; the Commercial State Savings Bank of Lakeview, \$25,000; the Michigan State Bank, Hamtramck, \$100,000; the Farmers State Savings Bank of St. Johns, \$25,000; the Lee State

Bank, Dowagiac, \$100,000; the Michigan State Bank of Detroit, \$250,000; the Commonwealth Savings Bank of Detroit, \$500,000; the Cedar Springs State Bank, Cedar Springs, \$20,000; the East Lansing State Bank, East Lansing, \$20,000; the Olivet State Bank, Olivet, \$20,000; the First State Bank of Ashley, \$20,000; the Peoples State Bank of New Boston, \$20,000; the Guaranty Trust Co., of Detroit, \$300,000.

During the same period the following banks increased their capital stock:

The Industrial Savings Bank, Flint, \$100,000 to \$250,000; the Zeeland State Bank, Zeeland, \$35,000 to \$50,000; the Citizens State Bank, Sturgis, \$50,000 to \$75,000; the First State Bank, Birmingham, \$20,000 to \$40,000; the Newberry State Bank, Newberry, \$25,000 to \$30,000; the Wayne County and Home Savings Bank of Detroit, \$2,500,000 to \$3,000,000; the Peoples State Savings Bank of Midland county, Midland, \$25,000 to \$50,000; the Genesee County Savings Bank, Flint, \$100,000 to \$500,000; the Highland Park State Bank of Highland Park, \$500,000 to \$1,000,000; the Blissfield State Bank, Blissfield, \$20,000 to \$30,000.

The following banks have voted to increase their capital:

The Dearborn State Bank, Dearborn, \$25,000 to \$50,000; the American State Bank of Detroit, \$250,000 to \$500,000.

Changing Name.

The Bank of Riverdale, by vote of its stockholders on January 11, 1916, amended its articles of incorporation changing name to the Riverdale State Savings Bank.

The Peoples Savings Bank of Midland, by vote of its stockholders on June 19, 1916, amended its articles of incorporation changing name to the Peoples State Savings Bank of Midland.

The Worthless Check Nuisance.

Your money is not in bank just because you have deposited one or more properly endorsed checks. The bank has a right to send and get it first, as a matter of self-protection, although the cashier may, knowing you to be responsible, loan or advance currency on such as they come in.

If an occasional check comes back marked "no funds," you are better off than when you are obliged to make good for one stamped "not sufficient funds," as, according to the law in most states, you cannot proceed criminally against a defaulting debtor if he has any balance, however small, in the bank. You have only the alternatives, when you are "stung" with a "not sufficient funds" check, to either persuade the amount out of your debtor or else begin civil suit.

In many cases where checks are

drawn and handed out in excess of balance to credit there is no deliberate intention of fraud. There are many fairly decent men who habitually take chances of getting in money in time to cover amounts checked out, and another lot who are too blamed careless or ignorant of banking usage to keep track of their balances. Such men never get far along the business road to success; but while they last, they do make a lot of needless trouble for those who are foolish enough to trust them. The present tendency of law-making related to the sanctity of checks is to provide some sufficiently adequate punishment for the worthless check writer and some such legislation is badly needed in order to get rid of a common business nuisance.

Kent State Bank
 Main Office Fountain St.
 Facing Monroe
 Grand Rapids, Mich.
 Capital - - - - \$500,000
 Surplus and Profits - \$500,000
 Resources Over
8 Million Dollars
3 1/2 Per Cent.
 Paid on Certificates
 Largest State and Savings Bank
 in Western Michigan

Conservative Bonds
 for
Discriminating Investors
 Netting over 5%
HOWE SNOW CORRIGAN & BERTLES
 MICHIGAN TRUST BLDG GRAND RAPIDS MICHIGAN
INVESTMENT BANKERS

Insurance that insures against fire rather than in case of fire is the kind of very desirable insurance that the

GRAND RAPIDS TRUST COMPANY

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

Ottawa at Fountain Both Phones 4391

Veit Manufacturing Co.
 Manufacturer of
Bank, Library, Office and Public Building Furniture
Cabinet Work, High Grade Trim, Store Furniture
Bronze Work, Marble & Tile
 Grand Rapids, Michigan



Story of a Dry Goods Dealer's Romance.

Chapter II.

Written for the Tradesman.

Curtis Lenier, the magazine writer, looked across the table with unconcealed wonderment on his face. The idea of his friend Elsworth Seaton Moore cherishing a secret penchant for the romantic was a new and unexpected disclosure. After all these years of close friendship, was it possible that he didn't really know his friend Moore?

"You dear old dry goods distributing person!" exclaimed Moore, jubilantly. "I am surprised to hear you say you'd like to have an adventure. Why don't you, now—it would do you a world of good!"

"Why don't I?" snapped Moore, "you talk as if a man could wish himself into the current of the unusual, the romantic and colorful, whereas a dull and prosy person such as I am is doomed to live an uneventful and uninteresting life to the end of the chapter."

"Is that so?" mocked Lenier. "Of course there has always been a large and respectable class of people who so believe and aver, and we must give them credit for sincerity at all events. At the same time I think it can easily be demonstrated to any unprejudiced mind that life—and I mean now the life of just the average person—isn't dull and uninteresting—that is, unless one deliberately wills to have it so. Even in lives that are apparently commonplace and unattractive, there have been or are now on occasions, or may be in the future, moments of real charm and interest, which serve to lift such lives out of the sphere of the commonplace."

"Life is brim full of interesting things—if we know where and how to look for them; and in this wonderful modern day of ours, it would seem to be no less difficult than droll for anybody to live an uninteresting life. Interest, charm, romance are everywhere—in the things people are doing or are attempting to do. Things of a picturesque and romantic nature are happening to people everywhere, every day. It often happens that people of whom you would least expect it have had experiences that are really notable, and if graphically related, would make most interesting reading."

"Time and again we writers of fiction are accused of stretching the garment of verisimilitude to the breaking point in the elaboration of our plots; and people reading our stories not infrequently say it never could have happened that way in real life. But every author who has pass-

ed beyond the tyro stage knows that 'truth is stranger than fiction.' Crude materials of Simon pure romance may be had in any sizeable community anywhere in our country, if one has an eye for such materials. I mean that everywhere—even in the smaller towns and cities—there actually occur scenes and events of a dramatic, romantic, pathetic, sensational, thrilling and picturesque nature. Many of these things that are actually happening are so strange, anomalous and bizarre in their character that the average story writer would be afraid to incorporate them in his imaginative work lest his work seem incredible."

During the delivery of this rather lengthy speech, Moore's face was eloquent of evident interest, not unmingled with frank disapproval; and Lenier knew that his friend was far from being convinced even before he spoke.

"All that has a reminiscent ring," demurred the other, "but I am frank to say I never took much stock in it. My own opinion is that the rank and file of humanity is born to the commonplace as sparks fly upwards; that it's only the extremely rare and highly exceptional life that gets into the lime-light by virtue of forces that beat upon it, and because of events, incidents and occurrences of an unusual and interest-compelling nature that appear to be indigenous to the soil of that kind of a life."

"Would you say then," questioned Lenier, "that some people are pets of the gods of love and chance, while others are not?"

"Well, it hadn't occurred to me to put it that way," laughed Elsworth Seaton Moore, "but I guess that characterization will do."

"Wrong!" pronounced Lenier. "That theory is precisely on a par with the one that attributes all business success to sheer luck; whereas it isn't luck, but ability, grit and the power of initiative, and all other and sundry of those inner mental qualities that go to make up the mental endowment of the successful man. Isn't it so? Now my contention is that anybody who wants adventure can have it—provided he complies with the laws of adventure—just as anybody can succeed in business who conforms to the fixed laws and principles of business success."

"D'you mean to tell me," enquired Moore, "that romance and adventure are governed by laws and principles?"

"Why not?" returned the other. "Can you think of any reason why they shouldn't be?"

"Oh, I guess not," yielded the business man—"only I hadn't ever thought of it in that way before. I

seem to have always taken it for granted that romance and adventure and all that sort of thing were kind of like lightning—striking where and when they would; and that there wasn't any law, logical sequence or success-principle anywhere about it. But you insist," he pursued, "that anybody who desires adventure can have it?"

"That's my contention," returned Lenier, "and I'm prepared to back it up."

"Oh, I see what you mean!" ex-

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.

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

TAKING INVENTORY

Ask about our way
BARLOW BROS. 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. BERN'S, Michigan Representative
518 Murray Bldg. - Grand Rapids, Mich.

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

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.

BOSS OF MICHIGAN Shirts and Overalls

Are very desirable lines to handle. They are well made of good quality fast color materials. We have a big line to select from.

If you are not acquainted with these lines send a trial order.

Paul Steketee & Sons
Wholesale Dry Goods Grand Rapids, Mich.

USE

Citizens Long Distance Service

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



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

Citizens Telephone Company

claimed his friend; "you mean one can give up his business, pack his suitcase and hike off, apropos of nothing in particular and with no definite objective—to some remote country, preferably a place somewhere on the frontier of civilization—"

"I mean nothing of the sort," interrupted Curtis Lenier; "I mean that you can have adventure here in Centerville just as truly as anywhere else under the canopy; for the raw materials of chance and adventure are just as rich and plentiful here as anywhere; and, moreover, it isn't at all necessary for you to give up your business in order to participate in this home-town variety of adventure."

"D'you mean that I—"

"You!"

"That I, Elsworth Seaton Moore—"

"The same being a retail distributor of dry goods."

"Can have an adventure?"

"Sure" affirmed Lenier, "that is exactly what I mean."

"But you forget that I've already been here a long time," expostulated his friend, "and nothing out of the ordinary has happened yet. While I have always longed for something of an adventurous nature to come into my life, nothing of that sort ever has."

"Strange, if true" mused his friend Lenier; "but I wonder if you haven't been walking ankle deep in potential romance without knowing it. I wonder if the gods of love and chance haven't called time and again—only you didn't hear and heed."

"What d'you mean by 'potential romance,' and the call of the gods of chance, adventure, etc.?" quizzed Moore.

"Potential romance,' as I use the phrase," returned the magazine writer, "is an invisible and intangible skein of events, scenes and eventful sequences, of which one may or may not be conscious, and into which he may voluntarily throw himself, if he has awareness and a secret liking therefor. In a somewhat fanciful vein we think and speak of this whole realm of the romantic, the picturesque and the adventurous as being presided over by the gods of such."

"And you really think adventure is to be had for the seeking?"

"Why not? Aren't we admonished on high authority to seek, encouraged by the definite promise that we shall find?"

"But that has a religious application."

"It has a universal application," corrected Curtis Lenier; "it applies to everything. If you want adventure, you can find it—and find it here in Centerville as well as any place on earth. The gods of chance and adventure have called to you, I dare say, many times in the past. And they will doubtless call again: it's up to you to hear and heed their call."

Charles L. Garrison.

What Constitutes a Manufacturer.

What is a manufacturer? The subject is discussed by counsel of the National Wholesale Grocers' Association in the latest issue of the Association bulletin, in connection with the matter of manufacturers' taxation in

several of the states. The views of counsel are as follows:

"In the tax statutes of some states there are provisions relating to the exemption from certain taxes of manufacturers having a certain percentage of their capital employed in manufacturing within the state. The New York Court of Appeals has rendered a decision in the case of Empire State Dairy Company vs Sohmer, 218 N. Y. 199, to the effect that in order to entitle a company to exemption from the state franchise tax as a manufacturing corporation it must be engaged in the production of something different and distinct from the original article with which it works. The court held that the pasteurization of milk is not 'manufacturing' within the meaning of the statute.

"The court distinguished several cases, among others the following where it was held that the business engaged in did constitute manufacturing, viz: catching, preserving by salt and marketing fish, Matter of Alaska American Fish Co., 162 Fed. Rep. 498; refining sugar, State vs. American Sugar Refining Co., 108 La. 60; production of Maraschino cherries, Matter of Rheinstrom & Sons Co., 207 Fed. Rep. 119. In referring to the last named case the court said:

"It appeared that cherries grown abroad and already subjected to two processes for the purpose of bleaching and preserving them were by the bankrupt subjected to ten more processes, among which were those of coloring, sweetening, cooking and flavoring them. The district judge in a very elaborate opinion reviewing, distinguishing and criticising many opinions, took as the basis of his decision the principle that in order to be a manufacturer one must be a 'maker who is the efficient cause of the coming into existence of something that did not exist before' and within that principle he reached the conclusion that the processes of coloring, sweetening, cooking and flavoring to which the natural cherries were subjected, aside from other treatment, 'rendered the article produced * * * a new and different thing' than the original cherry."

Sent Money to Cover Theft.

Lansing, Aug. 7—A queer letter was received by the Mills Dry Goods Co. recently in the nature of a "conscience note," telling of some silk that had been stolen from the Mills store about five or six years ago. Enclosed was found a ten dollar bill in payment for the goods.

Conscience troubled and sorry for having stolen the goods, the woman wrote the following:

Mr. Mills—While visiting in your city five or six years ago, I went into your store and while my friend was being waited upon I was left at the silk counter where some silk was and I saw a piece I liked but couldn't buy. I stole it and have been sorry ever since, so here is the money. I am sorry and hope nobody else was accused of taking it. I suffered for it and that is enough. I have recently been told you were still in Lansing, and so am sending you ten dollars in payment. One Who Is Sorry.

The letter bore a postmark of a town in Pennsylvania.

Mr. Mills says notes of this nature are not common among merchants. It is the first in many years received by the Mills company.



New Joy for the Palate
MAPLEINE
Flavoring

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

Your customers will be pleased

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

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



Registered, U. S. Pat. Off.

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

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

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

Bell Phone 900 City Phone 2713

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

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co

737-239 Power St. near the bridge Grand Rapids, Mich.

MODERN AWNINGS—ALL STYLES



Get our prices before buying
CHAS. A. COVE, INC. Grand Rapids, Mich.

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 W 797 Citizens 4261



Wouldn't a
New Line of
Men's Neckwear
Interest You
At This Time

Our line for Fall trade is now in and ready for delivery. We believe buyers will agree with us, after looking over our stock, that it is unnecessary on our part to make any apology for either style, variety or price.

Our salesmen are showing samples.

Grand Rapids Dry Goods Co.
20-22 Commerce Ave. - Grand Rapids, Michigan

AUTOMOBILES AND ACCESSORIES

Michigan's Share in the Production of Automobiles.

According to Automobile, more than three-quarters of a million passenger automobiles were built in the United States during the first six months of the present year. These figures are not estimates, but are the actual production. In practically every factory in the country the rate of production is being increased by leaps and bounds. During the year, from July 1, 1915, to July 1, 1916, many production records were shattered by concerns, which had installed new methods of manufacture and machinery. In this period 1,300,000 cars were built, despite the shortage of raw materials and the difficulty of securing adequate quantities of labor.

It is no idle dream, in view of these figures, to predict that by the end of 1916 more than 1,500,000 passenger cars will be traveling the roads of this country, or will have been shipped abroad.

Ninety-nine automobile factories produced passenger cars during the first six months of 1916. Of the 754,902 cars made during the first six months of 1916, 96 per cent. were made in the three states of Michigan, Ohio and Indiana. Of this, of course, Michigan claims the lion's share, with the great plants centering in Detroit. Seventy-nine per cent. of all the cars made in this country, from January to July, were made in the Wolverine State, or 595,153 in actual figures.

Ohio ranks second as a car-producing state, having made 15 per cent. of the total, or 111,946. Indiana made 2 per cent., during the first six months, giving a total number of 15,110. The remaining 4 per cent. of the factories were well scattered, with a fair share in Illinois, New York and Wisconsin, where the natural railroad facilities lend themselves to the quick delivery of materials, and also render possible good shipping facilities for the finished product.

Ford leads the list of big producing concerns, with a record of 298,000 cars in the first six months of 1916. Second in order of production, as far as quantity is concerned, is the Willys-Overland plant at Toledo. This concern produced 94,477 cars during the first six months of 1916, and more than 150,000 during the year ending July 1, 1916. Third in production order is Maxwell, with more than 40,000 for the six months period, and approximately double that for the twelve months ending July 1, 1916.

Other big producers are Chevrolet, Buick, Dodge and Studebaker, with more than 40,000 for the first men-

tioned, and between 30,000 and 40,000 for the others for the six months period. There are a great many concerns ranking between 10,000 and 20,000 for the six months, and among them may be mentioned Chalmers, Hudson and Saxon. With practically all these companies, production activities have been such that during the first six months of 1916 many more cars were made than during the last half of 1915, so that the total production figure for the year ending July 1, 1916, is less than double that of the six months then ending.

Some of the statistical figures of the automobile industry are entrancing. When it is noted that one concern alone turns out, in a half-year, over \$119,000,000 worth of cars, it seems almost beyond comprehension that there should be any room for other manufacturers. During the year of 1915, from January 1 to December 30, 892,618 cars were produced.

The total retail value of the passenger cars built in the United States in 1915 was \$565,856,450. Thus far in 1916, or for the period of the first half-year, the retail value of the passenger cars is in excess of \$481,100,000.

One of the most important problems in connection with the work of a big production concern is that of distribution. It has been said that the farmer is the greatest car purchaser of today, and this seems borne out when it is noted that Ohio bought more cars than any other state during the last half of 1915 and the first half of 1916. Actual figures cannot be given for increase up to July 1, 1916, but for the six months ending January 1, 1916, the number of cars in Ohio increased by 58,802, or 48 per cent. over its previous number.

The farmer is all-important as a car buyer. In Oklahoma, the increase of cars for the year of 1916, as compared with 1915, insofar as figures can be compiled at the present time, is 250 per cent. In Mississippi it is 195 per cent. In Louisiana, 210 per cent. and in Idaho, 117 per cent. In the great farming State of Iowa there is one car to every fourteen persons; in Nebraska, one to every twenty persons, and throughout the other

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

**THE DEITZ AUTOMATIC
AUXILIARY CARBURETOR
or DEITZ VAPOR SYSTEM**
WILL POSITIVELY SAVE 25% to 60%
IN GASOLINE

It will keep your engine absolutely free from carbon by means of moisture introduced into cylinders. Increases power. Insures a perfect, powerful explosion at every shot. May be attached to any car.

5-MINUTE VULCANIZER
The Most Useful Automobile Accessory
Will produce a quick, permanent patch for an inner tube—without cement, gasoline or acid. It cannot burn the tube or over-cure, and works in the wind. Will repair blowouts as well as punctures.

**THE "BULL DOG"
SPRING BUMPER**
All attaching connections are universal and fit all cars. Can be attached in 15 minutes, a wrench the only tool required.

**A full line of Batteries
Spark Plugs and Accessories**
Wholesale Distributors:
Brown & Sehler Co.
Grand Rapids, Mich.
Write for Territorial Reservation

Week's Special in Used Autos
Paige, 4-cylinder, electric lights and starting fine condition; special ... \$395
Overland, 4-cylinder, foredoor; special 95
Hupp, 4-cylinder, running fine; special 185
Overland, 4-cylinder, 1912; special .. 195
Regal light 7-passenger, electrically equipped; special 495
Ford 1913, electric lights, 2 new tires; special 245
Brush runabout, very reliable; special 75
Whiting roadster; special 175
Krit roadster, unusually good; special 245
Chalmers 30 speedster, very classy; special 395
Franklin speedster, very classy; special 325
At the long established and reliable place.
Easy terms no extra charge.
Dwight's Used Auto Ex. 230 Ionia, N. W.

EVEREADY

FLASHLIGHTS



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

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

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



The Apperson Roadplane is the newest self-propelled sensation. It is to road travel what the aeroplane is to the sky and the hydroplane to water.

Sixes, \$1,750.00 **Eights, \$2,000.00**
Seven passenger touring Car and the famous four passenger Chummy Roadster. Seven passenger touring car and the famous four passenger Chummy Roadster.

HELPS AUTO SALES CO., Distributors
Michigan St. and Lafayette Ave. **GRAND RAPIDS**

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

EVEREADY
Non-sulphating Storage Battery Sulphation has always been the greatest source of trouble and the final ruin of all lead-acid storage batteries and is to-day of all types except the EVEREADY. In buying this battery you have a long-lived trouble free Storage Battery.
Dealers will do well to write us as we have some good territory where we wish to place Service Stations.
Distributors
SHERWOOD HALL CO., LTD.
30-32 Ionia Ave., N. W. Grand Rapids, Michigan

big farming states on the corn and wheat belts, similar conditions prevail.

During the six months ending July 1, 1916, the number of passenger cars exported to foreign countries has been in excess of 33,000, and valued at more than \$24,000,000. Detailed figures are not as yet available for the month of June, but from January until the end of May, the average monthly exportation was 5,645 cars and the average value of the cars shipped abroad was \$4,059,878 per month. The exact totals of the passenger cars shipped from the country during the five months ending June 1, 1916, was 28,227 cars, valued at \$20,299,393.

To sum up the situation, the 754,902 cars which have been made have practically all been sold, and in many sections of the country dealers are already clamoring for their share of the other 700,000 which are to be manufactured during the remaining six months; and when the year of 1916 shall come to a close, if present conditions hold until the end, the United States will have been enriched by the possession of considerably more than \$1,000,000,000 worth of cars.

Boomlets From Bay City.

Bay City, Aug. 7—J. H. Sloan, who has conducted a meat market in Twining for several years, has recently added a line of groceries to his stock.

R. C. Jennings, of Turner, has sold his stock of general merchandise to Roy P. Eymmer, who has taken possession and will continue the business at the same location.

The drug stock of D. H. Mosure, of Oscoda, was totally destroyed by fire Tuesday afternoon. Loss estimated at \$2,000.

George Hunt, druggist of Turner, has decided to discontinue business at that place and will move his stock to Hale Lake and engage in the drug business there.

At least 3,000 persons are expected to attend the eighteenth annual benediction of the German societies of Michigan which will be held in this city August 13 and 14. Ex-Senator Sheridan Ford, of Detroit, will be the principal speaker. Mayor Kelton will also address the gathering.

John Vetengle, a veteran Saginaw grocer, was drowned Wednesday at Crow Island. Mystery surrounds the death, although it is thought the drowning was accidental.

While flying 800 feet above the Saginaw River in his Wright biplane, L. H. Deremer, a Bay City aviator, was startled to find the rear of his machine in flames. He promptly dove to the river, alighting in the middle of the stream and was almost drowned in his struggle to reach a pier. The machine, valued at \$5,000, is a total loss.

The twenty-sixth annual outing of the Grocers and Butchers Association of Bay County was held at Wenona Beach Wednesday, with at least 12,000 in attendance. Sports and games of all kinds were indulged in and the occasion was the most enjoyable ever held by the Association.

Barber & Walker, general merchants at Metamora, have dissolved partnership. The business will be continued by C. A. Walker.

The shoe stock of S. Ostrander, deceased, of Metamora, has been closed out.

A. & J. Gingrich have removed their shoe stock from the north end of Bad Axe to the business center and have added harness and horse clothing.

Sam Marks, of Munising, has sold his stock of shoes and clothing to S. & J. Lowenstein.

A. B. Lunger, of this city, who represents the Schust Baking Co., of Saginaw, who two weeks ago was stricken with facial paralysis, has so far recovered as to be able to be out for a short time each day.

W. T. Ballamy.

Flakes From the Food City.

Battle Creek, Aug. 7—Saturday of this week the much talked of U. C. T. picnic will be held at Beadle Lake, about three miles from Battle Creek and a very fine pleasure resort. Preparations have been going on in the local Council for the above event for over a month and everything is in shipshape for a rousing good time. Fishing is the only thing which will be prohibited in the way of entertainment and this because one of the members (namely Frank Maltby) last year mysteriously lost an enormous fish which he had struggled for minutes to land—according to Maltby—and the suspicion of the disappearance rested on one J. N. Riste, a highly respected and angelic member of No. 253, thereby causing some little disturbance in the day's pleasures.

Battle Creek is voting to-day on the erection of a terminal depot by the Michigan Railway Co. We of Council No. 253 certainly hope the movement carries, as it will increase the commercial facilities, both in and out of Battle Creek, and also make several heretofore inaccessible smaller towns possible business acquisitions.

The freight service on the M. U. T., which has been advertised as being so efficient and rapid, is being complained of by many local dealers, they seeming to lose much of the freight en route. Whether this is inefficiency on the part of employees of the M. U. T. or over-crowded business conditions, we do not know, but we believe the new road will better this condition to a great extent.

A third and last point in the new road's favor is the fact that two hour service between Battle Creek and Grand Rapids will be maintained by these people and that will eventually mean better service on the always welcome and anxiously looked for Tradesman.

Lost—One Chas. R. Dye. Has not been seen in Battle Creek since the hot weather. Finder please notify Council No. 253 before August 12, as we must have him as a pinch hitter in the annual ball game Saturday.

Thomas Gilkerson painfully injured his hand a few days ago catching the member in a fan. The fan was an electric one, by the way, not a Japanese.

The Metcalf Grocery Co.'s bankrupt stock has been offered for sale by the trustees. This is a large stock of high grade goods.

A heavy rain gratuitously descended upon parched and overheated Battle Creek and vicinity last week and local farm crops have been saved to a great extent.

But it is still hot!

Otto L. Cook.

United Trucks

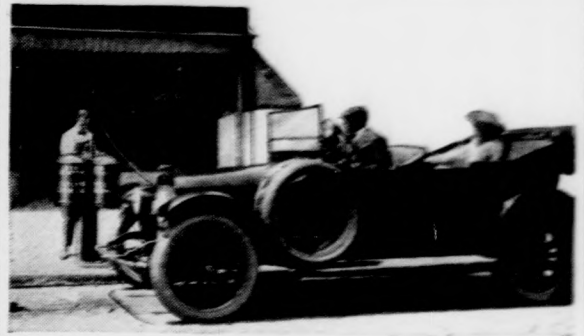
1½ to 6 ton all worm drive

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

Gasolene
Makes the
Auto Go—
It Also
Makes It
Stop



No animal or machine will go unless it's fed—and the modern automobile has quite an appetite. Perhaps it would be better to call it a thirst, but some people might object to that. So pretty regularly the motorist has to buy gasolene, and he always prefers to buy it at a

BOWSER "Red Sentry"
Filling Station

There's a vacant spot in front of your store which might well be occupied by the "delivery" end of the Bowser System. Get the automobilists to stop for gas, and they'll come again to buy supplies for their machines and for the things they need around the house.

S. F. BOWSER & COMPANY, Inc.

FORT WAYNE, INDIANA

Sales Offices All Centers—Representatives Everywhere

Confirmation

Read the testimony of America's greatest Self-made Men confirming your own positive knowledge of investment facts:

"The man who condemns or turns down any proposition without first having acquainted himself with all the details relating thereto, confesses his ignorance and stupidity."—*Marshall Field.*

"I invested my first \$100 in a new enterprise and made \$10,000 out of it."—*Marshall Field.*

"It is the keen-brained man who invests at the start of an enterprise that makes all the money out of it."

"One good investment is worth a life-time of saving."—*E. H. Harriman.*

"The foundation of wealth is the first \$100 well invested."—*J. Pierpont Morgan.*

"Buy when the stock is first offered."—*Claunce W. Depew.*

"Don't delay. Get in while you can."—*John D. Rockefeller.*

"Find the newest and greatest invention and buy its stock."—*A. Graham Bell.*

"You must make your money on your judgment and foresight."—*Jay Gould.*

"Fear is old-womanish and has kept untold millions from making fortunes."—*Andrew Carnegie.*

"Five thousand Americans are worth a million each because they invested their savings in new things."—*Westinghouse.*

The newest and greatest invention is the Clark-Anderson Motor—the greatest new thing open for subscription. Have the courage of your convictions, rely on your own judgment, and take the one road to quick, worth-while profits by investing with us now.

Universal Valveless Four Cycle Motor Co

405-6-7 Murray Bldg. Citizens 7645 Grand Rapids, Michigan



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.

Best Methods of Marketing of Print Butter.

A very large per cent. of the butter sold at retail is cut into one pound or two pound rolls, or prints by the creamery producing the butter, or by the merchant. The market price is usually one or two cents per pound more than if sold in the cubes. Most merchants prefer to cut their own prints for the reason that it is so difficult to obtain uniform quality and weights when the butter is cut by the creamery operator. Many merchants and creameries have a brand or name which is printed on the wrapper and great care is used in selecting uniformly high grade butter for this brand. The weight and neatness of the package also receive proper attention. The satisfied customer returns and asks for the same brand again and again. That brand, because it can be depended upon, inspires the consumer with confidence and increasing demand is the result.

Many creameries have sought an outlet for their butter when cut into prints and have been disappointed when the returns were received and have blamed the merchant, perhaps calling him dishonest or other kindred names. When investigation is made, by following the butter to market, the cause of unsatisfactory returns, in most instances, is found to be the fault of the creamery.

Among the many different kinds of butter cutters on the market, one in which the cutting wires are easily adjusted and tightened should be selected. If the wires can not be kept at a high tension they will spread when being pressed into the butter and over-weight or under-weight prints will be the result. If butter is properly made there will not be much variation in the weight of prints cut from different churnings. If, however, one churning contains soft, spongy butter and the next firm, waxy butter, it will be found that some adjustment of the wires will be necessary. The spongy butter will require a larger print than the well made article. The correct method is to weigh each print and thereby obtain uniform weights. If the print is too heavy a thin slice is cut off and if too light, enough is added to give

full weight. A thin knife of wood with a sharp edge is used for this purpose. It is customary to make the print weigh the exact pound before it is wrapped. Unless the butter is very leaky, the shrinkage will not be more than the weight of the wrapper. The scales and weights must be accurate and attention is necessary to keep them clean and correctly balanced.

In some markets there is a demand that the prints be placed in cartons, in which case plain parchment wrappers are used and the printing desired is put on the carton. When cartons are not used, the brand is printed on the parchment paper wrapper and should be made attractive in appearance. The best quality of parchment paper will be more satisfactory than the cheaper grades. The soaking of the butter wrappers in water before using is to be recommended. Many expert butter wrappers take about one hundred wrappers from the box and before wetting, lay them on a flat surface, then place one thumb on the center of the pile and rub one end with the other thumb nail until the edges separate far enough to be easily raised with the finger nail and then place them in water to soak. When dry wrappers are used, wrinkles will form in the paper and the appearance will not be pleasing.

The prints, when wrapped, should all be placed in the package the same way and the package itself must be selected with reference to neatness. The package is usually lined with parchment paper which prevents dust and dirt from soiling the wrappers. Attention to the little details counts for more than the average buttermaker is willing to admit.

The marketing of the butter is very easy and the prices satisfactory if the exacting public demand is met. The demand for extra fine butter is increasing each year and it is up to the buttermakers to meet it.

C. W. Sly.

Outrageous Condition in the Egg Trade.

The matter of egg breakage in transit, and the refusal of the railroad companies to consider claims for damage and loss caused thereby, unless the broken eggs happen to be so located or so badly smashed as to leak through the fillers and cases, has reached an acute stage where some radical action is necessary to secure justice—if, indeed, the machinery of government any longer affords means of securing justice to

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.

GUARANTEED
 PURE

Bel-Car-Mo
 BRAND
Peanut Butter

MANUFACTURED BY
 THE BEL-CAR-MO-NUT
 BUTTER COMPANY
 GRAND RAPIDS, MICH.

Large 10c, 15c and 25c
 Sanitary Glass Packages
 Nice Profit for Dealer

Sold by All Wholesale Grocers
 See Quotations in Grocery
 Price Current

G O L D B O N D

PACKED IN
 CASES

BROOMS

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

G O L D B O N D

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

Butter Orders Wanted

for fancy pasteurized print butter—
 quality always uniform.

RIPON PRODUCE COMPANY
 Ripon, Wis.

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.

Michigan Peaches

Our best yellow freestones, fine for canning or table use, will ripen in September and October. The crop is light this year, the fruit is thin on the trees and will be good size and fine flavor. Our growers pick when the fruit is at its best and we grade and pack in our large central packing house.

You will get fine fruit honestly and carefully packed if you buy of us.

Write us now and arrange for your supply. Any town of 500 or more people can use a car of peaches during the canning season. If you buy direct from us you not only effect a saving in price but direct shipment in refrigerator car insures the fruit being in fine condition.

Fennville Fruit Exchange

Fennville, Mich.

We also have apples, plums, pears and grapes in season

food distributors. We have never before heard such universal complaints of damage from egg breakage in transit and only a small fragment of it is recognized by the carrier as a basis for claim. In almost every wholesale establishment we find men employed in repacking eggs that have been more or less broken in transit and upon which no claims for the loss are entertained. A flagrant case, illustrative of many others, occurred when a consignment of some 200 cases of Virginia eggs was found to be in such bad shape as to attract the attention of a Federal inspector. Only 110 cases showed external evidence of the breakage except by the rotten odor of all, and while repacking of the 110 cases on dock showed 33 cases dead loss, caused by breakage, the carriers' general rule would entertain no claim on the other 90 cases repacked at the receiver's store.

The attitude of the carriers in this matter is preposterous and unbearable and it seems as though the governmental provision for regulation of these public carriers must afford means of relief from such gross inequity and injustice.

We must confess to a lack of confidence in any willing modification of the arbitrary rules made possible by a combination of these trunk line carriers, by which they foist upon their patrons the losses to which they themselves are liable under the law. There are probably only two sources of relief—the Interstate Commerce Commission and the Courts. If the Commission can not consider the matter as coming under their jurisdiction, if they can not compel carriers to treat all shippers alike in respect to so important an element in the cost of transportation, then the Courts are all that remain. An extensive organization for the prosecution of just claims might cost as much as the damage but it would doubtless after a time, show the necessity for legislative relief from an intolerable situation.

In the meantime why is it that the carriers fail to put into use such inexpensive equipment as has been proven effective in greatly lessening this heavy loss in egg transportation? Shock-absorbing devices are being used privately with remarkable results; why are these not made generally available? Does the apparent ability to shirk most of the losses occasioned by rough handling make the carriers utterly indifferent to the character of their service?—N. Y. Produce Review.

Sample Copy of Tradesman Saved Merchant \$490.

Thornville (Metamora), Aug. 7—1 received a copy of your paper dated July 12 packed with some goods I received from a jobbing house in Detroit and I read it all and it interested me. Most of all I was interested in the write up "Fraudulent on Its Face," because the representative of the company referred to therein, John Bernard, has been working in this part of the State during the last few days, and your paper had me posted; so I thought if a chance copy could save me \$490 in cash, I would send you \$1 for a yearly subscription.
F. H. Rich.

Moisture Standard For Cheese.

The agitation in favor of a moisture standard for cheese goes on and appears to be gaining advocates in the process. A number of Wisconsin cheese dealers have come out strongly in favor of such a standard to be adopted by their State and also for use in the enforcement of the Federal food and drugs act. They have now decided that a standard of 39 per cent. water is ample for American Cheddar cheese and they are prepared to recommend this as a legal limit to the Federal Committee on Standards which now has the subject under consideration.

The Tradesman has stated its position on water standards for cheese on several occasions in the past and we feel it unnecessary to repeat at this time our reasons for withholding our active support from a movement to establish such standards at present. However, since so many of those engaged in the manufacture and distribution of American Cheddar cheese hold an opposite view, and are working hard for some control of cheese water content, there is no doubt that this will carry considerable weight with legislators and food officials and we may expect a determined effort to secure the passage of cheese water standard legislation in several of our dairy states. We may also expect continued efforts to secure some regulation governing cheese water content to be used in the enforcement of the National Food and Drugs Act.

In view of this prospect we would urge upon those now so strongly advocating cheese moisture standards that they temper their enthusiasm with the fullest deliberation. If we are to have cheese water standards it is of the utmost importance that these be made liberal enough to permit manufacturers to turn out a type of cheese satisfactory to their trade. A standard, or rather a criminal limit, so low as to make compliance a serious burden to a large number of manufacturers should be avoided, and such a standard is easier enacted than modified after enactment. The majority of cheese dealers and cheese manufacturers at present, including some who favor water standard legislation, know little as to the actual amount of moisture in the cheese they handle or manufacture. It seems to us that no effort to secure a definite moisture limit for American Cheddar cheese, and especially such a limit designed to apply to interstate shipments, should be attempted until a careful investigation has been made of the normal water content of the many types of American Cheddar now extensively produced in different sections of the country, and until the advisability of establishing a series of standards, one for each type, had been given careful consideration.

The path to success is paved with good intentions that were carried out.

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.

SEND US ORDERS

ALL KINDS FIELD SEEDS

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

Both Phones 1217

MOSELEY BROTHERS

Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

The Cream of the Wheat

Every kernel of good quality wheat will produce a certain percentage of flour.

This flour is of varying quality, only a certain portion of it being choice flour while the balance is known as "low grade."

In the manufacture of the improved

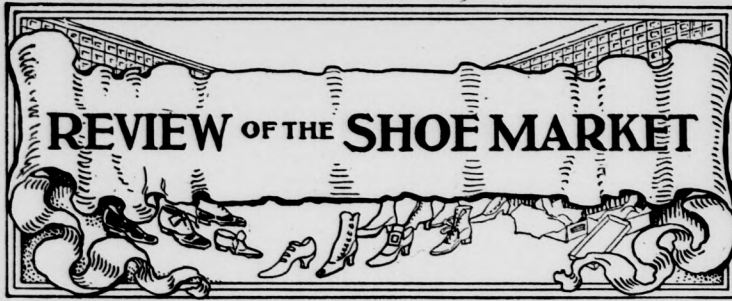
New Perfection Flour

the expression "the cream of the wheat" may be used literally, since we "skim off" or, to use a more modern term, "separate" the cream or choicest and richest portions of the flour. This "cream of the wheat" is packed in our New Perfection sacks while the low grade flour is sold for other purposes.

This accounts for the increasing popularity of New Perfection Flour.

Watson-Higgins Milling Co.

Grand Rapids, Mich



The Best of All Merchandising Attainments.

Written for the Tradesman.

A young lady employed by the Smith-Kasson Shoe Store of Cincinnati, to train a bunch of raw recruits to their sales force, began her conference by asking the following pertinent question:

"What is your attitude towards the customers of this store?"

I recall having heard somewhere this paradoxical statement:

"The customer is always right—even when he's wrong."

This, of course, is a severely abbreviated proposition, in which more is implied than stated. Strictly speaking, the customer isn't always right, as you and I well know; but for tactical reasons, it is a pretty safe bet just to let on as if he were right, and then proceed to adjust any complaints that he may have from that standpoint.

There are many kinds of business rules, maxims, mottoes and aphorisms; but here's the whole thing in a nut-shell:

Satisfaction on the part of the customer is the fulfillment of the law of success.

Can you beat it?

E. St. Elmo Lewis tells about a store of his acquaintance that puts out the following rule:

"We insist that you have what you want and keep only what satisfies you."

The retail business concern that adopts that rule, and lives up to it, ought to have customers coming to its doors in a continuous and ever-increasing stream.

Is that a visionary and impractical standard of commercial excellency? Is it a rhetorical statement that must be taken with the customary pinch of sodium chloride, or do we understand the words to mean what they seem to imply?

Personally, I do not think the standard here set up is in any sense visionary or impractical. I interpret the language literally.

Give people what they want, and they'll want to come back with other wants. If the merchandise they buy makes good; if it measures up to advance representations—there'll be no argument about their keeping it; and there'll be no question of their satisfaction with it.

But if it wasn't what they wanted, to start with; and if it proves to be less durable, worthy or desirable than they had reason to believe it would—they'll be dissatisfied.

Therefore the oft-quoted statement:

"No transaction is complete until the customer is satisfied."

First in war, first in peace, and first in the heart of every merchant, who is wise to the laws of selling, is the customer.

One of the very excellent business aphorisms adopted by the United Cigar Stores Company, is the following:

"Customer first, because on him our very existence depends."

Vast is our obligation to that anonymous, ubiquitous and most estimable person, the customer. "May his tribe increase!" is the wordless prayer on the lips of every merchant throughout the land.

He who would be truly great in a commercial way, as in other departments of life, must become obedient to the primal law of service.

Therefore the wise merchantman voluntarily becomes a servant in the house of his friends, the customers.

With all the arts and amenities whereof he knows, he seeks to please; for it is absolutely essential that he have, not merely customers, but customers who are pleased.

Therefore the fine art of acquiring satisfied customers is the newest and best of all latter-day merchandising attainments. Frank Fenwick.

In the District Court of the United States For the Western District of Michigan—Southern Division.

In the Matter of THE FAIR, Bankrupt. In bankruptcy 1497.

Notice is hereby given that pursuant to the order of the Court this day made I shall sell, at public auction, to the highest bidder, at the store formerly occupied by said Bankrupt, 307-309 Monroe Avenue in the City of Grand Rapids, Michigan at ten o'clock a. m. on Thursday, August 17, 1916, the assets of said bankrupt estate which are inventoried and appraised as follows: A stock of groceries, dry goods, ladies and childrens ready to wear, ladies, misses and childrens furnishings, toys and house furnishing goods, fixtures and three auto delivery wagons and one auto delivery truck of the inventory value of \$12,678.63, which has been appraised by competent appraisers at the sum of \$6,620.21. The assets are staple and in good condition, nothing over one year old. Copies of the inventory will be on hand at the sale and may be seen at the premises or at the office of the Trustee before the sale. Said sale will be for cash and subject to confirmation by the Court. Notice is hereby given that the sale will be confirmed on August 22 unless satisfactory cause to the contrary is shown. The right is reserved by the Trustee to reject any and all bids considered by him insufficient. Cash deposit of 25 per cent. will be required on all goods sold subject to confirmation.

WALTER H. BROOKS Trustee,
537 Michigan Trust Co. Bldg.

Hilding & Hilding,
Attorneys for the Trustee.
Grand Rapids, Michigan.

Often a full purse goes with an empty head.

SPECIAL

Boys' School Shoes At "Before the Advance" Prices

We have 2,500 pairs of Boys' and Little Gents' school shoes which were bought at a special price.

These shoes are made of good quality gun metal stock with heavy half double McKay sewed soles.

If bought on the present market they could not be sold at these prices.

Our Special Prices—While They Last

No. 6208—Boys' Gun Metal Button, sizes 1 to 5½	\$1.60
No. 6209—Boys' Gun Metal Blucher, sizes 1 to 5½	1.60
No. 9815—Little Gents' Gun Metal Button, sizes 9 to 13½	1.30
No. 9816—Little Gents' Gun Metal Blucher, sizes 9 to 13½	1.30

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

Here's Real Value

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

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

No 140, Same, only tan . . . \$2 00



The value is there in both UPPER and SOLE.

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

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Pickings Picked Up in the Windy City.

Chicago, Aug. 7.—One of the things Chicago has done of late is to retire all city civil service employes on a pension of \$50 per month, after they have been in service twenty-five years. This has been the means of installing a little enthusiasm in the city employes regarding efficiency in their departments. This pension has been held on the rolls for five years for the purpose of accumulating a surplus. July 15, was the beginning of the pension. Up to date a half dozen have taken advantage of the pension. This is a good example for other cities to follow.

A good many people would have liked to have stock in the Detroit "steal" of last week.

The writer paid a visit to little old Grand Rapids last Thursday, and found that the same old good fellowship prevailed. Automobiles were at my service all the time. E. A. Stowe, editor of the Michigan Tradesman, was very generous with the use of his car. Boys, it is hard to beat our editor for hospitality.

No let up in "Safety First." All passengers leaving the boats or trains, when accompanied by children, are held up by the City Health Department until the children have been examined for the purpose of stalling infantile paralysis.

Any one driving a car in Chicago must be either the owner or a licensed chauffeur. If stopped by an officer and the driver is not one of the above maybe the loss of the next day in the Speeders Court and maybe makes a donation of \$10 and costs in addition.

Chicago deals in real estate last week amounted to \$2,211,562.

Anyone visiting Chicago will be well paid if he visits South Water street between the hours of 4 in the morning and 1 in the afternoon. Nearly all of Chicago's commission transactions in fruit, vegetables, poultry and eggs are handled on this street. It takes from fifty to sixty policeman to keep traffic open, the street is so congested. It is a common sight to see hundreds of carloads of merchandise being loaded, unloaded and reloaded. It is also quite a sight to watch how a short street, eight or nine blocks long, is able in a few short hours to take care of the great amount of business of this line of merchandise in a city the size of Chicago.

Charles W. Reattoir.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 7.—The extreme weather of the past few weeks has taken "the crimp" out of nearly everything, the iceman's business excepted, and the regular official scribe for Gabby Gleanings has been for the past few weeks conspicuous by his absence from these columns. Even "Sunny Jim" failed to come across last week and with his non-appearance comes the report of the most daring holdup and robbery in the history of Detroit! Many an innocent man has been pronounced guilty just because he could not prove he was on his usual vocation at certain stated time—alas poor "Jamie." Our old friend Tapert comes along beautifully these extremely hot days, but William lives in a nice cool place in Cloverland. The wonder is how Charlie Reattoir captures so many news items during this hot weather in the little village of Chicago, but Charlie always was of the rapid fire kind.

Grand Rapids Council has been doing business at the old stand, admit-

ting a few new members. The July and August meetings were conducted short handed of regular officials, yet enough "has beens" were on hand to conduct abbreviated initiatory sessions, and the candidates were fortunate, indeed, even if they did not fully realize it. At every meeting some of the different officials were absent, from Senior Counselor to the outside station of Sentinel. Even the official stereopticon has not been on the job and the faithful few were deprived of seeing the Ray of Hope pictures, even up side down.

Thomas G. Perry, representing the Richards-Wilcox Manufacturing Co., Aurora, Ill., was the "newly made" at the August meeting.

There is going to be a picnic. J. Vanderveer, chairman of the picnic committee, made the announcement that everything was settled for Saturday, August 26. The place is Jenison Park. Who will be there? Everybody, including E. A. Stowe and Mrs. Stowe. Special cars on the Michigan Railway will leave station at 9 a. m. Fare for the round trip, 65 cents a person. A special dinner will be served in the dining room at 50 cents per. No, siree, no lunch baskets on this trip. Just put on your picnic cloths and join the merry throng. If you can't make the 9 o'clock car, take a later car, but don't be late for the eats, for they will be great and interspersed with special music by the U. C. T. band. If you own an automobile the committee requests that you leave it in your garage and come on the cars, for we must have a certain guarantee in number to secure this special round trip rate of 65 cents.

At the September meeting reports will be given of the doings and findings of both the Grand Council meeting at Traverse City and Supreme Council meeting at Columbus, Ohio. At the August meeting a memorial resolution was passed on the death of Past Grand Counselor James F. Hammel, of Lansing, and Charles A. Wheeler, of Marquette, and a committee was appointed, consisting of John D. Martin, W. S. Lawton and Eugene Scott, to extend the sympathies of No. 131 to the families of each of our departed brothers.

"And as the blessed angel turns the pages of our years, God grant they record the good with smiles and blot the ill with tears." Ja Dee.

The amateur pickpocket is always waiting for an opportunity to get his hand in.

It's easy to have a good opinion of people whom you don't know very well.

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

Mayer HONORBILT SHOES
In Demand Everywhere

Eight Inch Work Shoe

BICYCLE CUT

The farmer's choice of fall work shoes



No. 446—8 inch chocolate kip, bellows tongue, 2 chrome soles, nailed \$2.75

No. 450—8 inch black kip, split cuff, bellows tongue, 2 chrome soles, nailed 2.60

No. 452—8 inch chocolate kip, split cuff, bellows tongue, 2 chrome soles, nailed 2.60

Order now.

Our stock is complete.

HIRTH-KRAUSE COMPANY

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

This Black Elk Bootee

Is a great Early Fall Seller



Price
\$2.50

No. 2731

Just the ticket—try it.

Grand Rapids Shoe & Rubber Co.

The Michigan People

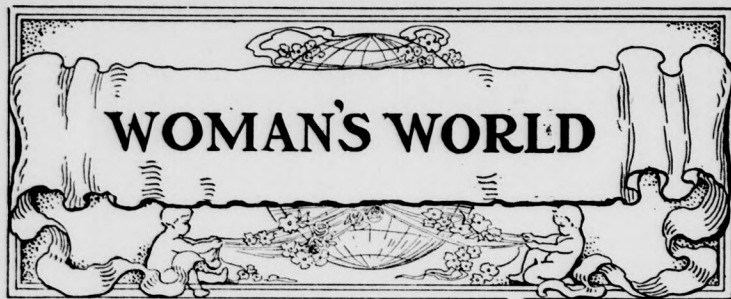
Grand Rapids

"Brandau-Brand"

Service Shoes
FOR SHOP AND FARM

Manufactured by
Brandau Shoe Co. - Detroit, Mich.





WOMAN'S WORLD

If You Happen To Be the Rich Relative.

Written for the Tradesman.

If you are rich you perhaps wonder why there must be any such creature in the world as a poor relation. The kindred that for some reason or other never prosper—they keep a certain spot in your mind sore and uneasy. Why need your tranquillity be disturbed in this way? Why can't you enjoy your abundant income, without that lurking feeling that maybe you ought to be using some of the money to make your relatives happy and comfortable?

There are some people who always stay poor through what seems sheer perversity. Your own brother maybe. Why is it that he persists in trying one foolish venture after another, putting into each every cent he can rake and scrape together at the time? Since he never wins out in any of these schemes of his, why doesn't he settle down and work for some other man on a salary? It's his own fault that he always is broke.

Why did Cousin Louise with her good looks, charming personality and all, throw herself away on a preacher? An exemplary man to be sure, and really very bright and affable, but without a dollar in the world. He is not gifted as a speaker, and so always has to take some out-of-the-way charge that can pay only a little skimpy salary. With three children it's a miracle how they get along—you sometimes wonder whether they always have all they want to eat, and you shudder. But Louise had so many admirers who were men in independent circumstances, one really can have no patience with her.

There are other people who, through no fault of theirs, seem destined to continued bad luck. Uncle Josephus is a farmer. Not one of the kind with an automobile and money out at interest, but instead, deeply in debt and always having a hard time. Why is it that every late spring frost and every early fall frost, every drouth, every hail storm and every hot wind hit Uncle Josephus's crops? Why is it that lightning seems to strike on his place oftener than on any other farm within fifty miles? Scarcely a summer passes that he does not have a horse or a cow killed in an electric storm. All sorts of misfortunes befall him.

If there must be such people as your ne'er-do-well brother and Cousin Louise and Uncle Josephus, to be perfectly frank, you would greatly prefer that they would be no connection of yours. This feeling is not new nor peculiar to yourself. Years and years ago some shrewd and witty writer

observed that "a poor relation is the most irrelevant thing in nature, an odious approximation, a haunting conscience, a perpetually recurring mortification, a drawback on your rising, a stain in your blood, a drain on your purse, and a more intolerable drain on your pride." "An odious approximation—a haunting conscience"—could there be more fitting expression of feelings as old as human nature itself?

But the haunting conscience will not down. The poor kinsfolk have a claim—a claim somewhat indefinite, it is true, but one which ought not to be ignored. How one treats poor relations is really a great test of character.

Mrs. Withey is made of the stuff of heroes and martyrs. She must be, to be so kind to Mr. Withey's Aunt Betsey. During the last few years the Witheys have become wealthy. Socially they are very prominent. Aunt Betsey and Uncle Andrew live in a little village a few miles out of the city. Frequently the old lady drives in with her wheezy horse and dilapidated buggy. Always she comes to her nephew's and is made welcome there. Sometimes she comes Saturday morning and stays until Monday. On these occasions she has the time of her life. Mrs. Withey takes her down town and they make the rounds of the large stores in filling Aunt Betsey's brief shopping list, have lunch at a good cafe, and go to picture shows or take in some other entertainment that she enjoys. On Sunday morning she must accompany them to church. She is introduced to all their friends as "our aunt, Mrs. Slocum." Doubtless Aunt Betsey's shabby dress and peculiar ways (which attract attention wherever she goes) sometimes cause Mrs. Withey embarrassment and mortification. But no one, least of all the old lady herself, ever knows about it. The Witheys have not limited their kindness to these small courtesies. Although it is not generally known, I have it on good authority that they paid off a mortgage on the property, thus enabling Uncle Andrew and Aunt Betsey to keep their little home. Could there be a better or more practical charity?

If you happen to be the rich relative in your family, can you find a better use for a part of your money, than aiding your own people as they may need and deserve? Other individuals or causes of various kinds may appeal to you more strongly, but don't forget your poor relations.

Some are strangely negligent of this obligation. I know a man who has made money easily. He has the

You don't take chances when you take

OUR FURNITURE

It's good, reasonably priced and we stand back of it with a make-good guarantee.

Klingman's

The Largest Furniture Store in America

Entrance Opposite Morton House

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

Lowney's Chocolates

in fancy packages

For Summer Trade

A fresh, complete line in stock all the time

Order by mail or from our representatives

Putnam Factory National Candy Company, Inc.
GRAND RAPIDS, MICHIGAN



THE
COFFEE WITH
A
"PUNCH"

Distributed at Wholesale by

Judson Grocer Co., Grand Rapids, Mich.

financial instinct and has been successful in all his undertakings. For years he has been wealthy. An own sister of his, who died a short time ago, never knew anything but grinding poverty. She was an industrious, frugal woman, but married to a worthless man. Her brother did not help her. He was too selfish—too entirely absorbed in his own concerns. Just a few dollars now and then, which he would not have missed at all, would have brought some brightness into her hard life and would have meant so much to her!

Providing comforts and unaccustomed luxuries for middle-aged and elderly relatives who have not been successful in the financial struggle, is an investment that will yield big returns in satisfaction and happiness. No one ever knew of such benefactions doing the least harm.

Aiding the young, the nephews and nieces and second cousins who are coming up, is a matter requiring judgment and insight as well as kindly intention. The purpose and idea should be to help these young people to help themselves, to develop their ability and initiative and get them on their own feet. A too generous dispensing of money and luxuries may work harm rather than benefit.

Any truckling to win favors should be repressed. When poor relations develop a cringing spirit, it quite often is because the rich person directly encourages it—"comes down" liberally when flattered and fawned upon. This can not fail to demoralize. Making a great pet and favorite of some one young relative, not because he or she is especially deserving or especially needy but merely from personal bias and preference—this often in the long run is bad for that one, and certainly seems unfair to the rest.

Don't be the doting, foolish type of rich relative. But sensibly give a little needed help to your cousin's boy who is trying by his own efforts to get a practical education. Place your energetic young nephew in a position where he will have a chance to develop his powers. You have a niece who works hard and supports her mother. Let them both have a good outing at your expense.

About fifteen years ago, when the three sons and three daughters of the McDermott family were most of them in their teens, their father met with losses which left him almost stranded. He was a plucky man, but he felt his reverses keenly because he so greatly needed means for educating his children. His sister came to the rescue. Having a good-sized income from her husband's estate, she devoted much of it to the McDermott boys and girls. She was shrewd and wise and did not spoil them. But she gave them advantages of education and society and travel, which but for her they could not possibly have enjoyed. Do you not call hers a noble and beautiful philanthropy? Quillo.

The Psychology of the Bargain Table

Women who as a rule are gentle and polite become pushing, elbowing fanatics when attracted by a table of bargains so dear to the feminine heart. The woman who would not think of

treading on one's toes or digging her elbow in her neighbor's ribs in the ordinary walk of life transgresses on the rules of propriety in the midst of a bargain sale.

Ask the salesperson what class of shoppers make the easiest to serve, and they will tell you the experienced bargain seeker, for she as a rule knows what she wants when she wants it, and wastes little time in details when she sees displayed a true bargain. This class of shopper becomes so adept and knows a store's stock so well, they can tell at a glance just what the goods sold for in the regular order of things.

Then there is the undecided shopper, she who oscillates from this article to that, and finally buys nothing, all the while keeping back others, eager to be served. She does not seem able to make up her mind to anything, and makes up her mind finally to purchase nothing.

Then we find the "curious shopper," she who seldom makes a purchase, but mixes in every throng, turning over this and that article, suggesting to her neighbor what to buy and what not to buy, and making herself a nuisance in general. This class is known in the parlance of the shop as a "looker," and is fought shy of by the clerks.

The inconsistent shopper comes next, she who wants the salesgirl to overlook all rules and regulations, who won't wait, rules or no rules. This type customer causes explanation to be made and wastes the time of clerk and manager. She means well, but cannot understand why the store system must be followed.

Next we have the bargain hunter, who covets the goods of her neighbor; she who tries to usurp the selection made by others. There may be dozens of articles remaining unsold on the bargain table, which she will scornfully disdain to purchase, preferring to wrangle with the woman next her over possession of some trifle. This shopper even goes so far as snatch articles from the hands of the previous purchaser. It is she who always complains the best bargains are gone, but truth to tell she is always jealous of her neighbor's selection.

To demonstrate how keen the average shopper is and how they can scent a true bargain in season or not, here is an illustration: The other day a lady attended an advance sale of bathing suits. As soon as she saw the goods displayed, she exclaimed, "Oh, they are the suits you had on sale last year at such and such a price," and she was right, too, as was proven in this case; she also knew more than the clerk, a newcomer, and not near as familiar with the store's stock as the shopper in question.

Tall women seem to have the advantage in a bargain sale, as the clerk singles them out by their commanding presence. They are able in many instances to reach over the heads of the shorter women, secure some bargain plums the less fortunate and shorter shopper overlooks.

If you want to make a study of the "genus shopper," attend a bargain sale and see them in action on a bargain day.

Piles Cured WITHOUT the Knife



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

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

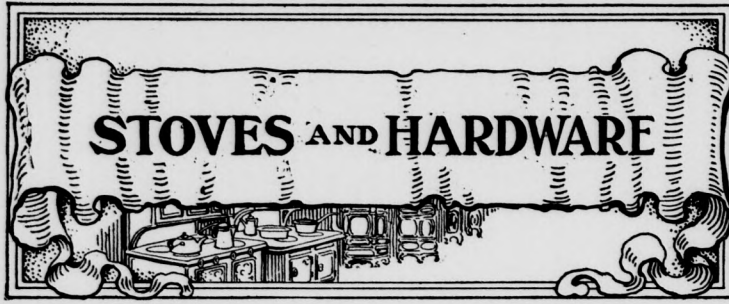
We are not extensive advertisers as we depend almost wholly upon the gratitude of the thousands whom we have cured for our advertising. You may never see our ad again so you better write for our book today before you lose our address.

DRS. BURLESON & BURLESON

RECTAL SPECIALISTS

150 East Fulton St.

GRAND RAPIDS, MICH.



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

Hardware Merchant Should Look After Collections.

Written for the Tradesman.

In preparation for fall buying, the hardware dealer is well advised to look closely after collections. Where any credit business is done at all—and there are few stores that adhere to a strictly cash basis—there are sure to be considerable amounts outstanding on the books.

This money belongs by right to the merchant; and it will do him a lot more good if it is entered in his bank account instead of in the customer's.

A fair proportion of customers will pay promptly if they are reminded. The only reminder necessary in such cases is a statement of the account.

The customers who do not respond promptly to such a reminder should be got after energetically and kept after persistently. It is just such customers who, given the chance, will develop into genuine slow pays and irredeemable dead beats.

Careless credit is responsible for a good part of the dead beat nuisance. The genial assurance of the hardware dealer that "You can pay whenever you feel like it, old chap," breeds in the mind of the customer a kindred carelessness in regard to settling. Hint that you don't want and don't care when you get the money due you, and the customer will not be in any hurry to settle, especially if other creditors are pressing him.

Too many merchants in this respect are like Tode McDonald who lived over at Mooretown. Tode had a large family of sons who grew up to be rascals. "Yet I trained 'em good," pleaded Tode. "When I felt good, I was awful good to 'em, and when I felt like getting after 'em, I got after 'em hard." Just such fitful methods in handling credit customers are responsible for a lot of dead-beatism.

There is a lot in suggestion. The average merchant, asked for credit, is apt to say: "You can have all the credit you want"—that is, if the credit customer looks like good pay. Of course the most careless of merchants will shy at the applicant for credit who is definitely known to be slow pay.

But there is another way to handle the good credit customer. It is the modern, businesslike way. Asked for credit, the merchant has a heart to heart talk with the applicant:

"How much credit would you like?" he asks. "Would you prefer to settle monthly, fortnightly or weekly? Most customers make their settlements on pay day—when is your pay day? And where are you employed?" These, and, if necessary, other questions are tactfully put.

The answers to these questions put the merchant in possession of certain definite and very valuable information regarding his customer. But the catechism itself is of still greater value. It impresses upon the customer's mind the idea of prompt and regular settlement—that in securing credit he has assumed a specific obligation which must be met the moment it falls due.

That is how suggestion can be made to help the merchant when it is necessary for him to give credit.

In another way suggestion will help him to side-step credits. Having made a sale and wrapped up the goods, the merchant not infrequently says:

"Shall I charge this?"

Here is the suggestion that credit will be extended. More than that, it is a voluntary offer to extend credit. The shrewd merchant on the other hand puts the matter in different form. He says, simply:

"That comes to a dollar and a quarter."

This puts it up to the customer to ask for credit, if he really must have it. As a matter of fact, there are quite a few instances where a customer with the money will pay cash unless charging is suggested. The suggestion that the goods be charged, on the other hand, gives the customer the idea of using the money to make other purchases elsewhere; and,

Holland Ladder & Mfg. Co.

Holland, Mich.

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

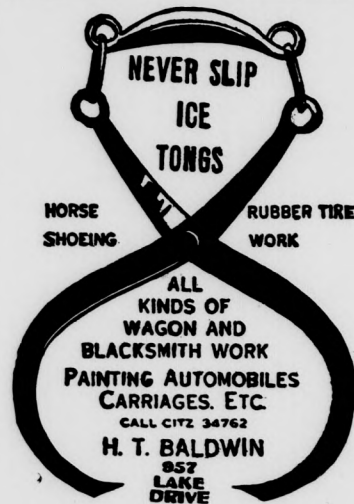
Sand Lime Brick

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

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.

HOSE

Big Stock
 For Instant Shipment
 At Right Price

½ inch 3-5 and 7 ply Garden.
 ¾ inch 3-5 and 7 ply Garden.
 ½-¾ and ¾ Moulded Garden.
 15 and 20 feet Woven Cover 2 inch Suction.
 ¾-1-1½ and 1½ Woven Cover Suction.
 ½-¾-1 and 1¾ 4 and 5 ply Steam.
 1-1½-1¾-1¾ and 2 inch Auto Radiator.
 Brass Ring Lawn Sprays \$4.75 doz.
 Round Top Hose Reels \$6 00 doz.

¾, 5-16, ¾ and ¼ Rawhide Cut Lace.
 Krome Tan Cut Lace.
 U. S. & Chicago Inflectors.
 Myers Cog Gear Tank Pump.
 3 x 10 Iron Pump Cylinders 95c.
 Set Length Pumps \$2.45.

VanDerVoort Hardware Co.
 Lansing, Mich.

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

REYNOLDS FIRE SAFE SHINGLES

Reduces Fire Insurance Rates

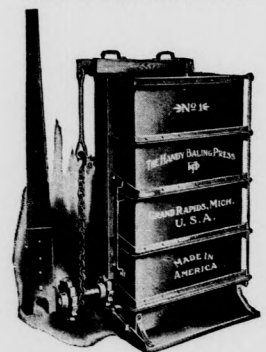
Will Not Ignite from Flying Sparks or Brands

Sold by
 All Lumber Dealers

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

The Handy Press

Turns Waste Into Profit



All Steel Fire Proof
 Paper Baler at

\$25.00

(Also larger sizes)

Proved by years of service

Write To-day

The Handy Press

Manufactured by
 The Grand Rapids Salvage Co.
 Grand Rapids, Mich.

in most instances, the customer will accept the invitation, have the goods charged, spend the money which might pay for them, and—perhaps unforeseen contingencies crop up, and a settlement is delayed for months, if it is made at all.

A generous-hearted merchant (and there are lots of them in the hardware trade) will exclaim: "Now, I simply can't be hard on folks! Do unto others as you would be done by!"

In the first place, extending credits cautiously and laying emphasis on the need of prompt settlement is most emphatically not being hard on folks. On the contrary, it is genuine kindness to a lot of easy going people who have a mania for spending their money before they earn it. What such people need is training in the great fundamental of business, that fair exchange is no robbery, but that goods bought must be paid for.

Nor should the merchant himself look for unlimited credit and expect it on the score that he gives unlimited credit to his customers. The unlimited credit he gives is just the very agency which puts a decided crimp in the amount of credit he gets. Credit is based (in wholesale and jobbing circles) on the anticipated ability of the retailer to make prompt settlements, and his ability to settle promptly is judged by the manner in which he does settle. To settle for what he buys, the merchant must insist on equally prompt settlement for what he sells. Wide open credit, if he could get it, would work as much injury to the retailer as to the ultimate customer; and the retailer man—fortunately for him—can't get it. Why, therefore, should he extend it to other folks?

Having granted credit, however, the merchant is well advised who keeps his eyes open and looks after his credits closely. A first essential is to keep his accounts posted. I have known retailers who did an extensive credit business whose ledger entries (the old systems of book-keeping were then more in vogue) were months behind. Nowadays, modern business systems facilitate the prompt posting and rendering of accounts.

Accounts should be rendered the moment they are due. If the store system calls for accounts to be rendered at the end of each month, they should be sent out within the first day or two of the ensuing month. One large corporation I know of renders every account to every customer on the first day of the month—and it has hundreds of small accounts. The rendering of such accounts regularly is a considerable help to prompt settlement.

The old-time merchant posted his accounts when he felt like it, and rendered them when he was hard pressed for money, not otherwise. Those were, however, easy-going days. The needs of the moment in retail merchandising call for prompt and regular settlements; and the wise merchant will do all he can to encourage the customer to pay up on the dot.

The customer who doesn't settle

at the prescribed time should be looked after at once. No retailer wants to be harsh. If the customer—through illness or other legitimate reason—is unavoidably unable to pay, the retailer isn't going to jump on him, sue the account, hale the creditor before the judge or otherwise act like the villain in a melodrama. But, if there's a reason for non-payment, the retailer is entitled to know that reason. He is entitled to the information without going after it; and if there's no settlement and no excuse for non-settlement, the merchant is justified in going after both, and taking the settlement by preference, if he can get it. Victor Lauriston.

Market Analysis.

A large St. Louis wholesale hardware house has an information department in which is tabulated a great variety of current facts affecting markets and buying. At periodic intervals the house sends enquiries to all its traveling salesmen instructing them to mail to the main office on a specified day definite information bearing on crop conditions, industrial developments and local situations generally.

When all these reports are in, the information they contain is tabulated and arranged for quick reference. Graphic maps are then drawn in colors, and the heads of the business are able to size up every salesman's territory at a glance. This gives them data on which to base estimates of what the salesmen can be expected to sell; and it gives a basis for buying.

If, for instance, the hay crop is poor in one section it will have a bearing on baling wire. If automobile sales are good in another section it will accelerate the sales of certain lines of hardware. This is simply the old proposition of knowing your business. "Going it blind" is the cause of much disaster.

More people would come out on top if they were willing to start at the bottom.

Henry Smith
FLORIST
139-141 Monroe St.
Grand Rapids, Mich.

"Blizzard" Ensilage Cutters



CLEMENS & GINGRICH CO.

Distributors for Central Western States

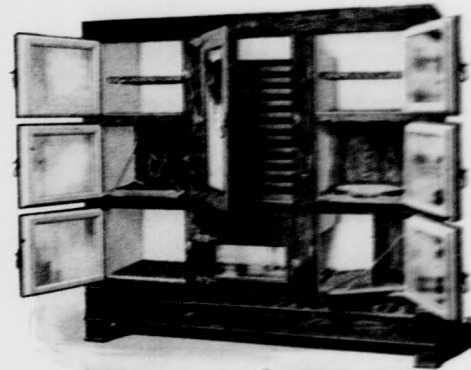
1501 Wealthy St.

Grand Rapids, Michigan

B & B Ice King
Refrigerators and
Refrigerator Counters

For the Grocer and Marketman

Absolutely the finest produced. Sold on easy monthly payments. Send for free catalog No. 32.



Beauty,
Durability,
Economy,
Efficiency,
Safety and
Satisfaction.

None Better at
Any Price

Ligonier Refrigerator Co.

210 Cavin Street

Ligonier, Indiana



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

THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE

326 W. MADISON ST. CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



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

True Mission of the Traveling Salesman.

If all that has ever been said and written about salesmanship could be placed in one volume, there would be, indeed, a book that would break all records for voluptuousness.

Although there have been rapid and remarkable strides made during the past twenty years in this thing of salesmanship, there is unquestionably room for further advancement.

Salesmanship, we believe, needs to be systematized—not collectively, but individually. The salesman needs to get a better grasp on just what he wishes to accomplish; what constitutes the permanent elements of successful salesmanship.

This cannot be done, however, by thinking solely of "getting the order" so long as another extremely important individual exists—the buyer. It is plain that the salesman is wholly dependent upon the progress he makes with the buyer. Why, then, is it not best to have the buyer form a greater part of our deductions?

It is going to be a great thing for the entire selling fraternity when it is learned that "forced" sales can never be entirely satisfactory to any one concerned.

One thing is certain: If the salesman has something which the prospective buyer actually needs, it must be conceded that the man has sense enough to know he needs it. But the reason he so often is either slow in buying or defiantly refuses to buy is because the salesman has spent his force in trying to convince the buyer that he needs it instead of merely letting him know what he has to sell.

There is too much mesmerism, too much bluff and force attempted in selling. The average salesman thinks of his customers as having limited intellects or that they are just opposed to anything that would advance their best interests.

This is an incorrect and a very destructive viewpoint. The fact is that the buyer is far more interested in obtaining some thing he should have than the salesman is to sell that something.

The salesman who does not meet with the success he should is very likely trying to "sign orders" instead of being saturated with the desire to give his prospects genuine service. "What can I do for my customers?" instead of "How much can I get out of them," will convert an order taker into a salesman that will have all the business he can handle.

The true mission of the salesman is to give service. Every normal human being is constantly looking for something that will promote his best interests. If the salesman can furnish this something the only thing to do—the only thing that can be done is to simply, plainly and honestly tell the prospect what he has to sell.

Always Tell the Last Story.

The two commercial travelers were boasting to each other of the merits of the respective fireproof safes for which they were agents.

"I guess," said the first, "that we've given our safe 'some' test, and I reckon that our best trial was when we heaped up a collection of combustibles round it which took a week to burn out. Inside that safe was a little dog provided with food and water. At the end of the week we raked away the embers and opened the door of the safe which had been in the middle of that blazing bonfire for a week. Out jumped the little dog, well and happy, wagging his tail with delight."

"Yours is a good safe," said the other, "but it isn't in the same block with ours. We adopted the same test precisely, and when we'd raked away the embers and came to the safe at last we opened the door and our little dog—" He paused dramatically.

"Was dead," interrupted his rival. "Yes, sir," was the reply. "You've hit it. Frozen to death!"

The value of a man's advice depends upon the success he achieves by following it.

It is difficult to convince the head of the house that two heads are better than one.

THE RATHBONE HOUSE AND CAFE

Cor. Fulton and Division

It's a good place to stay and a good place to eat. You have service when you want it.

If you will try us out once we'll make things so comfortable for you that you'll come again soon.

THE NEW MERTENS
 Rates \$1.00
 With Shower \$1.50
 Meals Set
 WIRE FOR RESERVATION
 A Hotel to which a man may send his family

Snyder's Restaurant

41 North Ionia Ave.
 4 Doors North of Tradesman
 Special Dinners and Suppers 25c

THE CUSHMAN HOTEL PETOSKEY

LEADS ALL THE REST
 RESORT SEASON NOW ON
 Kindly drop card for reservation

HOTEL CODY

EUROPEAN
 GRAND RAPIDS, MICH.
 Rates \$1 and up. \$1.50 and up bath.

Hotel Hermitage

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

Rates without bath 50, 75 and \$1.00

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

CAFE IN CONNECTION

At Harbor Springs, Mich.

The Emmet House

is a good place to stop
 Open all year \$2.00 per day

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

The Hotel Geib

Eaton Rapids, Mich.
 L. F. GEIB, Prop.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

Hotel Charlevoix

Detroit
 EUROPEAN PLAN

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

Grinnell Realty Co., Props.
 H. M. Kellogg, Manager



BUFFALO
 450 Rooms 450 Baths



DETROIT
 1000 Rooms 1000 Baths



CLEVELAND
 1000 Rooms 1000 Baths

What We Promise

HOTELS STATLER promise certain definite things to every patron—to you. Among them are:

- A courteous, gracious, interested service from employees.
- A little more than full value for your money, whatever the amount you spend.
- A complete equipment that makes for your comfort in many unusual ways.

If we were not making good on these promises we could not be building a fourth Hotel Statler at St. Louis (to be opened next year). For it is only by pleasing people that we can grow.

Every room has private bath, circulating ice-water, and many other unusual conveniences. Morning paper delivered free to all guest-rooms. You get more for your money—unquestionably—at any Hotel Statler.

HOTELS STATLER

BUFFALO—CLEVELAND—DETROIT
 Hotel Statler, ST. LOUIS, now building
 Rates from \$1.50 Per Day



DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Aug. 7.—Whether Lee & Cady have placed a premium on married life or whether it was because the "bug" got loose in the vicinity of the big wholesale grocery house, we cannot explain, but when four employes, some of whom the eligible young ladies had already given up as too difficult for the average to land, join the seething mass of benedicts within the space of a few days, one is led to believe something in the nature of capital prize has been offered by some one. Those who were snared by the cunning Cupid were George Hamlin and Gordon Bailey, special representatives for the cigar department, Jesse O'Keefe, grocery salesman, and Richard Galwey, cashier. All of the newly weds are well known, both in the city and about the State. "Dick" Galwey is one of the oldest employes with the company and has reached his present responsible position from a humble beginning. Well wishes from many quarters are extended to the boys. As a word of encouragement, we wish to remark that often one hears of married people living to a ripe old age.

The big traction strike is on in New York and the usual violence that often accompanies a great strike. In other words there is more trouble on foot.

For the third time in three weeks burglars broke into the tailor shop of Dieterle & Rundell, 94 Fort street, West, and escaped with merchandise valued at \$1,000.

A. E. Putman, dry goods merchant of Washington, Iowa, was in Detroit last week on a buying trip. Mr. Putman will be remembered as a former Michigan merchant, having at one time conducted a general store in Milan. He reports business very brisk in the West, with no signs of a slump.

J. Ham Lewis follows Hughes to Detroit on a campaign tour. That's where the brush comes.

Hyman Ablowitz, department manager for Wather's department store, Bay City, was in Detroit last week. He was returning from a trip through the East.

The Schulte Cigar Co. has engaged in the retail cigar business at 8 Monroe avenue, in the old stand of the Central Cigar Co. It is said the new store is one of the largest of its kind in the country.

Bandits held up and robbed an automobile carrying the pay roll of the Burroughs Adding Machine Co., amounting to \$32,500. This could not have occurred in Grand Rapids. There was \$32,500 in the chests, as we stated before.

On the other hand, taking the last week's orgie of crime into consideration, we cannot see where Charles Reattoir, the Chicago correspondent, has so much to boast about his native heath.

We cannot help but notice when bounding over the State in a railway coach how meek the husky and mighty village cut up is before the onslaughts of the crafty train "butcher."

The Atkinson Truck Co. has leased the building at 427 Brooklyn avenue, formerly occupied by the Detroit-Princess Manufacturing Co. The latter company is now located at 215 Larned street, East.

To some of the salesmen a vacation simply means a temporary change of territory.

Frank N. Sealand, for the past four years branch manager of the Winton Motor Car Co., has resigned to become general manager of the Cleveland-Cadillac Co., of Cleveland, his former home. Before leaving the city a complimentary dinner was tendered him by members of the Detroit Automobile Dealers' Association at the

Detroit Athletic Club, when he was presented with a traveling bag.

The Michigan State Telephone Co. has leased half of the third floor of the new Kressge building, at Grand Circus Park, to be used as a part of its auditing department.

We are at a loss to understand why the Tradesman persists in calling it the Kaiser's war when the German people are paying for it.

A. Helperin, suffragette, political worker and erstwhile insurance torment, is summering in Lakeview, Michigan. This news comes as a shock to the local fishermen, as the arrival of Mr. Helperin all fish of an eligible size take to the subterranean passages in Tamarack Lake.

The Timken-Detroit Axle Co. is keeping all employes who resigned to join the National Guard on the payroll. The Packard Motor Car Co. has notified its former employes now serving with the guards that it will see that their families shall not be in want during the term of their enlistment.

The American Restaurant has been opened on Jefferson avenue, East, near Meldrum avenue.

"Whisky Sowed in Patch" is a caption in the Sunday Detroit Free Press. Which brings to mind that a great many patches have been sewed on account of whisky.

The word has gone out for every member of Cadillac Council to produce at least one candidate for the September meeting and from reports one of the largest classes in the history of the Council will be initiated—and Cadillac Council has initiated some whoppers. This is but the beginning of a movement to build the Council until it becomes the largest in the United States. Past performances of the Council make this movement one that bids fair to become a reality.

R. G. Wrighton, manager of the Detroit office of the Kee Lox Co., 43 Buhl block, has returned, tanned but tired and happy, from his vacation and has again assumed his duties.

James Hardy, former Senior Counselor of Cadillac Council recently received a note signed by the initials A. W. W. The note says that James Technicality Hardy may be witty, but when he has a man like M. G. Howarn (also Irish) in the front seat of his Packard, his wit rather pales into insignificance. The epistle closes by asking said James if the big Celt doesn't on such occasions capture his hoedus, meaning in street conversation, goat.

C. C. Starkweather, Grand Page of the United Commercial Travelers, accompanied the good roads junket through the State. Detroit newspapers credit Mr. Starkweather with becoming a very capable stump speaker, which may be interesting knowledge to those who know him but casually, but to hundreds of others, including U. C. T. members and automobile dealers, he is known as a fully developed speaker far above the average stump variety. Mr. Starkweather was general manager of the Traveling Men's Fair held in this city last December and is manager of the local branch of the Buick Motor Car Co., of Flint.

Frank Weber, President of the Weber Bros. Co., decorator, 17 West High street, died at home last Saturday after a lingering of four years. Mr. Weber was born in Detroit 57 years ago and resided here all his life. He was well and favorably known throughout the city and for many years was prominent in the wall paper and decorating circles. Surviving are his widow and four sons, Frank, Charles, Ralph and Harry J. Weber, all of Detroit.

A new store is being completed at 822-824 Kercheval avenue for J. Dickman, just half a block from his present location. Mr. Dickman carries a line of dry goods, men's and women's furnishing goods. It is claimed

the new store, when completed, will be one of the most modern and up-to-date in that section of the city.

Jay Thompson, Jr., of the Jay Thompson Co., department store, Bay City, stopped in Detroit last week while en route to New York on a business trip.

H. J. Farmer, representative for the United State Fidelity and Guaranty Co., with offices in the Builders and Traders Exchange, left last week for an automobile tour through Ohio and Kentucky. He was accompanied by his two sons, Ray and Harry.

The Signal Motor Truck Co., formerly located at 672-674 Commonwealth avenue, has moved into its new factory at Charlevoix and Connors Creek. The production of trucks will begin at once on a larger scale than was possible in the old quarters.

"Bears Rule Market," reads the Sunday market report. In other words, the Bears have been throwing the Bull.

A new factory is to be built for the Ireland & Matthews Manufacturing Co. at Green and Chatfield avenues. Final general contracts have been awarded.

Thousands of visitors are in Detroit this week attending the different conventions, four of which open during the week. Special review of the Supreme Tent of the Macabees, Association of Dairy, Food and Drug Officials, Barbers Supply Dealers' Association and the Commercial Jobbing and Confectioners Association are the organizations meeting here.

J. W. Schram, former Secretary of Cadillac Council, has virtually strained his optic nerves counting the automobiles which pass the door of his home on East Grand Boulevard hourly. He states that on week days the average is 500 per hour, while on Sunday this number is doubled.

One Tradesman writer made an extensive wital interesting trip, according to last week's edition. Page 16 through to page 24.

Fred Rieck of Rieck & Gust, clotheirs, Utica, was a Detroit business visitor this week.

We take our vacation next week. As the Missus remarked, "think of the great amount of work that won't be done at home that week."

Victor G. Kemp, formerly with H. T. Schneider & Co., 2268 Jefferson avenue, East, has engaged in the jewelry business at 3148 Jefferson avenue, East. Mr. Kemp, during the three years he was affiliated with the Schneider Co., built up a large personal following which will stand him in good stead in his new venture. He has had several years' experience in the watch and jewelry repairing business.

James M. Goldstein.

The French government's tax on war profits is apparently an imitation of the English tax. The measure just adopted by the French Parliament provides for a tax of 50 per cent. of all excess profits exceeding \$1,000. Profits realized will be compared with the average profit made during three years previous to the war, and average normal profits may be increased by five-twelfths for the period from August 1, 1914, to December 31, 1915. An official of a munition company in commenting on this tax, pointed out that it, like the English and Canadian taxes, was a tax on practically all "war profits" made from any business. This, he said, bore more evenly over the entire community than the "prejudiced" American tax on munition makers. Of course, being a munitions maker, he also pointed out how a special tax on munitions threatened the cause of "industrial preparedness" in this country.

New Trust Company Organized at Saginaw.

Saginaw, Aug. 7.—Thirty-four representative business men and residents of Saginaw, Detroit, Midland, Birch Run and Mt. Pleasant have organized the Saginaw Trust Company with a capital stock of \$250,000. The incorporators are as follows: Ben G. Appleby, William C. Wesschmann, Charles W. Knehl, Otto L. Dittmar, Harry E. Oppenheimer, Max Heizenrich, William R. Baum, Samuel E. Simons, Joseph W. Fordney, Emmett L. Beach, A. J. Zanel, Warren N. Brady, George A. Alderton, Julius R. Liebermann, J. A. Dunkel, William J. Orr, August C. Welfo, Charles E. Lown, Adolph P. Krause, Peter Drummond, Samuel Seitzer, Adolph Seitzer, William T. Cooper, L. R. Cooper and Frank J. Moser, of Saginaw; Fred and John P. Hemminger, formerly of Saginaw, now of Detroit; William C. Fitzpatrick, George T. Hilsendegen, Richard L. Lawson and Frank W. Blair of Detroit; William Reardon, Midland; Charles Wolfman, Birch Run; and Howard E. Chatterton, Mt. Pleasant.

The officers are as follows: President—Geo. A. Alderton. Vice-Presidents—William J. Orr, S. E. Symons and Emmett L. Beach. Directors—G. A. Alderton, J. W. Fordney, W. R. Baum, E. L. Beach, Harry Oppenheimer, S. E. Symons, William J. Orr, August C. Welfo, O. L. Dittmar, R. G. Appleby, W. T. Cooper, W. C. Wesschmann, Julius R. Liebermann, C. E. Lown and Peter Drummond, all of Saginaw; and Frank W. Blair, John P. Hemminger and W. G. Fitzpatrick, of Detroit.

The Saginaw Trust Company is the seventh trust company in the State, Detroit having four and Grand Rapids two. It is believed that the field for such a company in Saginaw is a good one, and it is expected that the Saginaw Trust Company will draw business from the Northern part of the State, particularly as it is more favorably located geographically to care for the trust needs of this part of the State than any of its competitors of the Southern part of the State.

Millionaire and Pionier in Fight For Cemetery.

Muskegon, Aug. 8.—The question of title to less than an acre of ground only one block from Muskegon's main business street, Western avenue, the burial place of two-score Indians, and now occupied only by a gnarled oak and a white wooden cross, is likely to precipitate a legal battle in the near future.

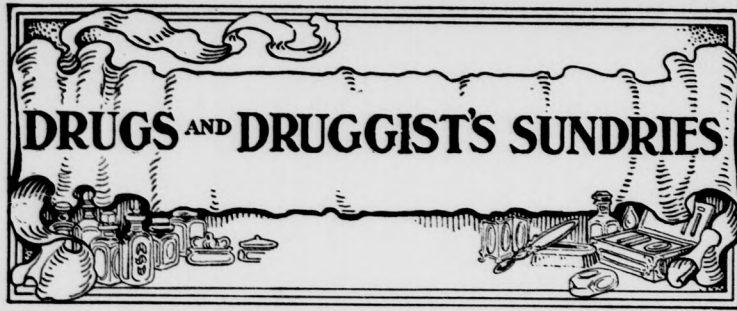
William Baddeau, who has lived here since his birth in 1840, and Martin F. Ryerson, the Chicago millionaire lumberman, formerly of this city, claim the property.

Baddeau plans to bring suit to quiet his title. He traces his claim through a series of old Indian deeds. Baddeau's father, one of Muskegon's earliest residents, owned at one time 80 acres in the heart of the city's business district. The Masonic and Elks' temples, the Occidental Hotel and the Union depot are all on land once owned by his father.

Baddeau claims his father deeded one square acre to Simon Nemowis-week, an Ottawa Indian chief, for a burial ground. The Indian cemetery is a portion of this burial ground, Baddeau says. Later his brother, Joseph Baddeau, was given a quit claim deed by the chief, but this document was lost. In 1889 Baddeau obtained a deed to the property from the chief's son.

Baddeau asserts that Ryerson, claims he admitted the superior claim of the Baddeaus long ago by offering his mother \$500 for her interest in the ground. Mrs. Baddeau refused the offer, however.

Man is he who thinks, but a lot of us just use our heads to keep our nails on.



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.

Why Some Applicants Fail to Pass.

The following are a few of the "luminous" answers to questions asked by the Missouri Board of Pharmacy at the April meeting. It explains why some fail to make the required average.

Galenical preparations are those that have been known since the galenical times.

An anodyne is an ointment intended to be inuncted into the body by rubbing.

The human organs of digestion are the larynx, the pharynx, the glottis, the small intestines, the large intestine, the liver and the rectum.

Pressure on a volume of gas will reduce the temperature.

There are 25.5 minims to the fluid ounce.

Weight is the scale for dry stuffs, measure the scales for liquids.

A solution is a mixture that mixes well.

Filtration is the science of settling from the mixture.

Distillation means to put a liquid into steam and running the vapor through a copper still, allowing the vapor to return to a liquid.

The general method of preparing medicated waters is just enough of the drug to flavor the water mildly.

To make four ounces of Liq. Ammon. Acetatis: take water four ozs., carb. ammonia one small lump, acetic acid two drachms, let effervesce as long as it will.

Tinctures are made from fluid extracts by reading the formula on the bottle.

A spirit is a weaker solution than the drug. A milliliter is the unit for the metric system.

A fruit is that part of the seed which furnishes the food for the embryo.

Epidermis is to make the sap, which comes from the roots into food for the plants, it is also the breathing organ.

A drug is a substance that has some medicinal properties in it.

Ergot: Its action is to restore the afterbirth to its normal state.

Gentian grows in America in warm dark places.

Taenicide is used as an anticeptic.

Oleo-resin is a solution of a resinous drug in oleic acid.

Oleo-resin of cubebs is made by dissolving the drug in oleic acid.

The dose of podophyllin is one-half to one drachm.

Oleo-resin is the fruit of cubeba. Ortho is the meat that is in the hollow of the bone.

Penta is allspice.

Enema is a blood tonic, to make red blood corpuscles.

Vaccine is a medical substance on a bone point against smallpox.

An acidulous element is one from which a large amount of acid is extracted.

Bicarbonate of soda is made by adding bicarbonic acid to soda. It is a sweet viscid stimulant.

Non metallic elements are: Ginger, Licorice, Orris root, Cascara, Ergot, Nux Vomica and Hydrastis.

Carbon is a mineral secured from the tropic regions of North America. Carbonates are chemicals which produce carbonic acid or gases.

The dose of sulphur is four grains, of cream of tartar ten to fifteen grains.

A fruit is a fleshy substance produced by a plant, as the plum, apple, pear, etc.

Indian hemp comes from the stem, habitat in America.

Musk is a substance found on the ox, used to make perfume.

Cantharides is found in the Spanish fly, poisonous if taken. It acts on the generative organ of the female.

Analysis is the art of examining a substance to see if there are any germs, synthesis is the act of examining a substance to see if there is a fracture.

An element is anything which has length, width or thickness, or which is obtained in crude form or in combination.

Analysis is analyzing by a test or annilizer; synthesis is the same or anything that collects albumen.

Botamy is the study of all vegetable and animal life.

The various parts of a flower are the buds, the inner leaf and the outer leaf.

Demulcents are mucilage like drinks; emollients are like soft ointments.

Balsam Peru is derived from the Peru tree.

Prepared chalk is made from bones and lime.

Volatile oils are made from precipitation of plants.

Indigo is a mineral reduced to a fine powder.

Litmus is a composition of coloring matter.

606 equals blood tonic. Neosalvarsan is a blood tonic.

Petrolatum is the skimmings of coal-oil pumped out of the ground.

A resinoid is the solid portion removed from an alkaloid.

Liquor potassium hydroxide is chlorinated soda.

Liquor ferri chloridi is made by dissolving ferric chloride in water, allowing it to stand three months before using.

Saccharin is an exudation 500 times sweeter than sugar.

Antiseptic is a substance used to free something from germs.

Sweet milk is given in large doses to produce nausea and vomiting.

Oleo-resin of wild cherry is an off. prep. of Prunus Virginiana.

Cells are small holes in plants.

Cellulose is the fine skin clinging to the inside of plants.

Neutral principle is what keeps a plant alive.

Specific gravity is the power a fluid has in weight, specific volume is the contents.

Pharmaceutical preparations are preparations prepared by pharmaceutical houses, and are known as preparations.

What Is the Best Antidote For Ants?

Custer, Aug. 7—I have a little matter that I thought a man of your experience and good judgment would be able to assist me in remedying, and that is what is good to combat the plague of ants? I am bothered something dreadful. My clerk devotes about half his time to fighting them. If you could tell me something that would rid me of the pest I shall think that my subscription to the Tradesman has paid for itself for the next twenty years—and then some. Honestly, I shall greatly appreciate any assistance that you can offer me.

A. C. Hansen.

The best antidote for ants we know of is powdered borax, sprinkled liberally wherever the little animals congregate. It will not kill them and some of them will not vacate immediately, but in the course of a day or two it will be found that every ant has disappeared.

Cedar wood oil will accomplish the same purpose, but its pungent properties are so great that it cannot be used near food or any other article which will absorb odors. It also tracks badly on account of its oily nature and sticky consistency.

If any merchant knows of a better antidote than powdered borax, the Tradesman would be pleased to hear from him on the subject.

Treating Wounds With Carbon Dioxide.

The enormous percentage of suppurating wounds in the present war has revived the world-old use of carbon dioxide in the treatment of infected wounds. A bayonet thrust or a jagged cut from a shrapnel fragment or any one of a thousand wounds may readily become infected and, especially in the case of punctured wounds, it is sometimes a problem to secure proper drainage.

The old method of packing the wound with gauze, which must be withdrawn and replaced daily, is rapidly giving way in certain hospitals to the more modern use of the so-called "carbonyl" wound powder. This powder is a mixture of bicarbonate of soda, acetic acid and sugar, and when packed into the wound slowly evolves carbon dioxide gas which, in forcing its way out, clears the way for the passage of pus. The mixture is antiseptic and the sugar is added because of its well-known healing power.

Glass Will Cost More.

It is a foregone conclusion that glass of all kinds will cost more this year, and some of the reasons are that a carload of soda to-day costs \$300 more than it did a year ago; a carload of nitre costs \$550 more; fuel costs from 5 to 15 per cent. more; sand, 5 per cent. more. To this must be added a slight but significant raise in freight rates. Common labor is higher and getting scarce, owing to the leaving of so many foreigners for Europe to answer the call to the colors.—Crockery and Glass Journal.

Malt and Hop Tonic

"When Mothers once take it
They never forsake it."



Grand Rapids
BREWING CO.
For Sale by all Wholesale Druggists

"The End of Fire Waste"

COMPLETE APPROVED

Automatic Sprinkler Systems

Installed by

Phoenix Sprinkler & Heating Co.

Grand Rapids, Mich.
115 Campau Ave.

Estimates Free

Detroit, Mich.
909 Hammond Bldg



GROCERY PRICE CURRENT

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

Table with columns: ADVANCED, DECLINED. Items include Lobsters, Rolled Oats, Evaporated Apples, Evaporated Apricots, Solar Salt, Some Flour, Shrimps.

Index to Markets

By Columns

Index to Markets table listing various goods and their corresponding column numbers (A through Y).

1 2

Main price list table with columns 1 and 2, listing items like Ammonia, Axle Grease, Baked Beans, Bath Brick, Breakfast Foods, Brooms, Brushes, Butter Color, Canned Goods, Catsup, Cheese, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Coffee, Confections, Cracked Wheat, Crackers, Cream Tartar, Dried Fruits, Evaporated Milk, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour and Feed, Fruit Jars, Gelatine, Grain Bags, Herbs, Hides and Pelts, Horse Radish, Ice Cream, Jelly, Jelly Glasses, Macaroni, Mapleine, Meats, Canned, Mince Meat, Molasses, Mustard, Nuts, Olives, Petroleum Products, Pickles, Pipes, Playing Cards, Potash, Provisions, Rice, Rolled Oats, Salad Dressing, Saleratus, Salt Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

3

Table 3 containing categories: CHEWING GUM, CHOCOLATE, CLOTHES LINE, COCOA, COCOANUT, COFFEES ROASTED, CANNED GOODS (Apples, Blackberries, Beans, Blueberries, Catsup, Cheese, Strawberries, Tomatoes, Tuna).

4

Table 4 containing categories: McLaughlin's XXXX, CONFECTIONERY, Mixed Candy, Specialties, Chocolates, Pop Corn Goods, Cough Drops, NUTS—Whole.

5

Table 5 containing categories: Peanuts, CRACKERS, In-er-Seal Trade Mark Package Goods, Bulk Goods, Cans and boxes.

Table 6: Sugar, Butter, Soda, Oyster, Specialty, Dried Fruits, Cream Tartar, Evaporated Milk, Farinaceous Goods, Fishing Tackle, Cotton Lines, Linen Lines, Poles, Bamboo.

Table 7: FLAVORING EXTRACTS, FLOUR AND FEED, Winter Wheat, Dried Grocer Co., Kansas Hard Wheat, Worden Grocer Co., Peanuts, Peanut Butter, Petroleum Products, Pickles, Playing Cards, Provisions, Hides and Pelts.

Table 8: Tallow, Wool, Horse Radish, Ice Cream, Jelly Glasses, Mapleine, Mince Meat, Molasses, Mustard, Olives, Canned Meats, Rice, Rolled Oats, Salad Dressing, Saleratus, Sal Soda, Salt, Saffron, Smoked Salmon, Herring, Trout.

Table 9: Smoked Meats, Sausages, Beef, Pig's Feet, Tripe, Casings, Uncolored Butterine, Canned Meats, Rice, Rolled Oats, Salad Dressing, Saleratus, Sal Soda, Salt, Saffron, Smoked Salmon, Herring, Trout.

Table 10: Mackerel, Seeds, Shoe Blacking, Spices, Whole Spices, Starch, Kingsford, Glass, Syrup, Pure Cane, Table Sauces, Tea, Gunpowder.

Table 11: Colong, English Breakfast, Caylon, Tobacco, Soda, Spices, Starch, Kingsford, Glass, Syrup, Pure Cane, Table Sauces, Tea, Gunpowder.

SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Cigars, and Vinegar.

13

Table with 2 columns: Item Name and Price. Includes categories like Cigars, Vinegar, and Wicking.

14

Table with 2 columns: Item Name and Price. Includes categories like Churns, Clothes Pins, Egg Crates and Fillers, Faucets, Mop Sticks, Pails, Toothpicks, Traps, Tubs, Washboards, Window Cleaners, Wood Bowls, Wrapping Paper, and Yeast Cake.

15

TELFER'S COFFEE advertisement featuring a 'DETROIT USA' logo and a list of coffee products and prices.

AXLE GREASE advertisement featuring an image of a 'MICA LE GREASE' can and a list of prices for various sizes.

BAKING POWDER advertisement featuring a list of prices for different brands and quantities.

ROYAL SOAP advertisement featuring an image of a 'ROYAL' soap can and a list of prices for various sizes.

FITZPATRICK BROTHERS' SOAP CHIPS advertisement featuring a list of prices for different soap products.

KITCHEN KLENZER advertisement featuring an image of a 'KITCHEN KLENZER' can and a list of cleaning products.

FOOTE & JENKS' Killarney (BRAND) Ginger Ale advertisement featuring an image of a 'KILLARNEY' can and promotional text.

16

White House Coffee advertisement featuring an image of a 'WHITE HOUSE COFFEE' can and a list of prices.

MORTON'S SALT advertisement featuring an image of a 'MORTON'S SALT' can and a list of prices for various quantities.

SOAP advertisement featuring a list of prices for different soap brands and quantities.

Washing Powders advertisement featuring a list of prices for different brands and quantities.

Soap advertisement featuring a list of prices for different soap brands and quantities.

17

Procter & Gamble Co. advertisement featuring a list of prices for various soap and cleaning products.

Swift & Company advertisement featuring a list of prices for various soap and cleaning products.

Tradesman Company advertisement featuring a list of prices for various soap and cleaning products.

Soap advertisement featuring a list of prices for different soap brands and quantities.

Washing Powders advertisement featuring a list of prices for different brands and quantities.

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 Or Exchange—Splendid Western New York farm for shoe stock. Wm. Siddall, Holley, New York. 372

For Sale—Stock of groceries and fixtures in best little business town in Central Michigan. It will take \$3,000 to \$3,500. Brick store 22 x 80. Ample room to add dry goods and furnishings. This is your chance of a life time. H. C. Walker, Byron, Michigan. 373

For Sale Or Exchange—Hardware stock, invoice about \$4,000. Will sell at inventory. Most goods bought before advance. Good location, good business. Will stand investigation. Will consider good improved farm 80 to 100 acres. No. 374, care Tradesman. 374

Hotel Bargain—29 rooms completely furnished, with seven lots on main street of town; everything goes for \$8,000. Half cash; take mortgage for balance. Write for full description. Mrs. L. R. Frankfield, Plainville, Kansas. 376

For Sale—A nine clerk National Cash Register. First-class condition. H. T. Stanton, 18 Market St., Grand Rapids, Michigan. 377

Look—We make a specialty of handling stocks of merchandise. We want stocks now in exchange for two farms, one worth \$5,000, and one \$35,000. Also for income property. Describe your stock fully and we can make you an offer on it. Phillips, Manchester, Tenn. 361

Wanted To Buy For Cash—In town of 3,000 to 5,000 population in Indiana, Ohio or Michigan preferred, men's clothing and furnishings store. Address No. 362, care Tradesman. 362

For Sale—Stock of men's furnishings and shoes, all new stock and up-to-date; good location, town of 1,500 population; good bargain for quick sale. Reason for selling closing an estate. For particulars address Box 150, Sparta, Michigan. 363

For Sale—\$600 shoe stock 50c on the dollar spot cash. Address Levinson's Department Store, Petoskey, Michigan. 364

For Sale—A good clean stock of general merchandise, invoicing about \$4,500. Good town, best location. A good opportunity for right party. Address No. 365, care Tradesman. 365

For Sale—Grocery stock. One of the best grocery stores in Southern Michigan. Clean stock, fully equipped, excellent location, good lease, paying business. Address E. A. Dibble, Hillsdale, Michigan. 366

For Rent—Two 25-ft. front store rooms, connected or separate, suitable for furniture, general merchandise, hardware. Paved street and alley. Will lease from one to five years. Also for sale, one to eight station Lamson cash and package carrier. Address P. O. Box 385, Coffeyville, Kansas. 367

For Sale—Good Business Opportunity—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. Newark, Prop., 347-349 Portage Ave., W., Sault Ste. Marie, Michigan. 370

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

Assignee's Sale—As Assignee for the benefit of the creditors, I will sell all of the stock of furniture, kitchen-ware, dishes, stoves, and store furniture of the B. J. Quick store at Boyne City, either in lump or parcel. Stock in good shape and nearly all up-to-date. Bids wanted. E. A. Rueggeger, Assignee, Boyne City, Michigan. 358

For Sale—Owing to ill health, an established one-price business. Cleanest stock of clothing and furnishings in the very best 12,000 city in Indiana. Store 18 x 135, elegantly located, entrance and show windows on the two main business streets. Doing good cash business. Stock will invoice about \$10,000. No traders, only those meaning business and will continue as running store, need apply. Address Clothiers, 224 South Walnut street, Muncie, Indiana. 360

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

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

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

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—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—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—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

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

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

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

For Rent—Dry goods store 25 x 85, two stories with shelvings and fixtures. Rent cheap, location center of city. Best 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

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

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

For Sale—\$2,000 stock ladies and men's shoes to be moved away. Going out of the shoe business. Address No. 343, care Tradesman. 343

For Sale—Rexall drug store carrying Eastman kodak line in town of 1,000. Full prices. Inventories \$4,800. Will sell for cash or part cash and payments. Reason for selling going to University of Michigan in fall. Address Drugs, care Hazeltine & Perkins Drug Co., Grand Rapids. 344

Drug Store For Sale—Northern New Mexico. Ideal climate for throat or lung trouble. Irrigated district. Owner, Maxwell Drug Co., Maxwell, N. M. 345

For Rent—One-half of store in a very desirable location. Well established jewelry business on one side. For particulars address Geo. W. Thomas, Belding, Michigan. 346

Wanted—Chicago—Carload lots of baled excelsior, also sawdust. Quote lowest prices and freight rate. Century Fuel Company, Chicago. 347

For Sale—Store building 24 x 88 good cellar and ware-sheds with clean up-to-date stock of merchandise consisting groceries, dry goods, men's furnishings, shoes, hardware and farm tools. Only store in town and doing a cash business of \$100 per day and better. About \$9,000 required. An A1 opening for a live merchant. Don't answer this unless you have the money and mean business. Address A 1, care Michigan Tradesman. 348

Florida—High class business proposition, no risks, great opportunity to develop 50 per cent. income and winter home on money's own earnings. Address J. W. Reeder, Box 442, Eldorado Springs, Missouri. 350

For Sale—Clean, staple stock general merchandise. Inventory \$10,000. Might consider farm value \$5,000 to \$7,000. Money maker. Lively country town. Good reasons. Act quickly. Box Q., New Lothrop, Michigan. 339

For Sale—Stock of general merchandise and fixtures in thriving farming community forty miles from Grand Rapids. Doing \$20,000 to \$22,000 business a year. Address No. 342, care Tradesman. 342

For Sale—Modern saw mill and 300 million feet of standing timber in British Columbia most advantageously located on beautiful lake and main line of Transcontinental railroad having advantage of \$3 per thousand feet in freight rates to best markets on the Continent. Logging and manufacturing conditions ideal and very economical. A fortune for the right parties. Will sell on easy terms and may accept other desirable property in part payment. Principals only. A. C. Frost Company, Corn Exchange Building, Chicago, Illinois. 340

For Sale—Good clean stock of furniture, household furnishings, paints and undertaking, invoicing about \$5,000 in one of the best towns in Eastern Oregon. Wallowa Valley, the valley where they have no failure of crops. Owner's address, P. O. Drawer 264, Joseph, Oregon. 349

For Sale—Best grocery and meat market in Northern Michigan. Will sell below inventory about \$6,000 stock. Located at one of the finest summer resorts in the United States. Doing \$70,000 business a year. Good reasons for selling. Apply owner, Box 34, Charlevoix, Michigan. 338

Fifty Thousand Miles without tire trouble. Lastic air will give you this and more. Want salesmen in every town in Michigan. Write Becker & Becker, 11 Jefferson Ave., Detroit, Michigan. 330

For Sale—Almost new F. P. Double generator gas light machine. Large capacity, complete. \$50. E. L. Rann, Morrice, Michigan. 331

For Sale or Lease—Fine manufacturing plant with foundry and machine shop. Well located, two railroads. Natural gas for fuel. Address Box 114, Fayetteville, Arkansas. 333

For Sale—Rexall store located at Fennville, Michigan. Doing an annual business of better than \$10,000. Rent \$13 Full prices. Part terms if desired. W. H. Fouch, Fennville, Michigan. 325

For Sale—Office furniture consisting of roll top desk with chair, two high book-keeper's desks with high revolving chairs, check protograph, typewriter desks and chairs and diagraph stencil cutter 7 1/2 inch letter. W. C. Hopson Company, 220 Ellsworth Ave., Grand Rapids, Phone 5710. 325

For Sale—A good paying meat market, slaughter-house and ground included. Doing yearly business of \$24,000. Address No. 318, care Tradesman. 338

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, Coonseton, Michigan. 329

The Merchant's Auction Co. The most reliable and successful sale concern. For closing out, cleaning or reducing, address Reedsburg, Wisconsin. 339

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. 322, care Tradesman. 322

We buy whole stocks or part stocks for cash. Address M. Guertel, 235 W. Monroe St., Chicago. 331

HELP WANTED.

Wanted—Experienced shoe man. State wages and references in first letter. Jacobson Brothers, Greenville, Michigan. 375

Wanted At Once—A first-class tinner, plumber and steam-fitter by the year. State full particulars in first letter as to what you can do; also give age, single or married, etc. Will pay 80c per month to the right man. No longer need apply. Address Stander & Hoehn, Wm., Illinois. 368

Wanted—Tinner who can do some plumbing. Must be married and sober. Wages \$15 per week. Address Gorbett Brothers, Seneca, Illinois. 354

POSITION WANTED.

Bank Position Wanted—By young man thirty years old. Three years' experience in country bank. Now unemployed but wishes change. Can furnish references. Address No. 378, care Tradesman. 378

Wanted—Position as clerk in grocery or shoe store. Three years' experience. Best references. Address No. 368, care Tradesman. 368

SOMETHING MORE

The chances are that you want something more than printing when you want a job of printing—ideas, possibly, or suggestions for them; a plan as likely as possible to be the best, because comprising the latest and the best; an execution of the plan as you want it and when you want it. This is the service that we talk about but little, but invariably give.

Tradesman Company :: Grand Rapids

WHY

Michigan People should use Michigan Flour made from Michigan Wheat

- 1—It excels all other flours in flavor.
- 2—It excels all other flours in color (whiteness.)
- 3—It excels all other flours for bread making.
- 4—It excels all other flours for pastry making.
- 5—It requires less shortening and sweetening than any other flour.
- 6—It fills every household requirement.
- 7—Michigan merchants should sell, and Michigan people should buy Michigan flour made from Michigan wheat for every reason that can be advanced from a reciprocity standpoint.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, July 24—In the matter of Mike John, bankrupt, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. It appeared from the first meeting of the creditors and the examination of the bankrupt that the estate contained no assets not claimed as exempt, and it was accordingly ordered that no trustee be appointed. The estate will be closed at the expiration of twenty days.

July 31—In the matter of the Casnovia Dehydrating Corporation, bankrupt, a special meeting was held this day on the petition of the trustee for an order to show cause why the Thomas Canning Company should not turn over to the trustee funds aggregating \$3,400 in its hands belonging to this estate, and held under garnishment proceedings by certain of the creditors. An order was entered directing the Thomas Canning Company to surrender such assets to the trustee. This has been done and the trustee has been directed to file his first report and account, upon receipt of which a special meeting will be called for the payment of a first dividend to the creditors herein.

Aug. 1—In the matter of Miller & Morowski, bankrupts, Grand Rapids, a special meeting of creditors for the examination of the bankrupts was held this date. Claims were allowed and the trustee directed to set off the exemptions of each of the individual bankrupts. It is doubtful if there will be any dividend in this matter.

Aug. 2—In the Max R. Birkholz, bankrupt, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. It appeared from the examination of the bankrupt and the schedules at the first meeting of creditors that the estate contained no assets other than those claimed as exempt to the bankrupt, and it was accordingly determined that no trustee be appointed in this matter. There will be no dividend for the general creditors in this matter.

In the matter of John E. Rogers, bankrupt, Muskegon, a first meeting of creditors was held this date. Claims were allowed. The bankrupt was sworn and examined, from which it appeared that the estate contained no assets not claimed as exempt and it was therefore ordered that no trustee be appointed. The estate will be closed at the expiration of twenty days.

Thomas A. McGee, of Grand Rapids, has filed his voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Corwin. The schedules of the bankrupt reveal the fact that there are no assets not claimed as exempt to the bankrupt and the following are listed as his creditors:

Old National Bank	\$125.00
G. R. Savings Bank	135.00
G. R. Nat'l City Bank	30.00
Fourth Nat'l Bank	25.00
Fourth Nat'l Bank	50.00
Fourth Nat'l Bank	50.00
Commercial Savings Bank	60.00
Cadillac State Bank, Cadillac	250.00
Kyrtine McGee	65.00
Genevieve McGee	125.00
M. Friedman & Co.	40.00
Surging Dry Goods Co.	10.00
Wurzburg Dry Goods Co.	60.00
Herpolsheimer Company	90.00
Paul Steketee Sons	45.00
Dr. Collins Johnston	25.00
Dr. T. Irwin	10.00
Smith & Schoenfeld	10.00
Drake & Erickson	12.00
J. H. Morhardt	5.00
Morhardt & Company	2.00
DeVries & Company	6.00
G. R. Ice & Coal Co.	20.00
A. Heinz	40.00
Gannon & Paine Co.	13.00
Bostock, Monroe & McKenzie	3.00
Martin DeVries	25.00
A. May & Son	15.00
Citizens Telephone Co.	4.00
Charles Hoffman	6.00
Pulte Plumb & Heating	10.00
Mrs. G. Lindsley	5.00
City Trust & Savings Bank	50.00
Henry L. Schmidt	20.00
Friedrich Music House	14.00
Smith & Boyland	12.00
Hattie Rathburn, doing business as Mrs. A. L. Rathburn at Grand Ledge, has filed her voluntary petition in bankruptcy, adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has been called for August 18, 1916 at 2:00 o'clock p. m. The schedules of the bankrupt reveal liabilities amounting to \$1,496.65 and assets amounting to \$1,050.00 including bankrupts exemptions. The following is a list of creditors of said bankrupt:		
Secured Claims.		
R. N. Nott & Co., Grand Ledge	\$263.00
Unsecured Claims.		
Kimmel Millinery Co., Chicago	\$ 83.13
Spiegel Bros., Chicago	183.73
Herrick Company, Chicago	40.59
National Corset Co., Kalamazoo	51.75
D. B. Fisk, Chicago	75.87
Carl-Knott Company	238.73
A. E. Wood, Detroit	58.31
Richardson Silk Co., Chicago	8.03
Crowley Bros., Detroit	49.00
Spool Cotton Co., Chicago	44.50

G. R. Dry Goods Company	70.00
Chicago Mercantile Co., Chicago	304.52
R. N. Nott & Co., Grand Ledge	25.50
McKinley's Music House, Chicago	60.00
Michael S. Razzoog, of Ewart, Michigan has filed his voluntary petition in bankruptcy, adjudication has been made, and the matter referred to Referee Corwin. The schedules of the bankrupt reveal liabilities amounting to \$5,881.34, and assets amounting approximately to \$5,500.00. The following is a list of the bankrupt's creditors:		
Secured Claims.		
Ewart Savings Bank, Ewart	\$500.00
Postal Turner Auto Co., Ewart	325.00
Unsecured Claims.		
Ideal Clothing Co., Toledo	\$ 43.00
Alexander Black Cloak Co., Toledo	476.76
Arrow Skirt Co., Toledo	102.25
Baumgardner & Co., Toledo	133.19
Billstein-Klopper Co., Cleveland	14.59
Cohen Bros. Co., Chicago	109.32
Cleveland Raincoat Co., Cleveland	28.00
Corticelli Silk Mills, Chicago	100.83
Chicago Rubber Clothing Co., Chicago	161.90
G. W. Eade Co., Aurora, Ill.	125.15
Gilsdorf Hauger Co., Toledo	5.50
The Joseph & Feiss Co., Cleveland	473.00
The Jackson Corset Co., Jackson	81.78
Jacob Meyer Bros., Chicago	112.55
King Mfg. Company, Toledo	238.97
Kalamazoo Pant Co., Kalamazoo	348.65
Middleton Mfg. Co., Milwaukee	257.44
Geo. F. Minto & Co., Inc., Detroit	27.62
Touraine Mfg. Co., Milwaukee	24.38
Newman Dress & Skirt Co., Cleveland	119.50
Perfection Shirt Waist Co., Toledo	319.20
Portis Bros. Hat Co., Chicago	34.50
The Rose Knit Goods Co., Cleveland	42.88
Snitz Bros. & Meyer Co., Chicago	424.88
Walter M. Steppacher & Bro., Inc., Philadelphia	65.75
The Sunshine Cloak & Suit Co., Cleveland	677.75
Scheffels, Simson Co., Milwaukee	53.88
R. G. Valentine & Co., Jackson	60.90
Western Hat & Mfg. Co., Milwaukee	197.38
M. Larsman & Bros., Philadelphia	81.00
United States Rubber Co., Toledo	56.00
Jos. Tazelaar Glove Mfg. Co.	11.25
Geo. W. Minchin, Ewart	24.60

Death of a Pioneer Business Man.

Dexter, Aug. 7—One of Washtenaw county's most widely known and highly respected pioneer residents passed away last Friday, when Thomas Birkett, 83, of this place, died after an extended illness.

He was a unique county character for many years—farmer, mill owner, banker and business man.

Mr. Birkett was born in Cumberland, England, in 1833, his parents being Thomas and Eleanor Birkett. The father died at the age of 85 years and the wife at 77 years of age. In 1893 he founded the Dexter Savings Bank, of which he had been President since its inception and up to the present time. He also held large business interests in Petoskey and Walloon Lake, besides interests in many milling concerns about the State. Mr. Birkett was well known to the milling fraternity of Michigan.

In 1853, at the age of 20, Mr. Birkett came to Washtenaw county, having learned the miller's trade at Dresden, N. Y., and in the old country. In 1854 he took charge of the old D. D. Sloan & Co. mill, Dexter, and purchased it in 1863.

At one time Mr. Birkett was associated with Senators Palmer and Stockbridge in the purchase and sale of Southern pine lands.

In 1855 Mr. Birkett married Miss Sarah A. Grundon, whose death occurred in 1892. One daughter, Mrs. Eleanor J. Newkirk, survives, a resident of Ann Arbor for many years.

Harry Winchester and Frank Powers went to Detroit last week to inspect the R. & W. Cigar Co., in which Mr. Winchester is interested. Harry wanted to go with his ford, but Powers insisted on going in a real automobile and take his high powered machine. The travelers met more or less trouble on the way and on the return trip the big machine went in the ditch near Royal Oak. The irony of fate brought a ford to the rescue, which pulled the big car back into the road and sent the occupants on their way rejoicing. Harry says he laughs best who laughs last.

PRODUCTION OF TUNGSTEN.

To the average non-professional man this remarkable metal is a stranger, but it is pretty well domesticated in the United States by this time, for the demands made on us by the European war have forced development. Even skilled metallurgists are finding qualities in tungsten formerly unknown, and it is rapidly coming into many of the finer functions in manufacture. Its most familiar use is as a filament in incandescent bulbs. Fortunately, this country is one of the more important producers of the metal, although it is found in many parts of the world. A report to the geological survey by Frank L. Hess states that the production in the United States the first half of 1916 was greater than its production in this or any other country in any previous twelve months. Nine years ago concentrates sold at \$840 per short ton but in the past few months a price of \$5,000 has been reached, and there are reports of still higher figures. The common method of dealing in it is so much per unit of twenty pounds of tungsten trioxide. Colorado, Utah, California and generally the best known metal producing country of the United States constitute our chief domestic source and American manufacturers have been picking up the metal elsewhere in the world as rapidly as possible. In the first half of this year American production and imports were valued at \$13,278,000. The use of the metal in the past few months almost amounts to the introduction of a new material in the industries of the world, in spite of the moderate use previous to the opening of the European war.

Grows Peas From Seed 4,000 Years Old.

That the vegetable life germs is virtually eternal is proved by the fact that Hon. Elihu Root has recently planted pea seed 4,000 years old at his farm in Clinton, N. Y., and now has fine prospects of a thrifty crop from the vines which have come up with surprising promptness. As the story runs, several years ago Mr. Root was visiting at Oxford, England, and was a guest of Sir William Anderson, warden of All Saints' College. Miss Anderson, a sister of Sir William, who was fond of gardening, showed him some peas which had been given her by a friend, obtained from the wrappings of a mummy which had been laid in a tomb about the year 200 B. C. She had planted some of the peas and they had grown at Oxford, and knowing that Mr. Root came from a county where peas are grown extensively for canning purposes, presented him with some of the seeds so that he might see what they would do here.

Mr. Root brought them home and in the spring of 1915 planted some of them. He did not plant them all the first year, but reserved enough to plant a second time. A rabbit looking for fresh vegetables ruined the vines last year, but this year Mr. Root planted the remainder of the seed, about a score of peas in all, and took care to protect them from marauders. They not only sprouted,

but are growing finely, and the prospects are that he will get a crop this year with enough seed to raise peas for market.

Retracted His Charges.

F. B. Connolly, former President of the National Retail Grocers Association, has signed and published a retraction of all the charges which he published in his paper reflecting on the character of George J. Schulte, in St. Louis. In addition, Connolly paid Schulte \$775 to cover all his attorney fees and court expenses in bringing a libel suit.

Chicago has the unenviable distinction of showing more unsolved murders than any other city in the world, according to a report just compiled by its coroner. Each year some fifty of its more than two hundred homicides are committed by person or persons unknown. How badly this compares with London, for example, is shown by the fact that in the latter city last year there were just thirty-one murders, of which all but two were explained. An examination of the coroner's list shows that the majority of the crimes which are never traced are against foreigners, among whom Italians easily predominate. Some are strangled, some shot, and more stabbed. Where the unsolved crimes are reported from the American and not the foreign quarters, they usually bear the marks of degeneracy or insane cunning.

Edward Sprik has engaged in the grocery business at McBain. The Judson Grocer Company furnished the stock.

H. L. Jenks, representing Foote & Jenks, of Jackson, is calling on the Grand Rapids trade this week.

BUSINESS CHANCES.

For Sale—Grocery and general merchandise business in thriving and growing Michigan summer resort and fruit growing town. Large summer business and fair winter trade. Business includes lot 54 x 120, building 40 x 100. A \$25,000 stock. Death of manager and proprietor reason for selling. Address, Mrs. George A. Barstow, Onekema, Michigan. 379

For Sale—On account of ill health an up-to-date drug stock. The Rexall line in an up-to-date town in Southern Michigan. A golden opportunity. Address Box 826, Constantine, Michigan. 383

For Sale—5, 10 and 25 cent store in small city, doing good business. Cheap if taken at once. Address C. O., care Tradesman. 384

Why speculate in stocks at a loss when you can successfully speculate in grain under new plan practically eliminating losses and enhancing chance of winning. Small capital only required. Robert Wintle, 622 Monadnock Building, Chicago. 385

For Sale—Store building located on main street. Good living rooms overhead. Basement and barn. Good location for any line of business. Will bear investigation. Terms easy. J. W. Cazier, Conklyn, Michigan. 386

HELP WANTED.

Wanted—A merchandise man for retail department of an automobile accessory jobbing company. Prefer someone who has run a hardware business and understands the details that go with merchandise both regarding the care and sale of same. Must be qualified to take responsibility. Address No. 380, care Tradesman. 380

Wanted—Woman who understands management of hotel from A to Z to invest \$1,000 to \$5,000 and join manager in a desirable proposition that will stand investigation. Address Box 60, R. F. D. 4, Pontiac, Michigan. 381

SITUATIONS WANTED.

Wanted—Position as clerk, general store preferred. Experienced. Address No. 382, care Tradesman. 382



We guarantee FRANKLIN CARTON SUGAR to be full weight and made from sugar cane. Its reputation as the Standard of Purity and Quality, and its great popularity are all additional guarantees to you that Franklin Carton Sugar will please your customers and is the best sugar for you to handle. The ready-weighed sealed cartons save you time and trouble and prevent loss by overweight.

Cartons hold 1, 2 and 5 lbs., according to grade
Original containers hold 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO.
Philadelphia

Bell System



Action is the motive power of purpose and achievement.

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

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

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

Michigan State Telephone Company

The State and National Pure Food Laws are Very Strict

The standard set by the pure food officials for baking powder is very high

And It Should Be

Dealers and consumers are entitled to the fullest protection against poisonous and harmful substances in their foods, and against fraud, deceit and misrepresentation in their sale.

The wise manufacturer is getting in line with the Pure Food Laws (*not fighting them*) and cooperating with the Pure Food Officials to make his product better, purer and free from all taint of misrepresentation in its sale.

KC Baking Powder

complies with all Pure Food Laws, and its manufacturer has never fought them. It *does not* contain any albumen (sometimes called white of egg) an ingredient discredited everywhere—and we have never used the fraudulent “water glass test.”

Just a can of pure, legal baking powder, guaranteed to give perfect satisfaction.

25 Ounces for 25c
(More than a pound and a half for a quarter)

At all grocers

Jaques Mfg. Company, Chicago

Ready! Our Complete 1916 Merchandise Display

You are invited to inspect, on our sample floors, the greatest display of Staple, Seasonable and Holiday Merchandise ever shown in America. The goods of all the world are here spread out to make your buying easy and convenient. They are marked in plain figures denoting net guaranteed prices. Nowhere else can you find a showing so complete. If, for instance, you come to market believing there is a scarcity in holiday goods, you will be most agreeably surprised. **WE HAVE THE GOODS.** You had better come just as soon as you can because this is a year in which the well informed merchant is going to arrange early for his Fall and Holiday stocks.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS