## The Blessed Land of Room Enough

'Tis fine to see the old world, and travel up and down Among the famous places and cities of renown,
To admire the crumbly castles and the statues of the kingsBut now I think I've had enough of antiquated things.

So it's home again, and home again, America for me! My heart is turning home again, and there I long to be, In the land of youth and freedom beyond the ocean bars, Where the air is full of sunlight and the flag is full of stars.

Oh, London is a man's town, there's power in the air; And Paris is a woman's town, with flowers in her hair; And it's sweet to dream in Venice, and it's great to study Rome; But when it comes to living, there is no place like home.

I like the German fir woods, in green battalions drilled, I like the gardens of Versailles, with flashing fountains filled; But, oh, to take your hand, my dear, and ramble for a day In the friendly western woodland where nature has her way!

I know that Europe's wonderful, yet something seems to lack; The past is too much with her, and the people looking back. But the glory of the present is to make the future freeWe love our land for what she is and what she is to be.

Oh, it's home again, and home again, America for me! I want a ship that's westward bound to plow the rolling sea, To the blessed land of room enough beyond the ocean bars, Where the air is full of sunlight and the flag is full of stars.

Henry van Dyke.

## "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

 ANDLocations for Industrial Enterprises in Michigan
The Pere Marquette Railroad runs through a territory peculiarly adapted by Accessibility excellent Shipping Facilities. Healthful Climate and
LOCATION OF INDUSTRIAL ENTERPRISES.

First-class Factory Sites may be had at reasonable prices. Coal in the Sasinaw Valley nd Electrical Development in several parts of the State insure Cheap Power. Our Industrial Department invites correspondence with manufacturers and others seeking locations. All inAddress GEORGE C. CONN Freight Traffic Manager,
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 HouseGRAND 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
2 $1 / 2$ boxes@3.20-1/2box FREE, Net 2.66
F.O. B. Buffalo; Freight prepaid to your R. R. Station in lots of not less than 5 boxes. All orders at above prices must be for immediate delivery
This inducement is for NEW ORDERS ONLY-subject to withdrawal without notice.

## Yours very truly

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

Lautz Bros. \& Co.

# Michigan Tôadesman 

## SPECIAL FEATURES.

## Upper Peninsula.

News of the Business World.
Grocery and Produce Market. Commercialized Science. Editorial.
Financial. Financial. Dry Goods. Autden Thread Accessories Butter, Egread of Faith Shoes. Shoes.
Woman's
Hardware.
The core.
The
Drugs.
Drug
Drug Price Current.
Grocery Price Current.
Special Price Current.
Specias Price Cu
Business Wants.

## ELLIS FOR STATE SENATOR.

For ten years the Tradesman strenuously opposed the political ambitions of Deacon Ellis, solely from the standpoint of good citizenship. The Tradesman did not believe-and does not now believe-that a long and prosperous career as the owner of a gambling hell fitted a man for the highest office in the municipality. It did not believe that the elevation of such a man to an exalted position exerted a good influence over the young men of the present day who ought to be taught that political preferment comes as the result of right living and right acting; that the man who ruined other men, broke up other men's homes and sent innocent people to the insane asylum should be forever shunned as a monster, instead of being permitted to buy his way into public office. It required ten years of constant effort and repeated warning to bring the voters of Grand Rapids around to this way of thinking, and it was not until the spring election this year that they relegated Deacon Ellis to the obscurity of private life and the oblivion he should be consigned to as a sequence of his gambling career.
Not content with being defeated for Mayor, Congressman and Governor-he received so few votes for the latter office that his candidacy was very generally regarded as a joke-Deacon Ellis is now making a gum shoe canvas for nomination as State Senator for the District comprising the East side wards of the city of Grand Rapids. It is now in order for the voters of those wards to repeat the record the voters of the city made at the spring election.
The Ellis campaign is being conducted by Connor Smith, whose political methods are peculiar, to say the least. Such a combination indicates the desperate straits the Deacon will resort to in the effort to accomplish his ends. It would be no credit to the intelligent people of Grand Rapids to send a man to the State Senate who could be pointed out as the individual who accumulated a fortune as the owner of a gambling house, the income of which he has since devoted largely to perpetuating himself in public office.

The treaty recently entered into by which England and Russia settle all
questions outstanding between them with regard to Persia is enly one of the insurance policies written recently by the Entente Powers to provide against mutual dissension at the ultimate peace conference. The Entente Powers want to present a united front when the end comes, so they are very wisely carving up the Teutonic goose now, even if they are not sure, as yet, that it will shortly be done to a turn. If all points of difference are settled beforehand, Germany will have no opportunity at any future time to take advantage of mutual suspicions and jealousies, upon which it is perfectly plain she has already been figuring. With what mockery she greeted the announcement in the Duma that Russia was to have the Dardanelles with England's free consent, and with what delight hailed the Russo-Japanese treaty as a slap at the Anglo-Japanese alliance! And now comes Russia quite willing to complete the international ring-around-the-rosie of good-will. No doubt France has a pretty good understanding with England as to the division of Germany's African colonies, and Italy by now must know exactly what she is to expect in the way of expansion on her Northern frontier. It looks very much as if the Entente nations were waging a preparedness campaign in the direction of mutual good understanding that would leave the Central Powers face to face with a stone wall of unity on the other side of the conference table.

Instances of successful co-operative farming ventures by negroes are not so frequent but that one from Denver deserves notice. A few years ago a Government tract of 20,000 acres was thrown open to negroes in Eastern Colorado, and one Oliver T. Jackson, who had long been a messenger at the Colorado State Capitol, conceived the idea that he could get enough negro families from Denver and other cities to farm the whole reservation. Despite strenuous effort, he failed to find more than a half-dozen. But these did so well that the little group has now expanded to over forty families, concentrated in the little town of Deerfield, which, with only colored inhabitants, is growing rapidly. Machinery is bought and labor exchanged co-operatively, and the large truck gardens near the town have become a prominent source of supply for the Denver markets. The Governor at first gave much assistance to Jackson's colony, but it requires none now. Its hopeful demonstration that the negro can become a successful truck gardener or small faco R A Aht its interest other cities with site Lightriks qay. In other words,
on their outskirts.

Inatirehildiwncing at the rate of

## ADVANCES BASED ON RUMORS

The spectacular advance of General Motors and Chevrolet Motors on Friday of last week, on rumors that the two companies were to consolidate, shows in a striking way that about the only thing on which stocks can advance theatrically in the present market is rumors of mergers. Dividends do not do it; for a dividend paid out means so much loss in the company's assets, and speculators and investors now seem to prefer seeing cash in the company's treasury than in their own pockets. Big earnings do not do it; on every phenomenal earnings statement the stock declines, and if the earnings statement is not phenomenal the stock declines. The earnings were discounted in the market price when the original orders were reported and the profits estimated. New war orders sometimes have an effect, although usually an insignificant one; the public has been so glutted up with news of war orders in the past year or more that a ten-million-dollar order does not mean as much as a two-million-dollar order did before the war.
But a merger or the rumors of a merger will advance the stocks involved beyond recognition. The same leaps that occurred in General Motors and Chevrolet last week occurred two months ago in Willys-Overland and other automobile issues, likewise on rumor issues. It is usually unnecessary to prove that the merger will effect any economics in production; there are usually quite a number of investors who are willing to buy on the theory that the whole is greater than the sum of its parts. Of course the stocks advance also for a technical reason. For the managers of the merger, in accumulating stocks, must necessarily take a large supply out of the market; speculators may buy on the theory that the managers will have to buy the shares from them; and very little buying is required, with the smaller volume of shares in the market, to boost prices swiftly.

The heavy blow aimed at Lemberg comes in the form of a left-hand swing by the Russian army furthest away from the Galician capital. The greatest menace to Lemberg at present is not from the army which for a year was standing around Tarnopol, only eighty-seven miles from Lemberg, or from the forces around Brody, about seventy miles away, but from the army which took Czernowitz, 165 miles from Lemberg, which has now reached Mariampol, less than eighty miles from that less than eighty miles from that city, thitsky's troops since the
capture of Czernowitz have not only overrun Bukowina, but have moved forward nearly ninety miles towards Lemberg, a rate of frogress that has not been approached anywhere since the end of the German advance into Russia last year and the Servian campaign. In view of the latest developments, the Northern Russian advance since the capture of Lutsk, althoug? impressive enough in itself, has been largely a feint or at most a subsidiary operation. Strategy of a high order is indicated in this gigantic flanking movement which has been already productive of great results, and which contains the dramatic possibility of a general contraction of the Teuton lines into a narrow salient around Lemberg.

The public intolerance of strikes and lockouts in railroad and publicservice corporations brings the advent of government ownership perceptibly nearer. The old theory that the employer may pay what he will and the employes may quit their jobs if unsatisfied here breaks down. The employers may not lock out their men and the employes may not strike. The railroads are being gradually deprived of the initiative and freedom of decision which have always been supposed to inhere in business management. They have not the right to determine their own rates, to raise or even lower the price of transportation, or to determine what service they will give to the public, and under what conditions. The right to fix wages and conditions of labor, either of their own volition or by haggling with the employes, is also taken away. The result is that the railroads are approaching a position in which they have the burdens of management without any assurance of profit. As this process continues it is not improbable that railroad companies will be more than willing to surrender their shadow of authority and ask the Nation to take over this essentially public industry. Whether such Government ownership would be advantageous to the skilled workers is open to question, but it cannot for a moment be doubted that the unskilled workers, amounting to 70 or 80 per cent. of all railroad employes, would be immensely benefited by the change.

The myriad friends of Rev. Melvin E. Trotter will be delighted to learn that the gaunt specter which has hung over his life for the past year has been entirely dispelled and that he will resume his regular duties at the City Rescue Mission this fall completely recovered in health and with large and optimistic plans for the future.

## UPPER PENINSULA

## Recent News From the Cloverland

 Michigan.Sault Ste. Marie, Aug. 14-Daniel P Keister, well known traveler represent Detroit and Alpena, met with a serious and very painful accident while out pleasure riding in an automobile here last week, in which Mr. Keister lost a foot and suffered internal injuries. The car in which Mr. Keister and party
were driving struck two telephone poles, were driving struck two telephone poles,
completely demolishing the car, but the completely demolishing the car, but the
occupants are thank ful to be alive, everyoccupants are than
thing considered.
James W. Helme, Michigan Dairy and Food Commissioner, warns the dairymen in the Upper Peninsula to be on their guard for a man by the name of Stuart T. Todd, who claims to be a sanitation expert and inspector. His scheme is to inspect the barns and cattle and then present cleanliness cards for a certain amount of money.
From all accounts there is every in dication of a poor bird season in Clover-
land this fall, according to the various game wardens reports. This is somewhat disappointing news to our numer ous sportsmen who figure on the bird season as one of their main sports.
Mr . Ford is still selling cars at Es canaba and was the successful bidder in furnishing the city with two ford cars for their police patrol, so that hereafter those requiring the use of the patrol will not be able to put on any particlar airs in being transferred at Escanaba.
Alderman Hugo Brietenbach, one of Escanaba's leading business men, met with a serious motorcycle accident last week which resulted in his death the
following day. The bereaved family have the sympathy of a large circle of friends.

Manistique is to have a new shoe shop, which opened for business Aug. 10 , the new proprietor being John Laf-
gren, who will keep a full line of the gren, who
best shoes.
The backers of the Chautauqua at St. Ignace this year were let off with
only $\$ 10$ additional assessment. St. Igonly nace is certainly game with its populanace is certainly game with its popula-
tion, to undertake the Chautauqua proposition, which shows much enterprise The part of its business and citizens.
They know a good thing when they see They know a good thing when they see
it and were willingg to pay the price in it and were willingg to pay the price in
order to retain their reputation and keep order to retain their reputation and ke
pace with other cities twice its size.
The Chief Wawatam, large ferry plying between Mackinac City and St. Ignace. left Saturday for the Toledo dry
dock, where she will undergo repairs to dock, where she will undergo repairs to her hull. With the large amount of
traffic at the present time, she will be traffic at the present time, she will be
greatly missed and the repair work will be rushed so as to have her back on the run as soon as possible. The
steamer Ste. Marie will be put on the run meanwhile.
From all accounts Mackinac Island Prosecuting on Sundays hereafter Brown has issued a warning to all liquor dealers on the Island that they must comply with the State law and the lids must be screwed down tight Saturday night and not taken of until Monday mark during we tourists Sunday stay at the Island.
prefer good die young, so most of us prefer to be live ones. heard another remark about their new depot, but nothing definite has as yet been given out, so they may still dream on for a while. ${ }^{\text {require a new depot to contend it will }}$ require a new epot to put the finishing
touches on their thriving little village. "A man never knows what is coming to him until he gets it in the neck." stock raisers of the Southern and Weststock raisers of the Southern and Cloverland, which offers abundant opportuni ties for exploitation with its thousands of acres of grass lands, which will be vouched for by the new enterprise,
known as the Wild Wood Stock Farm, known as the Wild Wood Stock Farm,
which has recently been established a
few miles South of Newberry, near the Murphy \& Gormerly farm, which is owned by Chicago parties who propose to engage extensively in the breeding of thoroughbred stock. Predictions are that eventually this industry is going to be the largest of any in the Upper enough to get in on the ground floor enough to get in on the ground floor are going to
"It seems to be war at any price just
George Jeffer
George Jefferies, well known ex-traveling man, now residing at his summer
home at Sailors Encampment, was a city home at Sailors Encampment, was a city
visitor here last week, being called to visitor here last week, being called to
serve his country as juror for the next term of court, but as George prefers the fresh air and life of a tourist to that of being shut up in a court room, he is trying hard to tender his resignation, although from the last report he has not been able to square the matter with the judge. If the boys do not see
George's smiling countenance at the EnGeorge's smiling countenance at the Encampment when passing down the Soo
river, they will know that he has not yet river, they will know that he has
squared himself with the judge.
According to the Government reports, it is conceded that the Upper Peninsula is by far the most productive part of
Michigan and that its crop productions are needed to boost those of others in order to maintain a high standard and that the Cloverland production is greater than either that of the Northern, Central or Southern parts of the Lower Peninsula, which is proven by figures sent out by Coleman C. Vaughan, Secretary of State, at Lansing. The grain crops of Cloverland stand out far above all other sections of Michigan. The wheat yield is estimated at 8.8 , while showing that the Upper Peninsula leads by 2.58. Oats also are more hardy here than in other portions of Michigan. as the average is 43.07 or 7.84 greater than the average for the State, which is 35.23 , the Southern part of lower Michigan the Southern part of lower Michigan
being nearest to Cloverland with 35.22 . being nearest to Cloverland with 35.22 .
Cloverland again leads in its corn, the Cloverland again leads in its corn. the
average being 85, while the entire State average being 85 , while the entire State
boasts of an average yield of 71 or a difference of 14 in favor of the Upper Peninsula. Grains are not alone, so far as the honors go, for potatoes are also much more abundantly grown, acre per
acre, in Cloverland than in the lower acre, in Cloverland than in the lower
part of the State, the figures showing part of the State. the figures showing that the State's yield is to be 72 , while
the Upper Peninsula will produce 87 . the Upper Peninsula will produce 87 . any other section of the State, figures showing that Michigan will have a yield of 86 per cent., while Cloverland shows 97 , or 11 greater. Sugar beets are also more productive, as Mr. Vaughan estimates the State at 75 and the Upper Peninsula 91, or 16 per cent. greater, which means a good thing for the farmers because of the good prices paid for beets this year. owing to the high sugar rates, due to the war cutting off European importations. Cabbage has a mark of 98 in Cloverland and but 77 in the State, which means that there will be an Straite vield of 21 over that below the crop 97. Cloverland also stands first in the production of pastures, the State's figures showing 77, while the Upper Peninsula shows 95 , or 18 greater, which is pleasing news to persons contemplating large stock farms here, as the great abundance of clover, grass and other farms a future field for agricultural farms a future field for agricultural hay and foliage yields per acre in Michhay and foliage yields per acre in Michthan the ten year period from 1906 to 1915 and 500,000 tons greater than the 1915 and 500,000 tons greater than the
banner year of 1908, Cloverland's averbanner year of 1908 , Cloverland's aver-
age this year is 9 age this year is 9 per cent. hetter than
that of the entire $S$ tate the figures being that of the entire State. the figures being
1.64 and 1.73 for Michigan and the Upper Peninsula respectively. That these figures are accurate can be vouched for by the Secretary of State, who divides Michigan in four sections, Southern Central, Northern and Upper Peninsula, giving the average for all and the joint
average. Mr. Vaughan's figures are based on a scientific examination and are henceforth dependable. That the crop report disproves the many adverseiteports regarding Cloverland's possibilities in agricultural ways and that it will have Upper Peninsula, is the belief of men connected with the development of this section of the State.
James C. Ritchie, manager of the Soo Hardware Auto Livery for the past year, has tendered his resignation, to take over the management of the Park garage this week. Price Eagle, former proprietor of the Park garage, has severed will leave for Racine, where he has will leave for Racine, where mition with the Mitchellsecured a pos
Lewis Car Co.
That there is still opposition in the meat business is vouched for by Lloyd Norton, residing near Eckerman, who was fined $\$ 10$ for killing a deer out of season. It pays to kill deer at this price, as it would not take a-very big buck to be worth more than that figure, compared with the price of beef, and it will probably be a matter of size hereafter when deer are killed to nelp reduce the high cost of living.

William<br>Tapert.

## Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 14-John Shoee from his moth
Seattle, Wash.
Mr. and Mrs. A. E Murphy and daughter, Helen, of Buffalo, N. Y., are visiting at the home of A. N.
Borden. Mrs. Murphy is Mr. Borden's sister.

Borden and family are also being visited by B. L. Borden, of Vestaburg, who is A. N. Borden's father.
If any members have any informa tion as to any jobs open at present,
kindly call or notify S. C. Borden, for kindly call or notify $S$. C. Borden, for he has several applications on file for
positions from some of our members positions from some of our members
who are good men and we want to who are good men and

## help them.

Don't forget the September meeting on Saturday, Sept. 2, at 7:30 p. m. We must dig in now, as the weather man has promised cooler weather and we will have to make up for lost time. so be sure and bring in an application with the signature of a new member E. P. Monroe (Sherwood Hall Co., Ltd.), who has always enjoyed an excellent reputation for truth and veracity-probably due to the fact that at one time he acted as Muskegon correspondent for the Tradesman -related an interesting story last the hotel at Trout Lake Junction, U. P. It appears that the hotel manager was the owner of a pet bear crazed one night by the warm weath er and succeeded in getting loose from his moorings. He climbed to the porch on the second floor and proceeded to awaken a traveling man who thought he "had them" and made for his lower floor without waiting up the garments and tore down the curtains. He then made for the next rom, where be demolished things generally, fter scaring another trave eling man out a week', growth He then descended to the first floor, where he made merry in the kitchen. Then he went to the cellar where he took delight in breaking many cans of fruit. The hotel people spent two hours in trying to capture him and then finally gave it up as a bad job tame bear at the hotel at Trout Lake tame bea
Mr. and Mrs. G. A. Eggleston, 1111 Madison Avenue, entertained Miss Helen Howard, of Detroit, last week. The Brown \& Sehler Co., which lost its West Bridge street building by fire about a year and a half ago, is breaking ground for a beautiful five. story building at the corner of Oakes
street and Ionia avenue. When completed this will be the best equipped and most modern saddlery house in Michigan, if not the Middle West. The plan is to house all four departments of the company under one roof whereas heretofore part of the merchandise had to be stored in warehouses for lack of sufficient room. sible to obtain will be installed posthe manufacture of harness, collars and fur coats, while the jobbing departments in all kinds, including lothing and automobile accessories, will be greatly enlarged

Hunt, of C. M. Hunt \& Son, of Eaton Rapids, in company with Mrs Hobile tour of Western and Norn Michigan stop sorts along the route. Fred made the trip in a Studebater six, made the trip in a Studebaker six, for which he convinced than, cver that he is more convinced than ever that any one who starts out in a car of this make is sure o have an enjoyable trip and a safe
In Detroit "life may be worth living", for those, who are lucky enough to
The traveling public will regret to learn that the hotel at Vermontville ha closed. It is lamentable that Mr. and Mrs. Kemp, who conducted the fines hotel between Jackson and Grand Rapids, could not continue in the business, but on account of Mrs. Kemp's ill health and their inability help they were obliged to close the George W. Alden and A. F. Rockwell were in Detroit last week, where they attended the retail saddlery dealers' conention. The ravenous natives of that ar a way city failed to make a raid on H. H. Godfrey (Brown \& Sheler Con. has

Grape fruit, by any other name, would quirt as much
We wish to announce, for the edifica who of trose ten captains good and true who were appointed some time ago to heir time has nots to our Council that hot weather is not yet expired, that the is still a large and fertile field for there is still a large and fertile field for their
activities. You did mighty well, you captains and your braves, last winter and swelled our membership from 46 to 481. Can't you make a dash now and put it over the 500 goal for a touch down? There are always a few memhers who drop out during the hot summer months. When activities wan and there are few initiations, the membership comes to a standstill. Let's ge in and start the year at the Septembe meeting with a bang. How many will volunteer to bring in an application at that time?
The presidential campaign has opened up and the ozone blasters are on their
way. Still that scribe has not gotten back on the iob, but H. W. Harwood reNorthern trip and reports busines fine. Even blacksmith shops are now buying pop corn machines and right here we want to say that all the
Northern towns are "full mer trade. Tuesday night of last week Hel Whitirk. Prace Hotel an turned people away Traverse City only-and the same with the Petoskey and Charlevoix hotels.
The cherry picking is not all ove in the Grand Traverse Bay region yet but by the close of the season there Traverse, an estimate being 200 cars each car containing from 600 to 800 W
ext summer for him but three Palm Beach suits-one to wear one Palm ing and one going to the cleaner Some class and pretty soon it will b time to hear E. J. McMillan talk "his ine"-more heat, less steam
Ludwig Winternitz (Fleischman

Company), who has been a patient at Blodgett Hospital for the past five weeks, has so far recovered that he is making plans for spending the remainder of the summer at the reand Mackinac summer at Bay View and Mackinac Island. He goes to the former to post up on religion and to of which to keep in practice on golf, He has recently disposed of his ex. tensive recently disposed of his extensive real estate holdings in South end suburban property, but still retains his lots on Tamarack street.
William Besancon, who was connected with the sundry department of the Hazeltine \& Perkins Drug Co. for fifteen years, and who has traveled the past two years for Hochschied, Kelter \& Co., of Chicago, has engaged to cover the Atlantic seaboard for the Gordon Tire \& Rubber Co., of New York. This will necessitate his removing to Gotham to reside.
Warren Y. Barclay (Barclay, Ayers \& Bertsch), who recently spent som time in Blodgett Hospital being treated for rheumatism, is out again, greatly improved in health and spirits.
Mr . and Mrs. M. C. Baered, Mr. and Mrs. John A. Blob, Mr. and Mrs Frank E. Walter, Mr. and Mrs. Clarence Farley and Mr. and Mrs. W. D. Bosman are spending a ten day vacation at Saugatuck. They are located on Shorewood drive and occupy one of Mrs. Carroll's cottages on Lake Michigan.
E. D. Wright, who traveled many years for the National Grocer Co. and subsequently engaged in general tradt at Coopersville, in which undertaking he was not successful, has closed out his real estate business at Waukesha, Wis., and is anxious to return to Grand Rapids providing he can secure a position as traveling salesman.
E. P. Woldendorp, a young business man of Kalamazoo and LaGrange, Ind., was appointed to interpret the difference between a church member and a Christian at the Reformed Church Sunday School convention, Muskegon, Tuesday School convention, Muskegon, Tuesday afternoon. Mr. Woldendorp is a young man of good habits, a fine personality and has worked among the churches of Muskegon and made many friends, both in Muskegon and Grand Rapids, while in the clothing business in Muskegon two years ago.

Frank Powers (Powers \& Walker Casket Co.), who recently underwent a critical operation at Blodgett Hospital, has been removed to his summer home on the North shore of Reed's Lake. He is still mourning over the fact that his big touring car had to be pulled out of the ditch at Royal Oak by a diminutive ford on the occasion of his recent visit to Detroit in company with Harry Winchester. He says he thinks it was mean of Harry to tell on him, especially when Harry was his guest on the trip.
There is a law against cruelty to animals and cruelty to children, but, unfortunately, there is no statute prohibiting cruelty to old men. This explains why the Worden Grocer Comnany has not been prosecuted for keeping Old Barney standing in one position in the Tradesman for two months on a stretch without sleep, food or water. If the law cannot reach this case, perhaps public sentiment can be aroused against such a flagrant violation of the rights of an old man.
The Black Sox are gone, but we still have the uniforms of the U. C. T. ball team, but where, oh where, are the players?

Don't forget the date for the U. C. $T$. picnic and we understand this season but one picnic will be given, No. 131 and the Bagmen uniting. Band 131 and the Bagmen uniting. Band noon. Special music for the picnic. noon. Special music for the picnic.

## Boomlets From Bay City.

Bay City, Aug. 14-The Beck-DeWaele Furniture Co., which has been engaged in the furniture business on Washington avenue for a great many lease on the building it now and not caring to renew it, has de-
cided to retire from business and is having a closing out sale for twenty Dep
Deprow \& Dinsmore, dealers in hardware and sheet metal, have dissolved partnership. Wallace Dinsmore will continue the business under the caption of the Dinsmore Hardware Co.
The Louis Drug Co. has purchased the Adamson drug stock and fixtures, located at the corner of Cass avenue and Harrison street. The business will be continued under a new management.
The Bay City Baking Co. has filed articles of incorporation with the Secretary of State. It has an authorized capital of $\$ 10,000$.
J. B. Hendrich \& Son, of Fairview, Oscoda county, have repurchased the hardware stock they sold to O. J. Miller some time ago and will continue the business as the Fairview Hardware Store.
The Ray City Commercial Realty Co. will construct a building at the corner of Fourth and Saginaw streets, opposite the Republic Hotel. The building will be two stories, $100 \times 100$ feet, and will be occupied by the Hub. ble Auto Sales Co. as a garage and salesroom.
The annual picnic and outing of the United Sunday School Association of Ogemaw, Iosco and Arenac counties was held at Wenona Beach Tuesday A special train of twelve D. \& M. Railway brought cars on the persons. A basket dinner about 1,200 persons. A basket dinner was served. er for the Johannesburg Manufacturing Co.'s big general store, at Johannesburg, has returned from an Johaned Southern trip. Judging from his ed Southern trip. Judging from his general appearance the Southland climate must have agreed with him, as he looks as fine as a Georgia peach.

Past Counselor Joseph H. Belknap, who has been enjoying a short vacation at home with his family, left Saturday for Milwaukee on a business
trip. trip.
W. T. Ballamy.

## Making Money Rapidly.

It is estimated that the amount of money made by J. P. Morgan since the war began is greater than his share of the total made by the Morgan firm during the life of the late J . P. Morgan. The present Mr. Morgan gets 75 per cent. of the annual profits of the house. Under its contract with the British government, the Morgan firm has received a commission of 2 per cent. on all munitions and supplies purchased. Those purchases during 1915 and 1916 will foot up not less than $\$ 2,000,000,000$. Then the Morgan firm has received a banking commission on all loans placed for foreign governments. These loans now aggregate $\$ 1,500,000,000$. Then there have been commissions for the Morgan firm in selling for the British government the hundreds and hundreds of millions of the foreign-owned American securities. Then there have been commissions and interest on call loans and interest and commissions for stablizing exchange, that is, for buying when sterling went down and selling when the movement was upward. In brief, at the most conservative estimate, the present J. P. Morgan has, within the last two short years, already more than doubled his own personal fortune, basing the figures on the $\$ 53,684,000$ which was left him by his father.

John VanderVelde has removed his shoe stock from 300 Cedar street to a new store building he has recently completed at 700 Franklin street.


Movements of Merchants.
Tecumseh-E. J. Lowry, grocer, is remodeling his store building.
Kreetan-The H. C. Johnson Co. has changed its name to Kreetan Co. Addison-Azarral Peck has sold his bakery to H. Van Buskirk, who 'las taken possession.
Otsego-E. L. Button has opened a shoe store in connection with his shoe repair work.
Buchanan-The Diamond Drug Co. has been incorporated with an authorized capital stock of $\$ 4,000$.
Eagle-Harvey Brown has purchased an interest in the F. A. Balderson \& Co. grain elevator.
Holland-P. S. Boter \& Co. have installed a sanitary drinking fountain in the front of their clothing store.
Portland-Fire damaged the millinery stock of Mrs. G. A. Winchell Aug. 11, causing a loss of about $\$ 400$.

Allegan-E. E. Martin has closed his meat market and will devote his entire attention to his farm near Plainwell.

St. Johns-Don F. Fraser and wife have engaged in business under the style of the New Era Feather Mattress Co.
Alma-Nelson S. Smith has leased the Caple warehouse and will engage in the hay, grain and produce business Sept. 1.
Kalamazoo-Baldwin \& Hicock succeed Jacob Boekeloo in the grocery business at Portage street and Washington avenue.
Ovid-H. S. Barker has sold his bakery and ice cream parlor to William Genecke, of Mayville, who has taken possession.
Stanton-C. H. Bigsby has sold his jewelry stock to M. J. Herald, of McBride, who will continue the business at the same location.
Hamilton-C. A. Rose has sold his stock of general merchandise to Mr . Boerman, recently of Drenthe, who has taken possession.
Lapeer-Kinde Bros. have sold their store building and meat stock to John C. Dent, the former owner, who has taken possession.
Cadillac-S. Present \& Co. have added lines of women's and children's cloaks and furnishings to their stock of men's clothing and furnishings.
Rugg-Waldo Yeomans lost his store building and stock of general merchandise by fire Aug. 8. The loss was only partially covered by insurance.
Lansing-The Tom Wilson Co., conducting a chain of made-to-measure clothing stores in Boston, Detroit and intermediate cities, has arranged to have a store building erected at 113 Michigan avenue which it will occupy as soon as completed.

Flint-James Elder, of Evart, has formed a copartnership with D. E. Forton and engaged in the grocery business under the style of Forton \& Elder.
Bay City-The Louis Drug Co. has purchased the J. W. Adamson drug stock and store fixtures and the business will be continued under the new management.
Bronson-R. E. Carroll has sold his produce stock to the Bronson Co-operative Association and the business will be continued under the management of O. A. Hollister.
Otsego-Mrs. Sadie Palmer, who has conducted a millinery store for the past nine years, has sold her stock and fixtures to Mrs. Kittie Tubbs, who will continue the business.
Alma-Mrs. Cook has sold her millinery stock and fixtures to Mrs. Henry Miner and Mrs. Frank Bennett, who have formed a copartnership and will continue the business.
Detroit-The West Side Scrap Iron \& Metal Co. has been organized with an authorized capital stock of $\$ 50,000$, of which amount $\$ 40,000$ has been subscribed and paid in in property.
Pewamo-Oscar M. Vance has purchased the general merchandise stock of J. B. Miller and will continue the business in the building which he purchased of Mrs. Talbot about a year ago.
Bath-S. Cushman \& Son Co. has been organized to conduct an elevator business with an authorized capitalization of $\$ 25,000$, of which amount $\$ 12,500$ has been subscribed and $\$ 10$, 000 paid in in cash.
South Haven-Snobble \& Williams, Inc. has been incorporated to conduct a jewelry and optical business with an authorized capital stock of $\$ 10$,000 , of which amount $\$ 6,000$ has been subscribed and paid in in cash.

Detroit-The Breyley Merchandise Co. has engaged in business as jobbers and manufacturers of woodenware with an authorized capital stock of $\$ 10,000$, all of which has been subscribed and paid in in property.

Detroit-John J. Scheel, Inc., has been organized to deal in all things made of concrete, with an authorized capital stock of $\$ 25,000$, all of which has been subscribed, $\$ 10,000$ being paid in in cash and $\$ 15,000$ in property. Fowler-P. F. Creguer has purchased the harness and shoe repair shop of Henry Altvater and will continue the business at the same location. Mr . Creguer was formerly in partnership with Gillan \& Moor, wholesale harness and horse supply dealers of Saginaw, and sold his interest to Mr. Altvater.
Mendon-E. C. Stanton, who conducts a clothing store at Niles under
the style of Stanton \& Son, has purchased the I. J. Stephens \& Co. clothing stock and fixtures and will continue the business at the same location, allowing his son to manage the Niles store.
Holland-The Lokker-Rutgers Co. has opened a large rest room, furnished with couches, easy chairs, cushions, writing tables and magazines for the convenience of its customers. It is located on the second floor of its store building and has several large windows overlooking the main street.
Burnside-The Burnside Mercantile Co. has sold its stock of general merchandise, store building and all real estate to E. M. Dennis, traveling representative of the Saginaw Hardware Co. for the past twenty-two years. Mr. Dennis has resigned his position and will devote his entire attent on to his store.
Evart-Michael S. Razzoog has been adjudicated a bankrupt by the referee in bankruptcy for the Western District of Michigan, located at Grand Rapids. He filed a list of assets consisting of $\$ 3,500$ merchandise, $\$ 1,000$ in fixtures, $\$ 228.07$ is assets receivable, and one ford automobile. Benn M. Corwin, of Grand Rapids, has been appointed receiver, and G. A. Glerum, of Evart, custodian. The firm of
Razzoog \& Smalley, dealers in men's, women's and children's ready-to-wear goods, first opened their store in Evart, March 13, 1915, and continued under that title until December last. when Mr. Smalley retired and moved to Shepherd, and opened a store there, M. S. Razzoog continuing the business at Evart.

## Manufacturing Matters.

Detroit-The York Gas Saver Co. has increased its capital stock from $\$ 3.000$ to $\$ 25,000$.
Bay City-The Commercial Building Co. has increased its capital stock from $\$ 100,000$ to $\$ 250,000$.

Detroit-The Parker Rust Proof Co. of America has increased its capital stock from $\$ 100,000$ to $\$ 2,300$,000.

Albion-The branch plant of the Albion Glove \& Manufacturing Co. has been dismantled and the machinery shipped to the main plant at De. troit.
Three Rivers-The Colitz Iron \& Metal Co. has sold its plant to the Rosenburg Iron \& Metal Co., of Chicago, which has taken possession and will make many improvements in the plant.
Detroit-The Venus Dry Storage Battery Co. has been incorporated with, an authorized capital stock of $\$ 50,000$, of which amount $\$ 26,000$ has been subscribed and $\$ 12,000$ paid in in cash.
Detroit-The Motor Horse Co. has engaged in business to manufacture and repair engines, motors, autos, etc., with an authorized capital stock of $\$ 10,000$, all of which has been subscribed and $\$ 1,000$ paid in in cash.
Freesoil-The cheese factory, vacant since last August, has been rented for three years to J. Laccona \& Co., of Albany, N. Y., who will use it in the manufacture of Swiss cheese. The new company is preparing for a big summer's work.

Detroit-The Armored Motor Car Co. has engaged in the manufacture of armored motor cars with an authorized capital stock of $\$ 100,000$, of which amount $\$ 80,000$ has been subscribed and $\$ 10,000$ paid in in cash.
Bellevue-The Bellevue Milling Co. has been incorporated with a capitalization of $\$ 15,000$. Machinery of the latest type has been ordered and the company anticipates putting its first flour on the market within sixty days. Pontiac-The Miller-Alexander Baking Co. has been incorporated with an authorized capital stock of $\$ 10,000$. The company will occupy the new building it has just completed on Exchange street, turning out 6,000 loaves of bread a day.

Clair-The St. Clair Brick Co. has been incorporated to manufacture and sell bricks, tiles, etc., with an authorized capital stock of $\$ 75,000$, of which amount $\$ 45,000$ has been subscribed, $\$ 1,000$ paid in in cash and $\$ 44,000$ in property.
Detroit-The Woodbury Rug \& Furniture Co. has been incorporated with an authorized capital stock of $\$ 10,000$, of which amount $\$ 5,000$ has been subscribed and $\$ 2,500$ paid in in cash. This concern will manufacture house, store and other furniture and furnishings.

Saginaw-Mitts \& Merrill have placed on the market a machine making wood pulp of chips such as saw mill waste, edgings, trimmings, slabs, etc., which may aid in solving the present problem of the scarcity of paper. Several machines have been manufactured, and have proven successful in making wood pulp from materials which have not been utilized heretofore.
Charlotte-Plans for the new milk condensery to be erected in Charlotte this summer by the Dry Milk Co. of New York City have been received here. The main building will be three stories in height, $50 \times 98$ feet in size. exclusive of large boiler and engine rooms, and provision is made for the addition of another large building when required. The work of constructing the building will be started at once, the main building to be at North Sheldon and Maclure streets.



Review of the Grand Rapids Produce Market.
Apples-Duchess, Astrachans and Transparents command $\$ 1.50$ per bu. Bananas-Medium, $\$ 1.50$; Jumbo, \$1.75; Extra Jumbo, \$2; Extreme Extra Jumbo, \$2.25 up.
Beans-Prices range around $\$ 5$ for pea and $\$ 4.25$ for red kidney, unpicked.
Beets-25c per doz. bunches
Blackberries- $\$ 1.50$ per 16 qt . crate
Butter-There is an active consumptive demand for all grades, and the market is firm at an advance of 1c. A large percentage of the arrivals shows the effects of the heat and is sold below the market. The percentage of fine butter is now very small. Print butter is very scarce and firm at full quotations. Continued firmness is the outlook. Creamery grades are held at $291 / 2 \mathrm{c}$ in tubs and $301 / 2 \mathrm{c}$ in prints. Local dealer pay 24 c for No. 1 in jars and 21c for packing stock.

Cabbage- $\$ 1.25$ per bu.
Cantaloupes-Turlocks from Califor nia now have the call on the basis of $\$ 2.25$ for 45 s and $\$ 2$ for 54 s ; flats, $\$ 1.25$; Indiana Gems, 60c per basket; Indiana flats, 75 c ; Indiana Standards, 36 s , $\$ 1.50$ Honey Dew, $\$ 3$ per crate.

Carrots-20c per doz. bunches.
Celery-20c per bunch.
Cocoanuts-\$6 per sack containing 100 Cucumbers-65c per dozen for fancy hot house ; 75c for extra fancy.
Eggs-The market is very firm at an advance of from 1c per dozen. Good eggs are extremely scarce on account of the effects of the heat on shipments. For some time there will probably be a light supply and continued high prices. Local dealers pay 23c for candled, loss off, cases included. Their selling prices this week are 28c for extras, 27c for firsts and 25 c 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 dozen for common sweet; 30c for Bantam and Evergreen.
Green Onions-Silver skins (black seeds), 20c per doz. bunches.
Green Peas-Telephone, $\$ 2$ per bu.
Honey-18c per 1 b . for white clover and 16 c for dark.
Lemons-California, $\$ 8.50$ per box for choice and $\$ 9$ for fancy; Messians, $\$ 9$ per box.
Lettuce- $\$ 1$ per bu. for leaf; $\$ 2$ per bu . for head.
Maple Sugar-17c per lb. for pure.
Maple Syrup- $\$ 1.40$ per gal. for pure.
Mushrooms-40@50c per lb.
Nuts-Almonds, 18 c per lb .; filberts, 15 c per lb .; pecans, 15 c per lb .; walnuts,

16c for Grenoble, $161 / 2 \mathrm{c}$ for California 15 c for Naples.
Onions-Home grown stock is now in command of the market on the basis of $\$ 2.25$ per bu.
Oranges-Valencias, \$5.25@5.75 per box.
Peaches-Illinois flats, 4 baskets to crate, $\$ 1.40$.
Peppers-Home grown, 25 c per doz.
Pop Corn- $\$ 1.75$ per bu. for ear, $41 / 4 \mathrm{c}$ per lb . for shelled.
Potatoes-New, $\$ 1.25$ per bu. Virginia cobblers, $\$ 4$ per bbl. The price has a higher tendency, owing to scarcity.
Poultry-Mixed fowls now command about 14c; broilers, 22@23c; turkeys, 19c; ducks, 17 c ; geese, 11c. Dressed fowls average 3 c above these quotations. Radishes- $\mathbf{1 5 c}$ for long; 12c for round Rhubarb-85c per bu.

## Spinach-\$1 per bu.

Tomatoes-Home grown hot house, ${ }^{65 \mathrm{c}}$ per 8 lb . basket; out door grown, $\$ 1$ per $1 / 2$ bu.

Turnips-25c per doz. bunches.
Veal-Jobbers pay 13@14c for No. 1 and 10@12c for No. 2.
Water Melons- $\$ 3.50$ per bbl. of 8 to 10.
Wax Beans-\$2 per bu.
Whortleberries-\$2@2.25 per 16 qt. crate.

## The Grocery Market.

Sugar-The market is utterly demoralized, in consequence of a decline in raw sugars of $5 / 8 \mathrm{c}$. Sales of raws have been made as low as $53 / 4 \mathrm{c}$. All holders of raws will not sell at that figure, but the market is practically not above 6.02 anywhere. Buyers seemingly realize that for the moment they have the upper hand, and after paying the piper for months it would be surprising if they do not make the most of their opportunity. Statistics are bullish, the supply of available sugar in Cuba being moderate as compared with probable consuming requirements, but there is the other factor of demand to consider. It is stated officially that there will be no readjustment, so that unless the market recovers buyers face a loss. Unfortunately, there is not the stimulus of foreign business to prevent competition; for the moderate domestic trade formerly kept the market on an even keel. Some circles feel that the British Commission will be in later to eke out, but its supplies of raws and refined must be quite ample for the fall months, according to the general view in the trade.
Tea-Indications point to a revival of activity in the near future. The demand is still comparatively light and by reason of this most holders are still willing to make occasional concessions. New tega is figuring to some extent in the market, and there
will probably be no important change until the demand improves. The undertone of the market is steady to firm.

Coffee-Rio and Santos grades show a slight fractional improvement for the week. The Brazil news is somewhat irregular but shows little change as compared with last week. The demand for Brazil coffees is still comparatively light. Mild coffees are unchanged in price and in comparatively small demand. Java and Mocha are unchanged.
Canned Fruit-While the market has shown a decidedly firm tone throughout, the week's efforts have been directed as far as conditions would permit toward sending shipments forward before the new freight rate takes effect; but, on the other hand, the railroads are unable to take the shipments offered owing to freight congestion. In the meantime interest is centered upon the hearing before the suspension board of the Interstate Commerce Commission, which will take place this week, where an effort is being made to have the rates suspended at least until after the present contracts have been shipped.

Canned Vegetables-In the absence of important demand during the week tomatoes have gradually weakened until prices are about on a level with futures, deliveries of which are not far off. In consequence, there has been a dull and listless market, with the only sales being those intended to fill in where supplies have become depleted. Corn and peas have been rather quiet, but the market has shown a much firmer tendency with the prospect of diminished supplies as compared with previous seasons.
Canned Fish-With the gradual absorption of spot supplies the salmon situation has grown steadily stronger and prices are now $21 / 2 @ 5 c$ above those of a week ago. This has been due in a large measure to the unsatisfactory reports regarding the new pack and the assured shortage of supplies as compared with a year ago. There is no reason to believe that the demand will be any less, and, if anything, should increase with the militia at the border. Pink salmon at the close was firm at $\$ 1$ and for red Alaska the general asking price was $\$ 1.72 \frac{1}{2}$. Columbia River advices report some improvement in the catch, but it will be impossible according to the best authorities, to make up the deficit that has already been brought about by the high water. Domestic and imported sardines are all unchanged and in moderate demand.
Dried Fruits-The prune market has not been without interest during the week, but it cannot be said that the results have been important. The apparently weaker tendency of values has been more apparent than real, and, although some business has been done at the lower prices, it has been insignificant in comparison with what should be under way at this time, and, with the exception that market quotations are somewhat lower, it leaves matters about where they were before. The reduction in price is due to the efforts of the packers to scare
growers out of their position, which efforts have been unavailing. On the other hand, the attempt at the same time to stir up some interest on the part of buyers was equally unsatisfactory. About the only real development has been the assurance from conservative sources that the prune crop will well exceed earlier estimates and may reach $165,000,000$ pounds. On this assumption there may be some expectation of lower prices, as growers no more than anyone else can nullify the law of supply and demand. At the close of the week the market had returned to the old basis, but the indications were that any real show of interest on the part of buyers would have sent prices up again unless there was some yielding on the part of growers. Peaches are firm on the spot, with only small quantities available, but buyers are holding off awaiting the announcement of new crop prices. Apricots closed weak at $11 / 2 \mathrm{c}$ in the absence of demand. Raisins and currants are unchanged and practically neglected. kice-The tendency is to wait for which is now beginning to come in ever, are still too high in the primary market to attract buyers here who aro not pursuing the policy of previous years of paying a premium for the early receipts, knowing that the market will recede as the crop movement Cheese-The market is firm at an advance of $1 / 4 @ \mathrm{~T} / 2 \mathrm{c}$, with a very good consumptive demand. Exporters are reported to be buying very largely and the receipts are absorbed on arrival. Future depends upon the export trade very largely, as the
sumptive demand is about normal.
Provisions-All cuts of smoked meats are firm and unchanged, with a good consumptive demand. Pure and compound lard are firm, and if there is any change there will probably be a slight advance. Barreled pork, dried beef and canned meats are all unchanged and in normal consumptive demand, but dried beef is extremely high, and practically all meat products are scarce and in the same condition.
Salt Fish-Shore mackerel has advanced again on account of scarcity. and some holders are now asking $\$ 24$ per barrel. This is a very high price. in fact, not far from twice what it ought to be at this season. Buyers are taking mackerel as they need them, but are not enthusiastic. Irish and Norway mackerel situation is unchanged. The new price has been named on cod, about 3 c per pound above normal. Scarcity is the reason given. Hake and haddock will probably rule at about the same parity above normal.

In renewing its subscription to the Michigan Tradesman, the Finout Sales Agency, of Battle Creek, writes: "Could not keep house without the Tradesman."

Klass Vermulen has purchased the store building at 300 Cedar street and removed his shoe stock from 640 Grandville avenue to the new location.

## COMMERCIALIZED SCIENCE

Westfield Food Standards Huge Advertising Scheme.
Things do not appear to be moving altogether smoothly for Professor Lewis B. Allyn and his much-published "Westfield Standard" of pure foods. Everyone in the food trades knows how much the professor and his work has been exploited, until thousands of hysterical women, and some men too, have come to feel terrorized unless what they ate contained the endorsement of this supposed pure food mentor.
It will also be recalled by readers, of the Tradesman that some months ago Professor Allyn was investigated by a committee of the American Chemical Society and severely roasted in its report as to the dependability of his conclusions; also narrowly escaping expulsion for having allowed science to be commercialized in a way which the report considered highly inethical.
Now it appears that the State of Massachusetts has been after the Westfield coterie. Several times during the past session of the Legislature the activities of Professor Allyn and his associates were severely questioned at the State House and now they have been brought to the attention of the Federal Trade Commission with a request for an investigation.
Senator John F. Sheehan, of Holyoke, Mass., in whose State senatorial district Westfield is included, became interested in the more or less general criticism through the State that local boards of health were dangerously inactive, a criticism which came out very strongly at a recent meeting of the Massachusetts Association of Boards of Health. He wrote to Dr. Allan J. McLaughlin, Commissioner of Health of Massachusetts, asking for further information concerning the activity and efficiency of the boards of health in his senatorial district, little thinking that casual enquiries would ultimately reveal conditions affecting a large section of the United States. But the Commissioner of Health sent a special deputy to make an investigation and the result was so astounding as to inspire further enquiries on the part of Senator Sheehan who has now submitted all the facts collected to the United States authorities for their attention.
Senator Sheehan's letter,addressed to the Federal Trade Commission, contains the following partial quotations:
"My investigations relative to the Board of Health of Westfield indicate one serious condition which is beyond State control. Assuming it to be within the jurisdiction of your honorable Commission, the facts are brought to your notice as a matter of public duty.
"Within the past few years public notice has been taken of what seemed to be an authentic list of so-called pure foods alleged to have been approved and indorsed by the Westfield, Mass., Board of Health. Nation-wide publicity has been given to this list
through prominent New York publications.
'I now find that instead of being the disinterested public spirited movement, which the public believes it to be, this Westfield proposition, from first to last, is a huge advertising scheme supported by private interests; that it is without an element of public service, and has no basis of scientific truth.
"In support of my own observations and conclusions as to the character of this so-called Westfield Standard, I quote from a statement furnished me, in my official capacity, by an official of this Commonwealth:
The reports made by the chemist of
this board, Lewis B. Allyn, refer to the
large amount of work done by the this board, Lewis B. Allyne refermist of to the
large amount of work done by the
board because of the exam.anun and board because of the exammation and
the determination of the admission of
food articles to these lists food articles to these lists. These lists have been distributed or sold for cass,
the claims varying from many thousands the claims varying from many thousands
to nearly $1,000,000$ copies so distributed. Other literature claims that these lists contain practically all food products that are pure, clean and wholesome, which
naturally implies that practically all food products have been examined by this board and that those not listed are not pure, clean and wholesome.
The facts and information show that a name given to a preferred list of
foods. The foods so listed have not foods. The foods so listed have not
been examined, as is represented, by
any scientific test by the Westfield Board any scientific test by the Westfield Board
of Health. The Westfield Board of
Health has neither the laboratory faciliHealth has neither the laboratory facilii-
ties nor the employes qualified to make ties nor the employes qualified to make
the necessary examinations nor the mon-
ey with which to carry out the extensive investigations. It could not have made
the necessary investigations to certify the necessary investigations to certify
that all the foods in the list were pack-,
ed and sold under sanitary conditions," ed and sold under sanitary conditions," millions of dollars, and this board, with its three members and six employes There is unmistakable evidence that lowed itself to be commercialized for a money making schemercialized fow L .
Allyn, the chemist of the board, is also employed in a private laboratory oper-
ated by a New York publication with
advertising space for sale. He acts advertising space fork sale. He acts as as
the chemist and food editor of this pubthe chemist and food editor of this pub-
lication. The name of the Westfield
Board of Health furnishes the efficial Board of Health furnishes the official
prestige for the articles advertised under this system.
A letter was written by this publica-
tion making a proposition to an advertiser in which the endorsement of Mr. Allyn and the Westfield Board of Health tisements have appeared showing that official endorsements have been obtained from this board for certain food articles
advertised in the publication. By process of elimination
By process of elimination one class of
manufacturers has been favored to the exclusion of the other class, and a gigantic advertising propaganda has been developed, made valuable and impressive
because the name of the Westfield Board of Health is used in association with
the enterprise, and which would be
utterly useless without the prestige utterly useless without the prestige
which goes with the name.
This advertising scheme into a syndicated scheme found its way newspapers throughout the country,
newere it was run for about where it was run for about twenty-six
weeks and this false doctrine spread accordingly. cordingly.
meeting last month, unanimously reported on this Westfield proposition as as
among those movements which are "alamong those movements which are "al-
together wrong in principle and opposed together wrong in principle and opposed
to the best interest of the public, reason being because "almost without exception profiting financially by means of
advertising is directly connected in one way or another with such campaigns. way or another with such campaigns.
The movements are therefore not dis-
interested.
"A member of the committee of the American Chemical Society, which investigated this Westfield standard, states that the Westfield laboratory, in which the public is told that thousands of elaborate tests have been made, 'does not exceed $20 \times 25$ feet in size, and part of this space is used for desks and records and clerical work.'
"This is the laboratory; the McClure publications is its proprietor; Lewis B. Allyn (chemist of the town) is its employe, and out of this com-
bination comes the absurd claims both in reading and advertising columns, that the standards therein es tablished are actually higher than either the National or State Govern ment-an alleged official standard backed by private enterprise.
"Evidence in support of the above statements is at your disposal. Duty demands a correction of this deplor able evil of trading, through deceptive practices, to excite fear on mat ters of food consumption in its rela tion to health, and I ask your care ful and immediate consideration of the foregoing."
Dr. McLaughlin, the Commissioner of Health of Massachusetts, it seems, further reported to Senator Sheehan that the laboratory of the Westfield Board of Health, in which it is claimed Allyn made his thousands of analysis, contains only "a Babcock machine, a balance and dishes for the determination of solids and fat in milk, a sediment tester, a still not yet set up for the distillation of water, and glassware. The board expects to have a more substantial laboratory in the future, as $\$ 125$ has been appropriated for this purpose this year." Dr. McLaughlin makes the further statement that "the town has no regulation relative to the protection of food." And yet this "movement" preclaimed a standard "higher than that of the United States Government," which spends some three millions of dollars a year in keeping the country's food supply pure and wholesome, and its standard of the highest, as against the official statement of the Massachusetts Commissioner of Health revealing the ac tual facilities at the disposal of the Westfield Board of Health.
The introduction of the Westfield Book, of February 8, 1913, contains the following language: "This book was compiled by the Board of Health of Westfield, Mass.-the Pure Food Town-from over 50,000 experiments made by its capable, unbiased foodchemists during ten years of constant study." Yet there is evidence to show that these "capable, wabiased foodchemists" were young boy and girl students in the Massachusetts Normal School. Originally "Professor"Allyn was instructor in the State Normal School at Westfield, and at the investigation before the State Board of Ed ucation it was admitted that much of the analytical work was done by the students at this school.

## Bankruptcy Proceedings in Western District of Michigan.

Grand Rapids, August 3-In the matter of Arthur F. Thornbury, bankrupt, Ionia, the first meeting of creditors was held this date. There were no creditors present or represented. No claims proved against the bankrupt estate. Order was made confirming bankrupt's exemptions as claimed, also order that no trustee be appointed. First meeting adjourned without day.
In the matter of Mason W. Manly, bankrupt, Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. William Fitzgerald, of Grand Rapids, was elected trustee and his bond fixed at $\$ 1,000$. The petition of Peter Hamstra to reclaim certain property in the possession of the trustee was con-
sidered and decision reserved. Meeting adjourned to August 8 for examination of the bankrupt and further consideration of the petition of Peter Hamstra.

August 4-In the matter of The Fair, bankrupt, the first meeting of Fair, bankrupt, the first meeting of
creditors was held. Claims were proved and allowed. Walter H. Brooks ed and allowed. Walter H. Brooks was elected trustee and his bond fixed
at $\$ 15,000$. Meeting was adjourned at $\$ 15,000$. Meeting was adjourned to August 7 . A special meeting has now been called in this matter for August 24 for the purpose of passing on the allowance of certain administration expenses and declaring a first dividend. The dividend will probably be around 10 per cent.

## Valid Reasons For Liking the

## U. C. T.

I like the U. C. T. because it teache; temperance and frugality and moderation. It aims to restrain its members from going to extremes or indulging in excesses. It tends to equalize differences in station, intelligence and financial standing. It helps it, members in distress, assists them when they need encouragement and steadies them at critical periods in their careers, extends the hand of sympathy when illness and death invade their households. In short, it teaches fraternalism in its broadest and best sense. The lessons it inculcates are manifest every day in the dignity, independence, courtesy honesty and temperament of its members, who are better men, better sales. men, better companions, better sons, better husbands, better fathers, better citizens and better Christians by reason of their embracing the theories and practices of the U. C. T
E. A. Stowe.

## Sleeper and Ellis in Cohoots.

The death of "Billy" Boyns, who had entered into a contract to carry Kent county for Sleeper at the primary election, has necessitated a change of plans by the Bad Axe banker. He has engaged two noted political wirepullers to handle his interests in this county-Conner Smith in the city and Frank Cook in the country. Smith had previously been retained by Deacon Ellis to look after his interests in his campaign for the State Senate in the wards on the East Side of the city and this arrangement unites the political fortunes of Ellis and Sleeper and enables them to effect a division of the expense incideni to the campaign now being conducted in the saloons and other places where votes are supposed to originate. It is understood that both gentlemen have tapped their barrels at both ends to curtail the liquor vote pledged to Leland and demoralize the temperance vote pledged to Diekema.

Some men never get all the dirt back in a hole, because they don't dig it deep enough.


Activities in Some Michigan Cities. Ground has been broken at Alma for the erection of a $\$ 42,000$ plant for building half-ton trucks by the Republic Motor Truck Co.

The Cloverland Association of Municipalities, in session at Iron Mountain, elected Mayor S. T. Handy, of Sault Ste. Marie, as President and Alderman W. G. Monroe, of Iron Mountain, as Secretary-Treasurer. The next annual meeting will be held at the Soo.

Portland officials will visit Charlotte and other towns where artificial ice plants are in operation, to get data on the cost of operating same. The cost of a plant of ten tons daily capacity is estimated at $\$ 7,000$ and a municipally operated plant, the same as the electric and water plants, is being considered.

Union City will hold a big celebration Aug. 16 and 17 under the auspices of the Business Men's Association.

The Jackson Chamber of Commerce will hold its annual outing Aug. 31 at Clark's Lake, the trip to the lake being made in automobiles.
The concrete drive around Lake Cadillac, at Cadillac, has been completed at cost of $\$ 65,000$. Work on this roadway was started in July of last year and it is a monument to the public spiritedness of Cadillac's citizens.
The new municipal water and lighting plant at Three Rivers is now in commission.
Contracts have been awarded for large additions to Hurley hospital, at Flint.

The Donald McRae hospital, a pub lic institution of modern type, has been opened at Alpena.

Pontiac has let the contract for collection of city garbage, residents paying 50 cents a month for twice a week service.
George W. Rowell, Jr., is the new manager of the Upper Peninsula Development Bureau. The next meeting will be held at Escanaba Aug. 26.
Olivet has been without a hotel for nearly three years and now, through the efforts of the Business Men's Association, Walton Tavern is to be reopened there.
Saginaw and Bay City are promoting the construction of a boulevard drive along the river, which will af ford the shortest possible roadway between the two cities and will provide a twenty-two-mile highway from the head of Saginaw River to the Bay. The manual training department of the Michigan School for the Deaf, at Flint, will be extended.

Albion will install five new sanitary drinking fountains.

Battle Creek will entertain the annual convention of the Michigan Society of Optometrists Oct. 10-12.
South Haven, Eaton Rapids and Vicksburg will add motor driven apparatus to their fire fighting equipment. Almond Griffen.

The Internal Revenue Commission Is Unfair.
A news item has lately been going the rounds of the daily and trade press to the effect that the Commissioner of Internal Revenue has sent to the
various collectors and investigators of his department, a copy of the charge made to the jury by Judge Ray, of the Federal Court for the Northern District of New York, in the case of the Rosemary Creamery Co. against an Internal Revenue collector.
In this case the plaintiff sought to recover fines and taxes paid to the Internal Revenue Department under protest for the alleged production of adulterated butter. The butter in question, contained, according to the Internal Revenue officials, over 16 per cent. water. The case was decided against the creamery, and the Internal Revenue Commissioner, according to these newspaper reports, has announced his intention of following the precedent established in this case, and his intention to continue to interpret the law as it has been interpreted by his Department ever since its enactment.
Although this public announcement of a continuation of the past policy of the Internal Revenue Commission occasions no surprise, and is only what we had been led to expect, it seems strange that the Commissioner should single out this one decision, from the many conflicting decisions on this question handed down by ou, various district courts, for a precedent, and should steadfastly refuse to take the question to the United States Supreme Court for final decision.
Under present conditions the law is not being impartially enforced There are certain Federal court dis-
tricts in which all similar cases are decided in favor of the aggrieved creameries and against the Internal Revenue collectors, while in other district courts the Government officials are as consistently upheld.
The Commissioner has admitted that the law, as interpreted by him, bears unjustly upon the creamery industry, and yet for the sake of a few thousand dollars a year income to his department, he refuses to modify his interpretation, even when various court decisions pronounce him in error; and he misses no opportunity to continue the injustice to the creamery industry which he himself and his predecessors have recognized. It seems to us that the creamery industry should take steps to carry some one of these adverse district court suits, in which the issues aro clearly defined, to the United States Supreme Court.
Butter, Eggs, Poultry, Beans and Potatoes.
Buffalo, Aug. 16-Creamery butter, extras, 30c; first, 27@2sc; common $25 @ 26 \mathrm{c}$; dairy, common to choice, 22 a 26 ; poor to common, all kinds, 20 a22c.
Cheese-No. 1 new, 16c; choice 15
Eggs-Choice, new laid, 28@30c; fancy, $32 @ 34 \mathrm{c}$.
Poultry
(live) -Fowls,
$16 @ 18 \mathrm{c}$; broilers, 19@22c; old cox, 13@14c; ducks, 17@18c.
Beans-Medium, 85.75 : pea, 85.50 , Red Kidnev, \$6.00: White Kidney, \$6.00; Marrow, $\$ 6.25$
Potatoes- $\$ 3.25 @ 3.50$ per bbl.
Rea \& Witzig.
Sometimes it is the police that teach a man to reform


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

## Barney says-

We are certainly having a big business this summer, and the men in the shipping department have been working very hard.

But, By Golly, we are still the Prompt Shippers, and our goods are going out the same day the orders are received, and I guess merchants in Michigan appreciate our service.

## Worden Grocer Company

GRAND RAPIDS - KALAMAZOO

THE PROMPT SHIPPERS

##  <br> Unlike any other paper.)

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## GERMAN MASTERY OF WAR.

## As the havoc of the Kaiser's war

 progresses, it brings more and more clearly to view the complete mastery of the arts of war which the German nation has achieved. Since the formation of the German empire an army has been considered essential to the preservation and development of German life. With characteristic German thoroughness, however, the military leaders were not content with merely maintaining a standing army which with its adequate reserve would be numerically sufficient for the defense of the empire, but they addressed themselves to the task of making it the most effective military machine in existence.How far they succeeded may be judged from the fact that in the early stages of the war their enemies freely admitted the superiority of the German arms in almost every department. Even now those same opponents declare that they have overcome this initial superiority only by studiously profiting by the lessons which the Germans have taught them. Thus while trench warfare was inaugurated in our own Civil War, the German General Staff was the first to see its possibilities in modern warfare and the first to develop these on an extensive scale. Even now the British declare openly that they have much to learn in order to attain the German skill in constructing these defenses from the fire of modern artillery. In like manner it was the German staff which first realized the possibilities of the machine gun and in the early part of the war the German army was the only one which was equipped with these effective weapons in anything like the right proportion. Until recently the Germans possessed superior heavy artillery whose possibilities in connection with modern means of transport they were quick to note and capitalize. The Zeppelin has thus far failed to demonstrate its complete superiority over the aeroplane, but it is nevertheless capable of becoming a very effective military arm and so far as is known the Germans are the only ones who have built these heavier than air machines with anything like complete success.
In the matter of naval warfare Germany has not lagged very far behind.

Although her fleet has been a creation rather than a development, as in the case of England and the United States, it is highly efficient, unit for unit. That it has not been able to play a more active role in this war is, no doubt, galling to many of the gallant men who make up its personnel, but the dictates of sound stratey have compelled it to remain in limited and protected areas. Germany's achievements with submarines have been the subject of so much comment that they seem likely to be unduly exploited. It is nevertheless true that Germany has brought these underwater craft to a high stage of perfection and has demonstrated to the world their destructive force when commanded by men of resource and daring. Thus while two years of warfare find Germany on the defensive in all theaters of action, it must not be supposed that the military power which she has built up with such care and thoroughness in every branch can easily be overthrown. Germany has expended a vast amount of time and a great deal of intelligence in making her military machine. She has show, the world new marvels of efficiency in forging and utilizing weapons hitherto unknown in warfare. She has thus left her indelible impress upon military operations so that, whatever the outcome of the present war, the nations will have to go to school to her to learn how a military power shoule be created and used.

## OUR FINAL WHEAT SURPLUS

North America will be called upon to furnish Europe with $344,000,000$ bushels of wheat this season. If Europe is to take that much from the United States and Canada, export buying and clearances will have to be materially increased from now on. Broomhall makes the computation, and the question is, can such a quantity be secured?
Taking the surplus for the United States as $200,000,000$ bushels, which included the carry-over of $163,000,000$ bushels, and allowing $200,000,000$ bushels for the Western Canadian crop of 50,000,000 bushels for the carry-over, there will be a surplus all told in that country of $170,000,000$ bushels. With the $200,-$ 000,000 bushels in this country, there is $367,000,000$ bushels, or $26,000,000$ bushels more than required. But such an amount of business will mean an exhaustion of reserves at the end of the season, which is a dangerous proposition.
Nothing is better established than the fact that there is a very close relation and connection between dirt and disease. Where proper attention is not paid to cleanliness, either public or domestic, in the streets or in the houses, there is corresponding danger that sickness will overtake the people living in that locality. It almost invariably works out that way. It follows then, that there is need on the part of the sanitary, and indeed all the municipal officials, to see to it that a high degree of cleanliness is maintained and the power placed with this authority is such that it can make these conditions practically what it sees fit.

When a boy gets into trouble you can easily tell whether he was raised in a school-room or a pool-room.

TEUTON ON THE DEFENSIVE.
Whatever aggressive moves the Teuton armies have made since last September, even the Servian campaign and the prolonged battle around Verdun, and the Austrian push in the Trentino, have been described in Germany as a defensive which anticipates the enemy's designs and always retains the initiative. To-day it is not a matter of technical defensive-offensives. The Teuton armies are at bay in a very real sense. Since Brussiloff began his advance the Germanic forces have been concerned merely with holding on. Their attacks have been only counter-attacks. There has been no sign of an elaborate aggressive on their part. The initiative has truly passed to the Allies. To an astonishing degree the Russians have kept the enemy guessing, as one after another of Brussiloff's armies has hit out along a front of hundreds of miles. And what has been going on wn the Russian front has been under way, on a magnified scale, in the whole theater of war. The Allied tide has begun to filter through the Teuton dikes, and the armies of the Central Powers are now busy in stopping up leaks to the best of their ability. In that process they have not succeeded. The leaks are getting wider every day.
Russian victories in Southern Galacia, Italy's greatest achievement of the war on the Isonzo, French and English advances on the Somme and the utter rout of Turkish arms under German officers in Asia Minor all show clearly the uniform pressure to which the Teuton forces are being subjected. That coordination of effort which for two years the Allies failed to attain, which the German press only the other day pretended to regard as still unattained, is now an unmistakable fact. The last aggressive effort by the Central Powers was the Austrian attack in the Trentino. From that moment the Allied machine began to work. Brussiloff's victory around Lutsk in June brought the Austrian forward move against Italy to a standstill.. When Brussiloff's advance in turn slackened at the beginning of July, the Anglo-French attack on the Somme was delivered. A month later Italy takes up the task before Gorz. And if we take each front by itself we find the same principle of Allied coordination at work. In France the Germans are kept alternately busy at Verdun and on the Somme. In Russia the alternate strokes are delivered now in Volhynia, now around Brody, now in Southern Galicia. And Italy, instead of prosecuting her successful counter-offensive in the Trentino, breaks out suddenly on the Isonzo. The Central Powers are now utilizing to the full capacity those interior lines which have been their advantage from the beginning, only they are using them not according to their own will, but according to the dictates of the enemy.
What adds to the significance of the Allied initiative, as it is now being exercised, is the fact that it is not shaped by the developments of the day, but is being carried on in plain accordance with a great plan. Events on the Russion front make this clear. It is plain, for example, that the main Russian objective to-day is an advance on Lemberg, not from the North, where the threat
against Kovel is strongly pressed, not from the East around Brody, but from the South, where the army that took Czernowitz and overran Bukowina is now pushing northward. It was assumed that Gen. Letchitsky's army, after occupying Bukowina, would press on through the Carpathians into Hungary; and minor fighting has, indeed, taken place in the mountain passes. But the lessons of two previous invasions of Hungary have been learned. The main strength of Gen. Letchitsky's army has been brought to bear against the communications of Bothmer's army, which stood guard on the Strypa and which has been steadily pushed west and north under the menace of this encircling movement from the south. What we may expect, after the latest Russian victory south of the Dniester, is a contraction of the Austro-German semi-circle around Lemberg under pressure from three sides, but chiefly under pressure from the south. For on that front the Russians have the advantage of facing Austrian troops with a minimum of German stiffening, and against the Austrians the Czar's soldiers have repeatedly demonstrated their superiority from the beginning of the war.
As the Russian armies have always made their gains against the Austrians, so in the entire scheme of Allied operations the defeat of Austria stands out as the most promising way to success. Herein is the significance of Russian and Italian victories reported on the same day. They are scored against the weak brother in the Teuton alliance; and the Allied forces in France will be doing their bit if they only hold up the German reinforcements without which the Austrian lines cannot stand. What we are witnessing to-day is the deflation of Hapsburg strength. The enormous captures made by Brussiloff have shown results not only in the East, but in the Trentino and on the Isonzo. The surrenders en masse show a weakening of morale as well as of numbers. The capture of 3,500 Germans in a single battle shows that even the Kaiser's troops are being carried away in the general demoralization. Hammered on either flank by Russians and Italians, the Hapsburg armies have still to contemplate possibilities on their Southern frontier. At Salonica a great Allied army has been ominously waiting its chance. That chance may come when the situation on the Dniester and the Isonzo leaves the way open for the reconquest of Servia. In Southeastern Europe, where the conflagration broke out, lies the best chance for a decision favorable to the Allies.

In employing political sharks and ward heelers to look after their interests, candidates for public office evidently act on the assumption that all the votes center around the saloons, brothels and trades unions. As a matter of fact, decent people also possess the right of vote, and ought to exercise it, but in too many cases they stay away from the polls because of disgust over the methods employed by wealthy candidates for office to accomplish their ends by nefarious means.
But a married man's dollars won't last long unless his wife has sense.


Methods of Helping the Bank to sults of his experiments in these di-

Grow.*
Only live things grow, so at the very beginning of our discussion we must assume that your bank is a live one, or it cannot be helped to grow.
In the first place, I want to state my belief, borne out by wide observation and long experience, that mere advertising in the ordinary sense of the term is not in itself all sufficient to make a bank grow.
Back of the advertising there must be the ability and the willingness to serve customers, a realization that the interests of a bank and those of its depositors are truly mutual, what helps one is sure to benefit the other, and what is determental to one cannot but injure the other.
The Good Book admomishes us, "Let him that is greatest among you be your servant." The hereditary motto of the Prince of Wales is "Ich dien,"-I serve. But it is not just that kind of altruism or "otherism" that appears to animate the modern banking institution. It is rather a selfish unselfishness, if such an experssion can be used. I don't mean to say that a bank never offers service without hope of reward or that it never takes part in any great movement from purely unselfish and patriotic motives. On the contrary, I know, as you undoubtedly do, of many instances quite the opposite, such as banks continuing to pay the salaries of their employes who are members of the Na tional Guard called into the service of the United States on the Mexican border.
But the point I am trying to make is simply that in being a public servant the bank is best serving its own interests. To give a concrete illustration, I will refer to the late James J. Hill, of the Great Northern Railway and the First National Bank of St. Paul.
In the grounds of Mr. Hill's fine residence in St. Paul, where most millionaires would have had Italian gardens and spouting ornamental fountains, there was built a large and far from ornate greenhouse.
This conservatory the great "Empire Builder" used for experiments with different kinds of grains for the purpose of choosing the best for the use of the farmers in the territory of the Great Northern Railway.
Mr. Hill also did a great deal along the line of developing the best kind of cattle, both for beef and dairy purposes. At his country place, he had an imported herd of blooded cattle which was his joy and pride. The re-
*T. D. MacGregor,
Company of New York) Company of New York) before Colorado
Bankers convention at Denver.
rections Mr. Hill made public for the benefit of the farmers in his territory, and it goes without saying that they took advantage of it.
Through the First National Bank of St. Paul, Mr. Hill inaugurated a plan of prize corn-growing contests, with an autumn corn show in the lobby of the Bank, the exhibits consisting of the best specimens of corn grown in the various counties of the states traversed by the Great Northern Railway. This Bank also employs an agricultural expert to devote his entire time to farm business of this nature, and by voice and pen, Mr. Hill was constantly urging the bankers and farmers of the Northwest to co-operate in the effort to improve agricultural methods and thus increase the productivity of the farms, and eventually the freight and passenger income of his railroads. These constructive efforts of Mr . Hill serve to call attention to the new spirit of banking, summed up in the one word, service.
Banks in North Carolina are assisting the co-operative extension work in agriculture and home economics conducted by that State.
The specific thing I want to refer to is the "Pig Club" plan whereby the boys and girls in the rural sections are encouraged to raise pigs. T. E. Browne, agent in charge, made this statement concerning the work:
"We have enrolled in the Pig Club of the State to date practically 1,400 boys and girls, most of whom have pure-bred pigs which they are feeding according to the most scientific methods of swine growing. We are impressing upon these boys and girls especially the importance of giving the pigs a diversified diet by growing for them various green crops. We are also teaching them the importance of clean quarters and sanitary precautions.
"It is very inspiring to see the interest these boys and girls are taking in their pigs. One of the agents gives these quotations in his report:
"One mother said, 'My boy feeds his pig four times a day and has to see that it is asleep every night.' Another mother said, 'I am so glad my boy is taking an interest in the club work; I want him to be a farmer, not a cotton grower.'"
"We have two plans by which these pigs are furnished, the boy entering into a contract with the Bank to this effect: First the boy is furnished a pig upon signing a contract to return to the institution two pigs not under eight weeks old, from the first litter, these pigs to be given to two other members on the same condition. The

## We Reach and Hold the Confidence of Those Who Desire the Greatest Skill and Economy

in the management of their Estates. We have stood all tests, and in the continued growth of this Company is best evidence of the satisfaction we have given. To those who desire the conservation of their Estates after they have gone and are unable to personally administer their affairs, we offer the highest skill coupled with the most rigid economy. Our charges are fixed by law-our services are founded upon years of experience-our opportunities for wise investments are those of a Bank.

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

# The Mighigan Trust Co. 

OF GRAND RAPIDS

Safe Deposit Boxes to rent at low cost.

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST \& SAVINGS BANK associated


## GAMPAU 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.

$$
\begin{aligned}
& \text { Combined Capital and Surplus. } \\
& \text { Combined Total Deposits. } \\
& \$ 1,778,700.00 \\
& 8,577,800.00 \\
& \text { 11,503,300.00 }
\end{aligned}
$$

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST \& SAVINGS BANK
other plan is, that the boy give his note to the institution, to be paid in the fall, with 6 per cent. interest. In both cases the bankers have agreed that if the pigs die because of some condition over which the boy has no control they will cancel the notes or contracts.'
Cashier R. B. Crowder of the Farmers \& Merchants Bank of Henderson, who is especially enthusiastic over the Pig Club work, says that the Bank gets benefit from the word-of mouth advertising of the club members, the news comment in the papers, and from the fact that the habits of thrift developed by raising and selling the pigs, together with the close contact with the Bank, make the children good prospects for the saving department in the present and good general bank customers for the future.

I know a small town banker in Washington who became convinced that the farmers of his territory could profitably raise more cattle and sheep because there was plenty of suitable grass and range for grazing purposes.
So in his advertising space in the semi-weekly newspaper of his community, he decided to conduct a campaign of education on the subject. He enlisted the services of the bank advertising agency in St. Paul with which I was connected at the time and we sent to the Superintendent of Documents at Washington, D. C., and secured many of the bulletins on cattle and sheep raising issued by the Department of Agriculture. From this material we were able to prepare a good series of advertisements addressed to the farmers of this banker's community. In each of the advertisements the bank offered to lend money to any responsible farmer for the purpose of adding to his live stock

I know of an Idaho bank cashie. who obtained the names of 500 farmers receiving pay checks from a local beet sugar factory. Shortly before check day, he sent out to each of these farmers a facsimile typewritten letter, telling them of the safety and service of his bank, suggesting that they start a checking or saving account with their sugar check, but offering to cash it for them free in any event. As a result of this one letter, he opened over thirty new accounts at his bank

I have heard of a rural bank cashier in the East who owns a ford automobile and an Eastman kodak, both of which he uses in pushing the business of his bank. Saturday afternoons he rides around the country and gets acquainted with his parishioners, so to speak. He takes snapshots of their homes, barns and blooded stock, to say nothing of their children, and he takes care that they receive prints of the pictures free. He talks over the crop prospects and makes himself as agreeable as a politician looking for votes.
I know of many small town banks that offer the free use of their board rooms as a meeting place for town, school or church committees, or for any such semi-public use. I have seen several rural banks that have a bulletin board in their lobby which is used
as a farmers' exchange. That is, free notices are posted of farms, live stock, seed, farm machinery, etc., for sale or exchange. In the bank's advertising, farmers are invited to make the bank their headquarters while in town, using it as a place for business appointments or as a waiting place for the family while the farmer visits the store, the mill or the grain elevator.

A house organ is an especially good medium for the bank to use in carrying on its efforts for the public good in its community. I know a South Dakota banker whose hobby is good roads, and every month in his bank paper he runs an interesting article on that subject.
Some bankers carry out the idea of a farmers' exchange by running such a column in their monthly paper Another banker had the hobby of inducing the farmers in his territory to name their places, so in his paper he published a list of named farms, such as "Locust Grove Stock Farm," "Fair Oaks," "Riverside Farm," and so forth.
While on the subject of copy, it is not out of place to consider bank slogans and emblems as they have almost the same advertising value for a bank as a trademark has for a manufactured article.
Many banks choose a slogan that will help fix their building or location in the minds of the public, as
"The Bank with the Pillars,"
"The Bank with the Clock,"
"The Bank with the Gold Dome." Originality is something to be sought after in choosing a bank slogan. "Safety First" was a dandy when it was first thought of, but so many banks are using this expression that it has become rather trite.

A Kansas bank is so original that it has adopted the slogan, "The Bank with Pep," and I suppose it won't be long before some other institution will come along and call itself, "The Bank with the Punch."
The Fort Dearborn National Bank of Chicago uses a circular emblem, with a picture of the old flag fort that marked the original site of Chicago.
The Wachovia Bank \& Trust Company, of Winston Salem, N. C., features cotton and tobacco in its emblem, representing the principal products of its locality.
The Iowa National Bank of Davenport uses an outline map of its State in black with its name in white letters upon it.
The Bank of Perth, N. D., evidently with a Scotch clientele, has a Scotch thistle with the words, "Gang warily," underneath it.
The Appomattox, Va., Trust Company, situated at the scene of Lee's surrender to Grant, uses a broken sword and the Stars and Stripes and the Stars and Bars crossed, the latter being furled.
The First-Second National Bank of Akron, Ohio, has a picture of its building founded upon a rock, and the words, "As solid as the Rock on which it is Built."
The Farmers Deposit Savings Bank of Pittsburg employs the picture of a bull terrier, "Prince," once the property of the President of the Bank.

The Paul Revere Trust Company, of Boston, naturally uses a picture of Paul doing his famous esquestrian stunt.
The Corn Exchange National Bank, of Philadelphia, uses an ear of corn. The Rising Sun Deposit Bank, of Rising Sun, Ind., uses a rising sun in its emblem, while the West End Savings Bank \& Trust Co:, of Pittsburg, uses the setting sun.

The Mechanics-American National Bank, of St. Louis, uses a mechanic's

the bank where you feel at home
SANNR
WE WILL APPRECIATE YOUR ACCOUNT TRY US!

## 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



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

## NATIONAL BANK <br> GRAND RAPIDS MICH 177 MONROE AVE.

Complete Banking Service

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

## Our $3_{1 / 2}$ Per Cent

Savings Certificates are a desirable investment

## THE PREFERRED LIFE INSURANCE CO.

 Of America offersOLD 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.


WM. H. ANDERSON, President
L Z. CAUKIN. Cashier
JOHN W. BLODGETT, Vice President
J. C. BISHOP, Assistant Cashier
arm backed by the American shield. Perhaps the most novel bank emblem is that of the First National Bank of Tombstone, Arizonia, which is a tombstone carrying the figures of the bank's capital and resources. But this does not indicate that the Bank is a "dead one." Quite the contrary, because I think that any bank that has the nerve to use an emblem like that is very much alive.
This is a very interesting subject, but time does not permit my going into it at greater length. I only want to emphasize the fact that a good slogan and emblem, used continuously in your advertising and printed matter, will give the public something concrete around which to build their conception of your institution, and will help create prestige and good will for it-something of intangible but very real value.

How Mail Order Houses Get Busi,
Ishpeming, Aug. 14-There perhaps is no matter that receives more serious consideration on the part of the country merchants than the question of successfully competing with the mail order houses of the larger cities. Very few merchants in the smaller cities have found a way by which they can prevent their patrons, from at least occasionally, sending to a mail order house for merchandise.
Herman Rosenfield, advertising manager of Sears, Roebuck \& Co., the well known Chicago mail order house, threw out the best hint that the country merout the best hint that the country mer-
chants have ever had as to why they fail in holding the home trade as firmly as they should, at the recent convention of the American Advertising Club. Mr Rosenfield was one of the principal speakers. His address dwelt largely upon the question as to why the mail order houses are successful. The following statement from him is one that should carry great weight with the small town merchants, who are continually complaining because so much of the trade they should have goes to the mail order houses:
"We have a bureau whose duty it is to read each week the country newspapers from all over the country. There is not a paper of any consequence in our trade territory we do not get. The bureau looks over these papers and when we find a town where the merchants do we find a town where the merchants do
not advertise in local papers we imnot advertise in local papers we im-
mediately flood that territory with our mediately flood that territory with our literature. It always brings results far in excess of the same effort put forth in territory where the local merchants use their local papers."
The above statement from Mr. Rosenfield should be enough to convince any live merchants that he has told the truth when he states that the failure of the country dealers to hold their trade is due to the fact that they do not advertise sufficiently in the home papers. There have been times, particularly in the spring and fall, when the postoffice here has been literally swamped with literature from mail order houses

There are at least a few merchants in Ishpeming who try to compete with the mail order houses of Chicago and other large cities, and they have done this by properly advertising their goods
and selling them at prices where the
trade can do as well, or better, by patronizing them as they can by sending their money to mail order houses. By comparing the prices and quality of goods, it will be found in many cases that the local merchants give far greater value than the mail order concern, although this fact cannot be properly impressed upon the trade so long as the merchants do not advertise
An Ishpeming merchant, who is counted among the livewire dealers of this city, and who is trying hard to convince the people that they can do as well by trading at home as by sending their money to mail order houses, has looked into the outside trade proposition to some extent, and from figures that he has obtained he places an estimate of considerable more than $\$ 100,000$ a year as the sum sent to Chicago, Milwaukee and other large trade centers for merchandise by local people. He is convinced that if the merchants were more persistent in their advertising in the pers which have a circulation in the pawould soon be able to convince the they ing public that the of whe buygained by sending out of the city.
It has been found by experience here that appeals to citizens to patronize the home merchants in preference to the mail order houses have never carried much weight, but on the contrary the dealers have found that it is prices of merchandise and the quality that counts in competing against the city concerns.
It is a fact that cannot be denied that too many of the merchants in the smaller towns depend too strongly on the patronage of their personal friends, and many times the latter drift away when their attention is attracted to the offer ings of the merchant who advertises. It also is a fact that the dealers who spend also is a fact that the dealers who spend money judiciousty in advertising make the most rapid progress and they are the concerns that do the most to help build up a city. Evidences of these facts can be seen in every small city in the country. As a rule it is the advertising merchant who has the most attractive stores. the largest stocks and
does the best business. does the best business
A local merchant recently remarked that Mr. Rosenfield's statement should open the eyes of the dealers here as well as in every other country town where their attention is called to it. The deaier said that it serves as a strong hint to the country merchant to get busy.
The quantity of advertising matter that comes into Ishpeming from the mail order houses is increasing and there are times when thousands of pieces are received here in a single week. There are very few families whose home addresses the mail order concerns have not been able to get on their books and as a result a great deal of their advertising matter comes in properly addressed and reaches its destination.

Not That Kind.
The business agent for a Chautauqua went to a prosperous town to see some of the natives with regard to booking a performance and finally landed in the office of Jones.
Yes, I am Mr. Jones," said the occupant. "What can I do for you?"
"I called to see you about a Chautauqua," returned the visitor.
"Nothing doing," answered Jones 'My wife and I have already decided on a car of another make."

## Veit Manufacturing Co. <br> Manufacturer of

Bank, Library, Office and Public Building Furniture Cabinet Work, High Grade Trim, Store Furniture Bronze Work,

Marble \& Tile
Grand Rapids, Michigan

## LOGAN \& BRYAN

STOCKS, BONDS and GRAIN

Grand Rapids, Office
305 GODFREY BUILDING Citizens 5235

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

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 $31 / 2$ Per Cent.
Paid on Certificates

Largest State and Savings Bank
in Western Michigan

## Grand Rapids Railway 5s Due 1919

At Par and Interest
Howe Snow Corrigan a Bertles MICHIGAN TRUST BLDG GRAND RAPIDS MICHICAN Investment Bankers

## As Administrator

THIS TRUST COMPANY is naturally able to offer better and more efficient service than an individual, by reason of the fact that it is free from those prejudices that are frequently ascribed to intimate friends or relatives when acting in a similar capacity.

## frand RapiosTrust [ampany

MANAGED BY MEN YOU KNOW


Story of a Dry Goods Dealer's Romance.
Chapter III.
Written for the Tradesman.
Elsworth Seaton Moore, the dry goods dealer, glanced across the table, now cleared of dishes, and searched his friend Lenier's face. The magazine writer was either wholly unmindful of the other's scrutiny, or appeared to be so. In an air of dreamy abstraction Lenier was looking out across the carefully cropped lawn at the never-ending pageant of clangorous cars, hurrying pedestrains, noisy delivery trucks, and big, silent automobiles. Vine street was one of the big arteries through which the currents of Centerville's polyglot life evermore pulsed-and, on occasion, swelled and throbbed and seethed, as if scarcely able longer to endure the stress and strain of vast municipal paroxysms.
Through a thin veil of iridescent smoke that emerged from the end of Lenier's man-sized Mi Favorita, trailed off and ascended in a spiral coil of fantastic and evanescent fragrance, Moore continued to look at his friend Lenier. Was Lenier secretly twitting him? Elsworth Seaton Moore wondered. If so, why? No; he decided that, ridiculous and impossible as it sounded, Lenier apparently did actually believe and maintain that anybody who desired adventure could find it. The theory flatly contradicted Moore's experience. It utterly failed to fit into the scheme of things, as Moore had observed their ongoing. With all his heart Elsworth Seaton Moore, Centerville's debonair and successful dry goods dealer, wanted to participate in some sort of an adventure, of a picturesque and colorful nature, like those that abound in books and magazine articles, but, for some reason, everything of that sort got by him. Could it be, as Lenier had suggested, that the fault was his? that the gods of love and of chance had called, and he had failed to heed? that he had missed the cue, and thus gone on, year after year, living a prosaic, commonplace life, when something down in the depths of him insistently clamored for the unusual, the vital, and the thrilling?
"The trouble with you, Elsworth," and the abruptness of Lenier's voice, breaking in upon, and shattering, his friend's reverie, caused Moore to look up surprisedly; "the trouble with you is, you've been so durn busy building up that pesky dry goods business of yours, you've never taken time to examine the cogs and levers of life to see how the thing runs. If you could only make up your mind to rubber around a bit, and look at the raw side
of life-and we have a good, complex cross-section of it right here in Cen-terville-you'd see that scores of things are happening every day; and some of them are happening right under your nose-only you don't see them. If they weren't so happening, how the deuce could this old town support three morning and two afternoon papers? Every one of them is full of interesting scenes and episodes -tragic, comic, and serio-comic-in current adventure going right here and now in Centerville. If you want to butt in and play an active part in any of these adventures-some of which are as interesting as anything Zola ever wrote-there are plenty of fat chances."
"You've got to show me!"
"All right," replied Lenier, "I'll show you." And at a signal from Lenier, the waiter approached. "Phil, I wish you'd see if you can find a copy of Sunday's Times and yesterday's Herald."
As Phil answered in his characteristic way, "Yes, sir!," accompanied by his characteristic bow, reminiscent of ante-bellum days, Lenier resumed. "If Phil gets us that Sunday Times I think I can put you on the trail of as neat a piece of adventure as you ever read in The Saturday Evening Post. The man is a clever and daring hold-up-on the whole a rather likeable fellow, I fancy; and as for the girl in the case-well, unfortunately, I haven't caught any traces of her yet. But I'll hazard a bet with you that she's there all right."
"Nothing doing in the betting line," replied Moore, relighting his cigar; "but I must confess to a mild interest in this demonstration of yours."
While Lenier was reciting from memory some of the details of the holdup incident, Phil came with the papers.
"Good!" exclaimed Lenier; "now for the beginning of our test! Let's see; it was on the first page, I believe. Ah, yes; here it is;" and he pointed out the single-column headlines: "Polite Hold-up Man Left Victim Car Fare. Was Real Gentleman in His Robbing and Also Gave Back a Watch. At last a real polite, gentleman hold-up has come to light; one that doffs his hat and with gentle although firm words issues his commands. And not only were his actions all that are required of a gentleman, but his heart was kind as well, for he refused to take car fare from a victim. The hold-up gentleman was accidentally found Saturday evening at 10 o'clock by Frank Tuttle of 1656 Maple street. Tuttle wasn't looking for him, and, in fact, isn't anxious to
find him again under similar circumstances. Tuttle was passing the cor ner of Southgate and Walton road when he was suddenly halted by the debonair hold-up man. The gentleman pointed a big, savage-looking gun right at Tuttle's head, and, tak ing off his hat, apologized for his apparent rudeness. He said he needed the money, and proceeded to empty Tuttle's pocket. He took $\$ 26.50$ and a gold watch and fob. After carefully counting the money, he handed the watch back to Tuttle, and then handed him fifty cents in silver. 'I don't care for the watch,' explained the man, 'and the change is for car fare. I am not a professional robber; but -oh, well, never mind; you beat it!' And as Tuttle turned to go, the gentleman robber tipped his hat and went on his way."
"Some class, eh? said Lenier "Now in the Herald's report of the incident we get Tuttle's description of the gentleman hold-up. He was a young fellow of about 30, smoothfaced, and weighed, apparently, about 160 pounds. He wore a gray, rather shabby overcoat, and a seedy-looking bolar hat. Now here's yesterday's Herald, giving a graphic recital of the bank robbery out at Pell Place Heights. You read that, didn't you? Yes; of course. Well, did you see

## Wo are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies. Misses and

 Children. especially adapted to the efeneral atore trade. Trial order solicitedCORL, KNOTT \& CO., Ltd. Corner Gommerce Ave. and Island St.
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BARLOW BROS. Grand Rapids, Mich.
Leading Merchants Sell NOTASEME HOSIERY
Men"Bonst "Drom Mill to Retaller"
A card and I will call with Samples. Pis Murray Bldg. - Grand Rapido. 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 Covel Pads Sanitary Couches
Bulk Feathers Feather Pillows

## Made by

Grand Rapids Bedding Co. Grand Rapids, Mich.

## Comparison Invited

Our lines of Boys' and Men's Police, Fancy and Invisible Suspenders are complete.

We carry in stock such well known brands as Boss of All, Ironman, Shirley and Presidents. The latter in both 25 and 50 cent numbers.

We wish to call your particular attention to our 25 cent lines of Police Suspenders, namely Boss of All and Ironman, in which we are giving exactly the same good quality web at the same prices as heretofore.

Compare with other brands and be convinced.

## Paul Steketee \& Sons

## Wholesale Dry Goods

Grand Rapids, Mich.

## Your Citizens 'Phone

Places you in touch with 200,000 telephones in Michigan; also with points outside the state.

95,000 telephones in Detroit
15.152 telephones in Grand Rapids

## DIRECT COPPER METALLIC LONG DISTANCE LINES

Citizens Telephone Company
anything significant in the girl's description of the hold-up man? No; well, I'll point it out for you. She said the man was well dressed, about 28 or 30 years of age, and weighed about 160 . He was cool and deliberate, and rather engaging in his personality. The man wore a false moustache, which sat somewhat asknew; and he had on a soft hat. He grabbed a bag containing $\$ 90$ in silver, completely intimidating the cashier; and when the telephone girl tried to give the alarm, leveled his gun at her. Backing out, with his gun still leveled at the bank people, he gained the street, ducked into an alley, made for the railroad yard; and disappeared. Now, in my judgment, the bank robber and the gentleman hold-up man are one and the same. The $\$ 26$ taken from Tuttle enabled the hold-up gentleman to buy some new clothes and put on a more prosperous front.
"But why such a desperate risk? The police authorities of Centerville pronounce it one of the most daring robberies of recent times. The lone bandit was surely in terrible straits and simply had to have the money, even if he took his life into his hands to get it. Why? There are many possible answers to that question; but I like to think the correct one involves a girl-a rare and charming bit of feminine winsomeness-who is near and dear to this dashing handit: it may be (who knows?) a sister, savagely caught and gravely imperiled, by the wiles of modern city ways; a sister, as innocent and unsophisticated as she is fair and lovely, far from home-from which she has been lured by sinister persons who have designs on her-stranded and alarmed to find herself alone in a great city. By accident she meets her brother (the bandit and bank robber of the newspapers)-a red-blooded fellow of dash and daring. He-"
"By Jove, Lenier!" exclaimed Elsworth Seaton Moore, jumping up; "you are a wizard! That fellow was in my dry goods store Saturday afternoon, and the girl was with him. By George, she is charming! And I hope you are right about her being his sister. Charles L. Garrison.

Some Troubles of the Retail Credit Man.
An old saying might be changed to read "Others work from sun to sun. but a retail credit man's work is never done," for if there is a perpetual motion machine in the business world, it is the man who handles retail credits. Only in the last few years have business men begun to realize the importance of this employe. Not so long ago the head bookkeeper handled the charge accounts, but changing conditions and the great increase in retail charge accounts have caused to be created the retail credit man. Upon him rests the responsibility of safeguarding his firm's accounts. In large department stores he may pass upon several million dollars' business every year. He holds the destiny of his firm in his hands, for he can bankrupt it by being an extremist-either in the extension of credit or the declining of business. He is expected to ward off
the undesirables, yet retain their good will, so they will buy for cash. He is usually considered a confirmed pessimist, and rated by many (in particular those whom he has turned down) as the meanest man on earth. He is invariably between two fires-being criticised when the sales fall off, and when the losses increase.

While his position is an honorable one, his daily life is far from enviable, for from the moment he opens his eyes in the morning until sleep relieves his weary brain, before him come every phase of human nature. He scans the headlines of the morning paper, and notes Mrs. S. is suing her husband for divorce. He knows she owes him a large account. ${ }^{*} \mathrm{He}$ notes Mrs. R. is spending the summer at Rye Beach, when she should stay at home and economize so as to reduce her bills. He reads of the P. \& B. Company filing a petition in bankruptcy, and a thousand and one things affecting individual credits. Upon arriving at the office he opens his mail, to find a dozen or more letters telling pitiful tales of sickness and hard luck as excuses for non-payment. Then he listens to his collectors' reports, which are usually promises to pay at some future date. He probably spends an hour dictating letters. During the day he may interview fifty customers; personally they come to open accounts; to make complaints; to have disputes adjusted, for the retail credit man is a court of last resort, in the opinion of charge customers. He may answer fifty or more telephone calls, asking extensions or giving excuses; and when he leaves his office, you may think he leaves his troubles behind-but not so. The evening papers tell him many things affecting individuals' credit; and after dinner, if he attends the theater, he will no doubt see in the audience many who owe him money. After the show he may drop in a cafe, and find several old accounts buying wine and expensive luxuries, when only a few days ago they told him they were broke-and so it goes from morning until night, the good, the bad, the weak, the strong, those who have won and those who have lost, in an endless variety. No wonder that someone has said a credit man must be a lawyer, physician and pastor-all in one. He certainly must be a good judge of character, a diplomat, be sympathetic and able to control his temper under the most trying circumstances. Because of meeting his customers face to face he can, more than any other official of his firm, create an impression-either favorable or otherwise-that may greatly affect the business of his house.
His knowledge of the personal affairs of his customers would, if known, break many homes and cause endless trouble. Therefore he must consider these things absolutely confidential. The conscientious credit man, sleeping or waking, has before him the delinquent and doubtful accounts, and the thought of these is what makes him become a pessimist, and streak his hair with gray.
Each of us knows how we have always before us those who owe us money, personally; if we multiply this one five or ten thousand times, as the case may be, you will get some idea of the trouble of the retail credit man.

David J. Woodlock.

## Trade Stimulators

 ForPrice
Advertising
Our monthly catalogue of General Merchandise abounds with these.

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

## Butler Brothers

Exclusive Wholesalers of General Merchandise

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OFFICE OUTFITTERS


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Signs of the Times Are Electric Signs
Progressive merchants and manufacturers now realize the value of Electric Advertising.
We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.
Bell M 797
Citizens 4261

## Every 0verall And Jacket In Our Stock Is Made From Fast Dyed Fabric <br> 

We have not and do not intend to resort to the substitutes because they are not cheap at any price. This is one of the reasons why it pays to buy this line from us. There are several others which our salesmen will be pleased to give you. Talk it over with them.

## Grand Rapids Dry Goods Co.

## AUTOMOBILES AND ACCESSORIES

Motorists Pay Their Share of Cost of Roads.
Ninety per cent. of the registration and license fees paid in 1915 by automobilists to the state, or $\$ 16,213,387$, was spent for the building and maintenance of county and state roads, according to a compilation just published by the office of public roads of the Department of Agriculture. In all. 2.445.664 motor vehicles were registered in that year, and their owners paid a total of $\$ 18,245,713$ for registrations and drivers' and dealers' licenses. This is an increase of $\$ 5$, 863,760 over 1914, and an increase of 734,325 in the number of vehicles registered.

Automobile fees now defray near 1 y 7 per cent. of the total amount spent on rural road and bridge building, whereas in 1906 the income from this source was less than three-tenths of 1 per cent. of the total expenditure

The growth of the volume of fees and registrations is noted by the fact that in 1901 New York, the first State to require fees, collected only $\$ 954$ In 1906 only 48,000 cars were registered throughout the entire United States. By 1915, however, the number had jumped to the figure given, so that there is slightly more than one motor car registered for each of the $2,375,000$ miles of road outside of the incorporated towns and cities.
The relation between cars and road mileage varies widely in different sections. There is only one motor car for every six miles of rural road in Nevada, but nearly six motor cars for every mile of such road in New Jersey. There is an average of one motor car registration for every forty-four persons in the United States. Iowa apparently leads, however, with one motor car for every sixteen persons, while only one for every 200 persons is registered for Alabama.
It must be understood, however, that the figures of registration do not necessarily represent a total number of cars, as some of the states do not require annual registration, others group pleasure and commercial cars and motorcycles in their accounts, while still other states do not require registration of motorcycles.

There is great inequality in the registration fees charged by the different states. The average for the United States was $\$ 7.46$. The State of Vermont, however, secured in 1915 a gross revenue of $\$ 18.10$ for each motor car, while Minnesota received only about 50 cents annually for each car. In Texas and South Carolina no annual registration fees are collected, the only requirement being a county fee of 50 cents and $\$ 1$ respec-
tively, for perennial registration. Most of the states, however, also levy annual taxes on motor vehicles, and this adds importantly to the public revenue contributed by the owners of motor-propelled vehicles.
In the use of fees, however, there seems to be a general policy of applying the major part of the money collected from automobilists directly to road betterment. In forty-two of the states of the Union all or the major portion of the motor-vehicle revenue must be expended for the construction, improvement or maintenance of the public roads or for the maintenance of the state highway department.
In twenty states all, or the major portion, of the net motor vehicle revenues are expended by or under the supervis:on or direction of the state highway department. In seven states one-half to one-fourth of the state motor vehicles revenues is expended through the state highway department and the remainder by the local authorities. Many states, in addition to applying license fees to road construction, expend for this purpose a large part of the fines and penalties collected from owners.
In the number of registrations New York State led in 1915 with 255 , 242; Illinois was second with 180,832 : California third with 163,797 , and Pennsylvania fourth with 160,137 . In gross revenues received from this source, however, California led with $\$ 2,027,432$; New York was second with \$1.991.181; Pennsylvania third with $\$ 1,665,276$; while Iowa, with 145,000 cars registered, came fourth in point of revenue with $\$ 1,533,054$.

## Hints Worth While.

If valve-grinding compound cannot be easily obtained, use 120 -degret emery mixed with oil to start, and flour emery to finish. Mix with oil to consistency of thick cream. It works just as well as the best grinding compound and, in fact, was used many years before grinding com pounds were placed on the market.

Speeding up the motor before stopping, by opening the throttle and then opening the switch, makes it easier to start the motor again. This is particularly useful where there is no self-starter. It enables one to start the engine by switching on the ignition current, thus avoiding the disagreeable feature of cranking.
Try the fan belt occasionally to see if it is loose. If you can turn the fan freely or even spin it, the belt needs tightening. This is a cause of overheating that is frequently overlooked.

In case the spring squeaks it will not be necessary to remove it in order
to oil. Jack up frame, to take weight of car off spring, remove the clips that hold spring leaves together, and pry leaves apart with screwdriver or cold chisel. Graphite grease should then be spread over every leaf, using a table knife or thin piece of metal. There is a tool on the market which spreads the leaves without requiring that the car be jacked up.
If the carburetor catches fire, do not give way to panic. Shut off the gasoline at the tank and start the motor if possible. A, self-starter is useful here, but one should spin it by hand, if necessary. This draws the flame into the carburetor, where it will do no harm. Water from the radiator may be thrown on burning woodwork, but never on a pool of burning gasoline on the floor, as it only spreads the fire.

## Use Half as Much <br> Champion Motor Oil as of other Oil <br> GRAND RAPIDS OIL co.

Week's Special in Used Autos Paige, 4 -cylinder, electric lights and
starting fine condition; special.. .8395 starting fine condition; special .... $\$ 395$
Overland, Hupp, 4-cylinder, running fine; special 185 Overland, 4-cylinder, 1912; special. 195 Regal light 7 -passenger, electrically
equipped; special .................. 495 equipped; special $\begin{aligned} & \text { erd 1913, electric lights, } 2 \text { new tires; }\end{aligned}$ special
 Brush runabout, very reliable
Whiting roadster; special $\begin{array}{ll}\text { Whiting roadster; special } \ldots \ldots . . . . .{ }^{2} & 175 \\ \text { Krit roadster, unusually good; speciai } & 245\end{array}$ Krit roadster, unusually good; special special Franklin speedster, very classy; spe. At the long established and reliab Easy terms no extra charge.

## TRUCKS FOR SALE

## A Great Reduction in Price

Ten new 2-ton trucks, furniture stake, coal platform and panel bodies. Bargain prices. panel bodies. Bargain pricea Liberal terms. Immediate deliveries, Also have some low price $3^{3 /}$-ton delivery trucks especially adapted to use on rough and sandy roads. Trucks, care Michigan Tradesman

## Pullman Tires

PULLMAN TIRES are made of long fibre cotton fabrics, which undergo natural drying and rigid strength tests, and of refined rub. bers of the highest quality. The carcass, or wall, is extremely durable, withstands temperature variations without overstrain, and gives free-air-action; consequently comfort and buoyancy to both light and heavy cars. The Pullman tread is extra thick and unsur passed in toughness. These two qualities passed in toughness. These two qualiiies make his the grind of sandy roads. The Non under the grind of sandy roads. The Nond skid is insures unitorm speed by clinging to ding and insures unilf spet br

## 3,500 Miles Guarantee

PULLMAN TIRES are guaranteed to render minimum service of 3,500 miles, and to be free from imperfections in material and work manship.

Wholesale Distributors:
Brown \& Sehler Co.
Grand Rapids, Mich.
We have an interesting proposition to make Dwight's Used Auto Ex. 230 Ionia, N. W.

THE reason so many experienced automobile and motor men are becoming stockholders in our company is best expressed by a superintendent of an automobile company.
"I know that the principle is practical and that the motor will be a very quiet one. Doing away with every sort of valve gives great advantages over other motors, and eliminates a great deal of trouble. Compression is good, and the motor should be efficient and economical. Oiling is exceptionally good and can be developed to a higher degree of perfection than other types."

The subscriptions of these men who know motors are the best evidence that the Clark Anderson motor is "the goods."

Let them judge the motor for you, and you judge the organization of the company by any sort of investigation you wish.

Universal Valveless Four Cycle Motor Co
405-6-7 Murray Bldg. Citizens 7645
Grand Rapids, Michigan

## GOLDEN THREAD OF FAITH

Which Dominated the Life of Heman G. Barlow.*

On the walls of my office in the church are photographs of many men, hung there for reasons of love and for the hope of inspiration. One face particularly attracts the attention of my visitors, who often say of it, Who is that distinguished looking man? It is the face of Mr. Heman Barlow and that which attracts the attention of my visitors in the picture is the reproduction of that which has attracted us all to him during these years, namely a certain indescribable personal charm, which gave him distinction, caused a stranger instantly to note him and made him to be loved and cherished by an ever unending circle of those who came within the horizon of his many sided life. This is not the time or place for extended analysis of his fine qualities of gentle manhood. Our grief is too recentthe weeks of failing strength and the days when we watched the ebbing tide of his precious life are too closely bound up in our present mood of sorrow-to permit a true valuation. Yet we can hazard a few words of sympathetic judgment ere we lay his body under the flowers of our affection. There are those here who have followed him as boy and man, have seen him make his way modestlyalmost shyly-from the school house which he left in tender years never to return to enter the field of hard work as clerk and then merchant, and finally as servant of the peoplethe boyish shyness never leaving him, the boyish modesty never passing away, the personality and worth of the man growing more valuable yet its value never thrust before you, but ever challenging you to seek for it and find it. And when you found it you found a man utterly sincere and truthful and good-a chivalrous soul without stain and taint of selfishness. a friendly spirit cherishing not artificially but as of nature all the fine instincts and affections that belong to the cultivated Christian gentleman.
That is to say, what the most of us must achieve by dint of severe study and long processes of definite application-led thereto by teachers and emphasized by experience-he arrived at by processes as natural as when a rose unfolds its petals in the sunlight. It was always a marvel to us how a man to whom the high school and university had never opened their doors should have so keen a love for good literature, so sure a judgment of literary standards in the books he read and the addresses he heard and so fine a gift of English composition as his personal letters revealed. A beautiful thought fittingly expressed in words aroused in him a rare appreciation. His mind discriminated between the pure and the vulgar as unerringly as the modern mill separates chaff from wheat. It was this that made him so love the Gospel and it is certain the Gospel of Jesus purified and elevated his taste.
So, also, in the field of music, only *Funeral address of Rev. Dan. F. Bradley, of Cleveland, delivered Aug. $\dot{\text { s }}, 1916$.
by laborious effort do most men and women come to know what is good and what is trash-what is commonplace and what rises into the order of genius, what is ephemeral and what is universal and eternal. But he knew without effort. In this room where he spent so many glorious hours with the masters of tone, his comrades were the elite and chosen spirits of that world of tone art, and here he refreshed his spirit and renewed his courage by communion with those who have bridged the chasm between this world with its temporal and trivial interests and that invisible realm of the spirit where the idealists live and are happy. And when on the Sabbath day the organist and the soloist led the people from the dusty commonplaces of a sinning sorrowing work-a-day world up to the sandals of God there was one man in the congregation who traveled with them on that celestial ladder all the way home.
This sureness of judgment as to what was true and, therefore, beautiful went with him into the service of the city. During all these later years when his bodily powers were waning, he gave his time and his thought freely and lavishly to make this city beautiful. There is no service which our modern life and our modern conscience renders to the poor more far reaching than that which provides free and open places of beauty and spaciousness where the pinched and sta:ned life of child and man and woman may find expansion and relief from its great poverty.
Like the Apostle who said to the blind beggar at the beautiful gate, "Silver and gold have I none, but such as I have give I unto thee," so Mr. Barlow tacitly said to the plain folks of this town. He gave them the best he had of instinctive good taste, of unerring judgment. of patient effort to secure for the least and lowliest bud and blossom and graceful shrub and arching trees and sparkling water where in the hot sultry July day the weary and heavy laden found cool refreshment and where pent up spirits of childhood might find free dom and health in play. It was ap. propriate that the flag at the City Hall should drop half way down its staff when he passed, for he was one of the city's best friends-a friend of the poor.
He was fortunate in his heritage, fortunate in his marriage, happy in the fruits of the marriage in the loving hands that have sheltered him and watched over him with pathetic devotion, fortunate in the great business concern with which he was identified, fortunate in his friends and in the beautiful city whose citizenship he made more illustrious. But after all he gave more than he received. There is a rich surplus from this life that remains here with us, that remains with the children and the dear little girl whose sweet sunny face and voice brought the last conscious words from his silent lips.
These are but samples of his distinction of character to those who knew him best. To him these qualities we admired so highly-of purity, unselfishness, objective thought of the
other man, transparent faith in God and the life to come, unwillingness to be a burden or a liability to God or friend-all these never seemed to him to be qualities rare or unusual. They were spontaneous and uncon-scious-a mere matter of good sense and common courtesy and the payment due for the chance to live and love. If God gave him loyal friends and a beautiful home and so much to enjoy, he thought of it not as of his own desert, but of the goodness of God and the goodness of people who loved him. And so all woven through his home life and his business life and his civic life and the life of his church was this golden thread of faith and confidence in a good God operating a good world who could not be unjust or cruel and whose wisdom would cause all things to work together for good. There fore, he trod without fear every room of his Father's house, living his life here as naturally and sincerely as a child in his mother's house, dreading neither death nor eternity, loving men as he loved God-a dutiful husband, father and grandfather and friend, doing his best, to the limit of his power, to make his corner of the world good and to make it beautiful.

## Hints Worth While.

At the first s:gns of steam at the radiator consider whether you have been driving your car too fast or not. If failure of the water pump is suspected hold hand on bottom of radiator and if it is noticeably cooler than the top pump it is not working properly.
Never use a cloth in removing dust from the painted parts of body. It grinds the grit into the paint and soon spoils the gloss, acting like a piece of sandpaper. If you must remove it use a fine duster, but washing is the only proper way to remove dust or mud.
Remember that gasoline, oil, grease, heat and light are deadly foes of tires. A little gasoline may be used to wipe off oil or grease if allowed to evaporate immediately. Spare tubes and shoes should be protected from light, which, however, does not seem to affect the tires on a car, probably because they are kept lively by use.
When folding up a top be careful that no part of the fabric gets caught between the bows, particularly the metal stope where one bow rests
on another. On account of the shaking of the car while running the fabric will be weakened at that spot, and if left a few days will be worn away, making a number of small holes.

Accurate record should be kept or the mileage of both tubes and tires. This will give you a basis for adjustments, showing also if you are using your tires properly, which makes are good, and so on. A tire mileage book can be obtained from most dealers upon request and its use is very simple.

## Doubtful of the Result

 of the West, was obliged to submit to the ministrations of the local barber. He had a terrible time-he was cut, nicked, gashed, and generally mishandled. When the job was completed the New Yorker sat up and said:
## "give me a drink of water."

You ain't going to faint, I hope,' said the barber, observing the man's distressed expression.
want to see whether my mouth will hold water."

## Tuthill Titanic Automobile Springs

reakage, where $75 \%$ of all springs snap. and are guaranteed for one year against breakage at any point.<br>\section*{Distributors}<br>SHERWOOD HALL CO., LTD.<br>30-32 Ionia Ave., N. W. Grand Rapids, Michigan

## United Trucks

## $11 / 2$ 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

## 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


Michigan Poultry, Butter and Egg Asso President-J. W. Lyons, Jackson. De
Vice-President-Patrick Hurley, De troit. Secretary and Treasurer-D. A. Bentey, Saginaw
Executive Committee-F. A. Johnson, Chandler, Detroit.

The Bad Egg Crusade.
Interior exchanges contain many accounts of activity of food inspectors in the crusade to suppress the marketing of bad eggs. The Des Moines, Iowa, Leader prints a picture of J. S. Bittner, an Iowa in--spector, dumping into a hole in the ground 500 dozen eggs confiscated at Manchester, and states that nearly 50,000 dozens have been confiscated and destroyed by the state dairy and food department during the month of July. Commissioner Barney has about fifteen inspectors at work. Many prosecutions have been started against dealers, charging them with either selling bad eggs or having them in their possession illegally.
The Minonk, Illinois News reports a recent meeting at Springfield of W. Scott Matthews, twelve State inspectors and three Federal inspectors to check up the results of the campaign in that State. Some seventy-seven violations of the law had been found up to date, mostly, it is said, among retail dealers, and these are to be prosecuted at an early date. It is said that the inspectors go to places where eggs are being received from producers, examine the different lots brought in, and if bad egs are found the supplier is required to appear and first cautioned as to the law as a preliminary to prosecution for repeated offense. The Galesburg, Illinois Register says that forty-two egg dealers in that vicinity were recently called into Galesburg by Chief Clerk Miner of the state food department to answer charges of offering unfit eggs for sale. It is stated that in all Illinois two hundred and fifty cases have been reported for prosecution. The plan has been to inform these persons that they are subject to prosecution and to grant a hearing at which opportunity is given to explain the circumstances. Besides those called to Galesburg for this purpose it is said that some eighty were previously called to Mattoon and a like number to Springfield.
Up in Minnesota the Government and State officials are putting forth every effort to prosecute farmers and dealers who pack bad eggs. Several prosecutions are reported to have been started. Both State and Federal inspectors have also been active in Kansas, Missouri, Kentucky and Tennessee.

Egg receivers in Chicago report numerous arrests of shippers throughout the State for violation of the new egg law, which forbids more than 5 per cent. bad eggs to the case. Some of the cases which have been received, here during the past week have run as heavy as 15 per cent. bad. The inspectors, however, are taking the excessive heat into consideration, and grant that some eggs which may have passed candling at the hands of the shippers arrive in this market in bad condition. Most of the eggs are bad, of course, as the result of heating. One peculiar thing has been noticed, and that is that whereas the Southwest was formerly the place from which the most seriously heated eggs were expected, the bulk of those which are now coming bad originate in the Western and Northwestern producing territory. The reason for this is explained by the fact that the present heat wave has traveled farther Northward than for many years. The shippers in this section, too. have less experience in bucking this evil than the Southwestern shippers.

Established Standards For Peaches.
Mason county growers met at Ludington last week and adopted the following standards for peaches
Extra fancy-peach without a blemish, sound, ripe, of good color for variety, and not less than two and one-quarter inches in diameter.
Fancy-peach without a blemish, sound, ripe, of good color for variety, and not less than two inches in diameter.
Choice-peach without blemish, sound, ripe, of good color for variety, and not less than one and three-quarters inches in diameter.

The only blusterer from which a brave man will take a blow is the wind.

## Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids, Michigan

Owned by Merchants
Products Sold Only by Merchants
Brands Recommended by Merchants

Dandelion Vegetable Butter Color Color perfoctly Pure Voestebble Butter puro food dave hat coverp Stitato and of the United Statee.
Manufactured by Wellio \& R Ricting

# GUARANTEED $\square$ PURE $\square$ <br> Rea \& Witzig 

 $\underbrace{\text { Bel- }}_{\text {BRAND }}$ PeanutButter

Large 10c, 15c and 25c Sanitary Glass Packages Nice Profit for Dealer
Sold by All Wholesale Grocers See Quotations in Grocery Price Current
 PRODUCE
COMMISSION
MERCHANTS
104-106 West Market St. Buffalo, N. Y.

Established 1873

Live Poultry in excellent demand at market prices. Can mand at market prices. Can handle large shipments
vantage. 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.

## 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.

## Peaches

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

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

## Fennville Fruit Exchange

Fennville, Mich.

## The Vinkemulder Company

Jobbers and Shippers of
Everything in

## Fruits and Produce

Grand Rapids, Mich.

## Farmer Sausage.

Take fifty pounds shank meat, ten pounds beef cheek meat, thirty pounds pork trimminigs, thirty pounds pork cheek meat, ten pounds pickled pork trimmings, twenty pounds shoulder fat; five pounds, two ounces salt, two ounces whole white pepper.
Shank meat, beef cheek meat and pork cheek meat are ground fine; shoulder fat is cut into small pieces but not shaved. The whole should then be chopped together with seasoning for five or ten minutes, when the pork trimmings are added and the whole chopped for fifteen to twenty minutes. As this meat is very coarse. it should, after being chopped, be mixed in a mixer for three or four minutes and then be thoroughly mixed by hand.

Then take the mass to a cooler where the temperature is not lower than 38 deg. F., nor higher than 40 deg. F. Spread upon benches about ten to twelve inches thick, and allow it to remain for three days. Stuff by hand into beef middles about eleven inches in length, and allow to hang in a dry room. The temperature in this room should be between 48 and $50 \mathrm{deg} . \mathrm{F}$. If the weather should be damp great care should be taken to prevent the sausage from sliming, and it is sometimes necessary to keep the temperature up to 55 deg . F., to hold the room as free from dampness as possible.
This sausage is smoked from six to eight hours at a temperature of from 65 to 70 deg. F. It must be handled very carefully in the smoke, as too much heat will wrinkle it. If you are going to make this sausage during the summer months, you must have the proper dry rooms, which can be regulated and held moderately cool. Dry cooler space is sometimes used in the summer time, which can be kept at a temperature of 46 to 48 deg . F.; but the best results can be obtained by drying in a room where the sausage can have the benefit of the outside air. This sausage will be ready for shipment in about twenty-five days, being then in a medium dry state.

Value of Eggs As Food.
In a recent bulletin of the New Jersey State Agricultural College, the extension specialist in home economics gives the composition of hen's eggs compared with that of moderately lean beef as follows:

Beef \% Eggs \%
$\begin{array}{lrrr} & \\ \text { Water } \ldots \ldots \ldots \ldots . & 73.7 & 70.5 \\ \text { Fat } \ldots \ldots \ldots \ldots & 10.5 & 8.5 \\ \text { Protein } \ldots \ldots \ldots & 14.8 & 20.0 \\ \text { Mineral matter } \ldots . & 1.0 & 1.0\end{array}$
The protein in the white of the eggs is nearly pure albumen. The yolk of the egg is of greater nutritive value than the white. It is rich in the following mineral salts: calcium, iron, potassium and phosphorus and contains them in such a form that they are readily absorbed and utilized by the body. The white of the egg is rich in sulphur.
By comparing the composition of the egg with that of lean meat it will be noticed that eggs make a good substitute for meat. Nine averagesized eggs weigh one pound and contain about the same amount of nour-
ishment as one pound of beef. As eggs contain no starch or sugar they should be served with such foods as rice, bread, fruit, potatoes and other vegetables or made into desserts with sugar, tapioca and similar materials.

## German Blood Sausage.

Boil fat bacon and cut into small squares. To every ten pounds boil about two pounds of selected, welldried rinds, and a corresponding amount of pork trimmings. When these are boiled tender put the rind and the trimmings through the cutter, scald the bacon and add enough well-beaten pig's blood to make the whole moderately liquid and then get exact weight (reckoning about twelve pounds to every gallon). To each gallon add salt, six ounces; pepper, one ounce; marjoram, one-quarter ounce; stir all well together and fill into casings, runners. Boil well for from one to two hours. The sausages are done when no blood oozes out when the casings are pricked with a fork. On coming out of the pan wash in warm water and lay on a table to cool, and afterwards smoke in cold smoke, if such a flavor is desired. To every ten pounds of meat reckon about one and one-half pounds of blood.

Improvement in Egg Receipts.
New York, Aug. 15-Regulations of the sale of eggs by food departments of several Western states, by which the candling of stock bought from producers is being greatly encouraged or made necessary, are having a noticeable effect upon the amount of dead loss in stock arriving here this summer. There is no longer any considerable quantity of the riff-raff, heavy loss stock that has, in previous years, been present in our midsummer markets and the range of values has, consequently, become narrower. There is, however, a considerable range in values, even when the dead loss is chiefly eliminated, according to the varying proportion of the different qualities contained and egg shippers should study carefully the character of the eggs they are packiing, with consideration for the particular requirements of first class trade in the larger markets, in order to judge at all correctly the selling value. It should be remembered that eggs showing more than slight shrinkage, or weak body, or dark yolks, have to be thrown into second grade where stock is candled out by the jobbing trade here and hatched eggs go as dead loss.
He who starts out to meet trouble has a short journey.

## 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 $\mathcal{E}$ MILLING CO.,

Grand Rapids, Michigan

## SEND US ORDERS <br> ALL KINDS FIELD SEEDS <br> Medium, Mammoth, Alsyke, Alfalfa Clover, Timothy, Peas, Beans

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

## LIVE AND LET LIVE

It used to be said that "Corporations have no souls." But it has taken big corporations and all their resources to produce the latest ideal in matches. And when that match was developed, did the inventor "hog it all?"
 As the Esch bill would give The Diamond
Match Co. rractically a monoooly of the Match Co. practically a monoooly of the
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disease has been eliminated from disease has been eliminated from
alt the match factories in the United
States. ${ }^{\cdots *}$.


THE SEAMAN MEDAL

We are the largest match manufacturers in the United States, and in 34 years of intimate dealing with the grocers of the country, there has never been a time when we lacked the confidence of our distributors or failed to give them our own.

THE DIAMOND MATCH COMPANY uotation taken from the Special Bulletin of American Museum of Safety awarding the Louis LivOuotation taken from the Special Bulletin
ingston Seaman Medal to The Diamond Match Co.

| on the GREAT LAKES <br> Get away from the monotony of the office, factory or farm. <br> Take a Real Vacation -full of pleasant sur-prises-of unique features, -of wondrous sights. <br> Make your business trip a pleasure voyage. The big fleet of Northern Navigation Liners are making tri-weekly trips on the lake Huron-Superior Cruise, making possible fast, comfortable, safe travel. <br> Between Detroit, Mich., Sarnia, Ont., Sault Ste. Marie, Ont., Port Arthur, Ont. Fort William, Ont. and Duluth, Minn. <br> Features of These Cruises <br> Included in the Tickets are the Finest Mealsand Most Comfortable Berths. Special Train Visits to Kakabeka Falls-Basket Pienic -Special Shore Dinner at Big Hotel, Boulevard Drive in Terminal City-Inspection of Largest Locks on Fresh Water-Afternoon Tea on Shopoard-Dancing in Big Ballroom Every Evening-Muale by Ship's Osebestra-Refreshments After Dancing, etc., etc. <br> Complete Cruise ${ }^{5} 40$ <br> Everything Ifcluded, (8 day trip) |  |  |
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Also Georgian Bay one way 4 day tripsBetween Collingwood and Sault Ste. Marie. Also 30,000 Island one way trip between Parry Sound and Penetang.
Weod connections with through rail lines east and

Make your reservationon Now ln andrance.
Northern Navigation Co.



Going After the School Children's Shoe Trade.
Written for the Tradesman.
The school children of this country are a mighty army, outnumbering all the armies of all the warring countries of Europe, on all the battle-fronts-and these busy, hopping, skipping, sliding, jumping feet of our vast army of little people are almost as hard on shoes as are the marching, hurrying, gripping feet of the soldiers on European and Asiatic battlefields. All of which means that it is some right big proposition to keep the feet of our little folks of school age properly clad during the next nine months of school.
In this tremendous task shoe manufacturers, shoe dealers and parents must co-operate. Insofar as shoe manufacturers are concerned, no part of this discussion need be devoted to them. They have done their part well. We have children's school shoes galore-more pairs of them than we have ever had before at the beginning of any school year in all our history as a people. And these are better shoes, too-all things being considered. The shoes have solid value in them-actual, dependable value, proportioned to the cost to the dealer and price to consumer. And they are nice-looking shoes; good fitters; shoes of style, character, comfor ${ }^{+}$, and all that sort of thing. In short, there is no drawback on the shoes. They're all right.
Now as to the co-operation of retail shoe dealers with the parents of these school children, to the end that the little people of all of the communities of our great country may be properly shod for the approaching school period, this is the topic that is now to claim our attention. I think it is an important and timely subject.

In order to make our reflections as practical as possible, I am going to look at the subject from the retailer's standpoint. Surely this business is worth going after, any how you consider it. The sheer mass of this school shoe trade makes it important. How many children are there in your community of school age? How many pairs of shoes per child will it require to keep these children properly clothed as to their feet during the next nine months? How many shoe dealers in your community catering to the children's shoe trade? Of this total number of dealers handling juvenile footwear, how many of them really figure as competitors in the business? Divide the total probable number of school shoes required by your community by the number of dealers who are of the

## Here's Real Value

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


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.

## 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 $51 / 2$.
No. 6209-Boys' Gun Metal Blucher, sizes 1 to $51 / 2$
No. 9815-Little Gents' Gun Metal Button, sizes 9 to 131/.... 1.60
No. 9816-Little Gents' Gun Metal Blucher, sizes 9 to $131 / 2$... 130

Rindge, Kalmbach, Logie Company Grand Rapids, Mich.

the children's school shoe trade of their respective communities. At other times I have had occasion to make a first-hand study of some of the methods of a number of these exceptional shoe merchants who were strong on the lines indicated. It would require entirely too much time and space to describe in detail any of these methods; but, in a sort of general way, I think I can sum up some of the rules or principles that they observe in their successful seeking of the school shoe trade.
First of all, they advertise Children's School Shoes in the newspapers, beginning from ten days to three weeks prior to the opening of school. Shoes are illustrated and priced. The talk is addressed primarily to parents -especially to the child's mother, who is generally the one that decides on footwear purchases.

Window trims back up newspaper announcements-and they are made just as fetching as can be.
And premiums and souvenirs of a kind that appeal to children are used -and featured in the newspaper announcement and display window-esspecially the latter. These souvenirs are of the sort that appeal to school children. Baseballs, baseball bats, gloves, masks; tops, marbles, roller skates; dolls and doll houses, doll clothes, jumping ropes, and the like for little girls.

Some of these premiums like a baseball, baseball bat, jumping rope, or a doll dress, can be given with a single pair of shoes; and the certain other commodities, as a baseball mask or a pair of skates, can be given with a purchase of say five dollars' worth, which would be about two pairs of shoes. Now that everything in hardware lines have gone sky-rocketing in price, so that the shoe dealer will have to pay so much more for premiums of this class than formerly, it may not be possible to give such costly premiums with such small purchases. I am not attempting to lay down any hard and fast rules with reference either to the kind of premiums or their value: but only want to emphasize these two points; first, the premium does make a bit hit with school children: second, if that premium is of a seasonable nature. There is a time, you know, when baseball is all the rage and tops are not in it. And then the time of tops rolls around, and the top has the right of way. And so on through the whole list. Now you want to be sure that you are offering premiums (if you are offering premiums at all) that are really seasonable.

In the souvenir line, there are, to be sure, big possibilities. Many little, inexpensive, yet serviceable com-modities-some of them of a novelty-nature-can be had. And these are good for advertising the shoe store. People in the advertising novelty line
are greatly handicapped at present by the Allies' blockade. Many of the very best things in the way of advertising novelties came from Austria. But they are not coming now-and haven't been since the war broke out. I have a friend in this line who simply had to give up and quit his business months ago, simply because he couldn't get the goods with which to carry on his business. He sold advertising novelties to retail shoe dealers everywhere. Up to the present time American manufacturers have been unable to duplicate the merchandise and prices. But in spite of this handicap, there are a good many things in the way of clever and inexpensive souvenirs that the retail s'toe dealer may secure, and by means of which he may incur the favor of young America, and so make himself solid with the little people.

It certainly pays to go after the school children's shoe trade. There is so much of it-and it is such nice, clean business. Cid McKay.

## If You Must Drink.

"To the married man who cannot get along without his drinks, the following is suggested, as a solution to the bondage of his habit:
"First-Start a saloon in your own house.
"Second-Be the only customer, and you'll have no license to pay. Give your wife $\$ 2$ to buy a gallon of whiskey, and remember there are sixtynine drinks in one gallon.
"Third-Buy your drinks from no one but your wife, and by the time the first gallon is gone she will have $\$ 8$ to put in the bank, and $\$ 2$ to start business again.
"Fourth-Should you live ten years and continue to buy booze from her, and then die with snakes in your boots, she will have money to bury you decently, educate your children, buy a house and lot, marry a decent man and quit thinking about you."

## How He Found It.

"Where can I get a drink in this town?" asked a traveling man who landed at a little town in the oil region of Oklahoma, of the bus driver. "See that millinery shop over there?" asked the driver, pointing to a building near the depot.
"You don't mean to say they sell whisky in a millinery store?" exclaimed the drummer.
"No, I mean that's the only place here they don't sell it," said the bus man.


## On With the New! Off With the Old!

Our salesmen are now out with new lines showing advance styles for Fall and with striking novelties and sure selling styles in the money makers for Spring in Low-Cuts and the WONDERFUL HOOD TENNIS and OUTING PACE MAKERS.

## It's an ASSET to you to have

## The HOOD AGENCY

on
Tennis and Rubbers
The HOOD LEISURE LINES Startled the Footwear World in 1916
The HOOD NEW IDEAS for 1917 will continue to lead It's the EARLY BUYER who will be the Happy Man

We are offering you an exceptional opportunity

## Grand RapidsShoe \& PubberG $^{2}$

The Michigan People

Grand Rapids
One of our Ten Salesmen will make a special trip to see you, upon receipt of a card

## Eight Inch Work Shoe вicrcle cut

The farmer's choice of fall work shoes


HIRTH-KRAUSE COMPANY

## Hide to Shoe

Tanners and Shoe Manufacturers
Grand Rapids, Michigan


The Human Being and the Automobile.
Written for the Tradesman.
If you never have made a study of your fellow beings in their use of the automobile, it might be well to beg.n now. You will find it affords no end of interest and diversion.
Likely you will first make a simple classification of the different sorts of drivers, as you sit on a cool porch some afternoon and watch the machines as they pass along. There goes a justly hated road hog. Next there may come a speed demon with set, determined face, whose idea at all times and in all places is a breakneck rate. Distinct from the speed demon of mature years but still needing restriction, is the young fellow who tries to pass everything on the road, cuts corners and makes all sorts of narrow twists and turns, just to be smart. By this time, if somewhat of a moralist, you have not failed to think how slackly and inefficiently our laws against reckless driving are administered. The safety of human life has been and still is shamelessly disregarded. The just and commonsense measure of annulling the license of the offender and not allowing him to drive, rarely is applied. The reckless driver goes scot-free or gets off with an occasional small fine, unles; he chances to kill or maim some one. Even then such punishment as would act as a lasting restraint on him and his kind seldom is meted out.

Happily the drivers whom you must condemn are only a small minority. There has been a most surprising change since the early days of the automobile, when the dare-devil type was so much in evidence. Great care and thoughtfulness for every other living thing on the road are shown constantly by nine-tenths of all those who drive machines. And this not so much from any fear of loosely enforced statutes and ordinances, as from genuine altruism and a well-developed sense of responsibility and regard for life and property. Your belief in the innate goodness of humankind is strengthened and confirmed.
One can not fail to note that there are greatly differing degrees of skill in driving, among those whose intentions are equally blameless. Some always are awkward with a car, although they may run one for years. The driver who becomes absorbed in conversation, who is turning around to see what is behind or pointing out this or that, never is the best. It is a marvel that these well-intentioned but unskillful drivers do not meet with more accidents. One comes to
the conclusion that ordinarily it requires less ability and knack to drive an auto than to manage a spirited horse. Disaster, however, is apt to be more serious.

The really expert driver becomes almost a part of his machine. Everything else-all talk, wayside observation and the like-is subordinated to rightly managing and guiding his car. How he himself gets any pleasure out of what involves so intense concentration, may be hard for others to see. But it all becomes second nature to him. And words can not tell what an auto is to its real lover. It is like a baby to a mother, an incessant care and bother, but a source of indescribable comfort and pride and satisfaction. The genuine automobile devotee is happy when his machine is running right, and that whether it is a limousine or a truck. Trouble to him is trouble with his car.
Few if any women have this utter devotion or can even understand it. With most, their enjoyment of motoring is passive. They prefer to have nothing to do with running the machine. Some like to drive and may even acquire skill in keeping a car in order; but very seldom does the automobile become the supreme interest in life to a woman, as it does to many men.
How much such men know about machines! They talk of little else. I have a friend who is an automobile repairer. When I want to learn anything about cars I go to him. But I fairly dread to get him started talking, his knowledge is so extensive. He knows every part of every kind of car, and can describe minutely all the latest inventions and improvements in mechanism and construction. If he knew as much about a science or a language, he would be classed as a savant.
How differently cars are regarded by their owners! Some take a fine machine out in all kinds of weather and on muddy roads, and spend little time in cleaning it up. They trust to luck to be able to purchase again when this one is done for. And there are others with whom a car is almost too good to be used at all, reminding one of the careful team owners of the past who always staid away from church on stormy Sundays, "caring more for their horses than for their Maker," according to the comment of critical neighbors.

The cost of a car often is strangely at variance with the circumstances of the owner. Here is a poor man who must have an expensive machine, and mortgages his home to buy it. His well-to-do neighbor very likely con-

## EVERFADY <br> FLASHLIGHTS



ECZEMA also
EXTERNAL CANCER
Treated by methods that make results we
promise before you pay. Ezema cases may be promise before you pay. Eczema cases may be
treated by our method at home when you know treated by our method at
our hot compress system. PURITAN INSTITUTE, Incorporated 77 Sheldon Ave. Grand Rapids, Michigan

| (aiscent MAPIENE | New Joy for the Palate MAPLEINE <br> Flavoring <br> The outstanding qualities of Mapleine are in its delicious- ness and its universal use. ness and its universal use. thing-in lcings, Soft Drinks, Candies, Cakes, etc. <br> Your customers will be pleased Order from <br> Louis Hilfer Co. <br> 1503 Peoples Life Bldg. Chicago, III. <br> CRESCENT MFG. CO. Seattle, Wash. |
| :---: | :---: |

## 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 <br> National Candy Company, Inc. GRAND RAPIDS, MICHIGAN

Western Michigan Distributors

tents himself with a ford, perhaps bought second-hand.
Luckily high cost and elegance are not essential to enjoyment. What pleasure do many families get from cars that are of models so old that no one remembers the year-rattletraps that still can be made to go! In striking contrast these to the arch aristocrats among automobiles, the electrics, so silent and dignified and smooth-running, and really too fine and too correct for solid satisfaction.

An automobile acts as an intensifier and makes the dominant traits of the owner show large. Where does selfishness look quite so selfish as in a big handsome car, always driven with only one or two occupants? And how can kindness have a more pleasing manifestation than in taking out driving those who do not own a car, or in giving a lift to a weary footpassenger on a country road? Indeed, in connection with the automobile, we see human nature at its best and at its worst. The chauffeur who, a short time ago, to avoid an otherwise inevitable collision with another car, purposely deflected his machine and ran into a telephone pole, thereby losing his life, stands at one extreme. The coward who leaves the victim of his reckless driving unaided, and speeds on to avoid discovery and arrest, is at the other.
By a strange paradox the automobile takes people away from home find at the same time strengthens domestic ties. For motoring is a recreation that is unique in being enjoyable to old and young alike, and to old and young together. The fairest picture which the automobile furnishes is the family with two or three or more happy children out for a drive.

To the man who is a little past middle age and has made money enough that he does not need to take things at all strenuously, a car is a paramount blessing. Before the automobile, a man of this kind was apt to find life very much of a bore. The elderly woman has her housekeeping and she can go in for all kinds of causes. The average man will give money to any philanthropy that appeals to him, but as to donating his personal services, he can't see any place to take hold. He would feel ill at ease and in the way in charitable ministrations. But a car furnishes him occupation and purpose. It gives him something to do in which he takes a hearty interest. Always in pleasant weather he can take his wife out, and his children if they are still at home, or friends of the family if the children are grown and away. All sorts of delightful trips can be made. Motoring is something that seems worth while to him.
There are people who still waste their breath knocking the automobile. To their minds the extravagance which it has occasioned is so unwarranted and its toll of life so dreadful, that they are blind to the vast largess of legitimate pleasure and benefit, which, rightly used, it holds for humankind. Its abuses can be corrected, and it satisfies a real need. Is it too optimistic to hope that the time soon will come when the poor as
well as the rich can enjoy the peerless automobile method of seeing God's great outdoors? Quillo.
Brubaker's Account of the Muskegon Picnic.
Mears, Aug. 10-I am not trying to spoil any of your valuable paper's space, but hope you are prepared to give Muskegon a big boost over yesterday's picnic. Surely Grand Rapids merchants know how to entertain their customers and I won't knock your city at all, but, believe me, they can't show Muskegon anything when it comes to picnics. Hope you were there, so you can do them you were there, so you cas closed up tighter than the saloons in Oceana county and all were out as an entertainment ty and all were out as an entertainment committee. It was a conglomeration of country and city entertainment. To those who fancied city stunts there were the theater, flying machine, etc., and to those who are fond of rural scenery there were the trained animals at the park and the calves on the beach. Piowaty, who furnished the water melons, must feel as if the white folks have the negroes' taste for melon. There wasn't a shortage of anything but sugar. Think George Hume was to furnish the sugar-was to-but didn't. Well, sugar is pretty high, but at that you can't stretch it too far. Think George didn't realize just how big a crowd the merchants could scare up, but even for me, that is a small matter to kick about, as I don't use sugar in my coffee. I noticed the Pasco thirst parlor appeared quite busy, but, of course, I had to judge from across the street. I surely had a splendid time meeting old salesmen who had changed territory. Especially in meeting Bert Gillard of Flint, who used to be a Walker Candy Co salesman. It was a pleasure to renew acquaintance with a pleasure to rew acquairtance with half. William Berner was tempted to halo. Wer to attend the picnic but he is stop over to attend the pienc, but he is so very jealous of Grand Rapids, he Herman Anderson. and family fording Herman Anderson and family fording their way to the park and, of course, saw Erney Welton towering above the crowd. The park was brilliantly lighted by the reflection of J. W. Fleming's habitual smile. Saw also Milton Steindler, your erstwhile scribe. Guess I roasted Milt too hard a year ago, as he was minus those white ice cream trousers. Guess the outside merchants went to the picnic with counterfeit money, as the local bunch seemed to be the only ones whose money was acceptable. Honest, I would be ashamed to tell you how much this grand time didn't cost how
me.

## Secrets of Success

Push, said the Button.
Take pains, said the Window. Never be led, said the Pencil. Be up-to-date, said the Calendar Always keep cool, said the Ice.
Do business on tick, said the Clock Never lose your head, said the Barrel.
Do a driving business, said the Hammer.

Aspire to greater things, said the Nutmeg.
Make light of everything, said the Fire.
Never do anything off hand, said the Glove.
Spend much time in reflection, said the Mirror.
Make much of small things, said the Microscope.
Do the work you are sooted for, said the Flue.
Get a good pull with the ring, said the Bell.

Be sharp in all your dealings, said the Knife.

Do not be too fresh, said the Paint.

## WEBB ACADEMY

## (Incorporated

You can save from twenty to thirty fer 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

## Fine Furniture <br> alone cannot make a home but it helps a great deal <br> Klingman's <br> The Largest Furniture Store in America Entrance Opposite Morton House <br> Corner Ionia Ave. and Fountain St., Grand Rapids, Michigan <br> 



## 圈 Reducing "Overhead"

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

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

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

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


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

## NATIONAL BISCUIT COMPANY



Michigan Retail Hardware Assoclation. President-Karl S. Judson, Grand Rapids. troit.
Secretary-Arthur
J. Scott, Marine Secretary-Arthur J. Scott, Mar
City.
Treasurer-William Moore, Detroit.

Systematizing the Prospect List. Written for the Tradesman.
An important item in the building of a successful paint business is the systematic use of prospect lists.
In any line of business, systematic work is always more effective than work done at haphazard. The man who just sits down in his shop and waits for business is an ineffectual competitor of the man who hustles for orders. The man who goes after business systematically with the aid of a carefully selected list of prospective customers invariably produces better results than the man who mere ly mails literature broadcast to every one whose name appears on the city directory. The more effort a man puts forth, the better will be the results; and the more brains he mixes with his business getting campaign, the less effort will he require to pro duce the same results.
The paint business is essentially one where customers have to be educated to the point where they will spend money. The business has made great strides in the last twenty years, yet there are still huge opportunities for paint education. The proportion of property owners who paint their buildings regularly because they believe thoroughly in the value of painting is still too small. The aim of every painter and paint dealer and paint manufacturer should be, not merely to secure business, but to thor oughly educate the public to the value of fresh paint regularly and properly applied, and to the economy of pur chasing quality paint and first class workmanship.

Personal solicitation is the most effective kind of salesmanship, and probably always will be. Yet in the important work of paint education planting the seed from which future business is to grow, a carefully se lected prospect list, systematically handled, will prove singularly help ful.

The paint man-whether he be deal er or painter-can make excellent us of such a list.
In its compilation, care should be used. It is quite true that every individual is in a sense a prospective purchaser of paint and allied prod ucts. Care should be taken, however to eliminate from the list people who are not likely to respond, or people whose business-owing to their lax financial methods-is likely to prove undesirable. The man who has just
painted isn't in the market for paint The man who won't pay for anything and can't be made to pay had better be left alone. In fact, for a syste matic mailing list campaign, it is good policy to go over the list carefully, pruning it down a great deal. The man who centers all his business getting energy upon the 500 or even 250 likeliest prospects in his community will usually secure better results than the competitor who tries to land everybody on the voter's list and is unable to concentrate his fire where it will prove most effective.
In selecting the list for, say, the spring campaign, the paint man should not overlook his likeliest customers, the people who have already patronized him.
This is an attractive feature of the paint business, that the customer thor oughly educated to the value of regular painting will be in the market again in a few years; and you will get the preferance if the job you gave him in the first place was satisfactory It is well worth while to keep a rec ord of past business, as a basis for soliciting future repeat orders.
Then, too, there is new building always going on. The alert paint man watches the building items, the permits issued, the sale of building lots- the earlier he gets after the prospective builder, the more likely he is to secure the inside track. Then, too, real estate sales should be watch ed. The new purchaser of an old property is often ready and willing to brighten up. The man who buys for speculation usually figures on a little "fixing" as a preliminary to turning over the property at an advance and for the speculator of this type there is no investment so profitable as fresh paint
Then, too, it is often worth while to watch the "For Sale" and "To Rent" cards and advertisements Fresh paint is, without exception, the best real estate agent in the world.

An incident illustrating the point

## Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes $\mathbf{S}+$ ruatures R No Painting No Cost for Repa Fire Proof Weather Proof Cool in Summer
Brick is Everlasting

[^0]AGRICULTURAL LIME BUILDING LIME Write for Prices
A. B. Knowleon Co.

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


## Short Price Overstock

100 Rolls 10, 14, $16 \mathrm{lb} .1-32$ and 1-16 Best Asbestos Paper $\$ 2.90$ per cwt. Worth $31 / 2 c$ by the carload today and dead sure to go higher. This price should interest furnace men.

100 Bags Asbestos Cement $\$ 1.00$, worth $\$ 20.00$ ton by carload today.

30 Bales Standard Binder Twine 10c. 800 lbs. 1 inch Flax Rope 5c lb. 400 lbs. $3 / 4$ inch same 6 c lb. 10 Barrels Lime Sulphur $\$ 5.50$ 1080 lb . Steel Drums Sweeping Com pound $\$ 1.25$.
150 Squares 1, 2 and 3 Ply Genuine Ru Ber Oid Roofing. If interested ask for special price.
108 inch 4 Ply Endless Thresher Belts 150 and 140 feet long 24 c foot.

VanDerVoort Hardware Co. Lansing, Mich.

Holland Ladder \& Mfg. Co. Holland, Mich
High Grade Ladders of all kinds. Write for Catalogue and Prices.

McCRAY Refrigerators for Grocers ${ }_{70}$ Write at one der for catalog descibes fully ho. McCray line of Refrigerators for Grocers and Del icatessens and 61 that describes McCray Meat Mar ket and General Storage Refrigerators.
McCRAY REFRIGERATOR CO. 644 Lake S

## REYNOLDS

 HREMMEIE SHINGLESReduces Fire Insurance Rates
Will Not Ignite from Flying Sparks or Brands Sold by All Lumber Dealers
H. M. Reynolds Asphalt Shingle Co.

Oricinators of the Asphalt Shingle Grand Rapids, Mich.

## Foster, Stevens \& Co.

 Wholesale Hardware157-159 Monroe Ave. :: 151 to 161 Louis N. W. Grand Rapids, Mich.

"Blizzard" Ensilage Cutters


1501 Wealthy St.
Distributors for Central Western States
Grand Rapids, Michigan
came to my notice not long ago. A man had a cottage in a small city which he wanted to sell at $\$ 1,400$. Times were good, property was up, things were booming generally, but that old house seemed to be a dead one. The draf paint had been a mighty good job once, but after eight years or more it showed wear.

At last the owner was persuaded to spend approximately $\$ 40$ in a good painting job. Within a few months he turned over the property at $\$ 1,450$; and that at a time when the bottom had dropped out of real estate. What that $\$ 40$ investment in paint would have done in boom times may be left to the imagination.
That incident illustrates the effective appeal which fresh paint and the paint man can make to property owners who have difficulty in selling or renting. For that reason every such owner is a fully qualified candidate for the prospect list.
The paint man's advertising campaign must always depend on individual conditions. Usually a followup campaign is conducted in co-operation with the manufacturer. Yet it will pay the paint man to make his appear as directly individual as possible. There are arguments which will appeal particularly to Jones, who is trying to rent his row of houses; other arguments will carry weight with Smith, who takes pride in keeping his surroundings attractive. Every mailing list campaign should contain provision for personal letters from the paint man; to the end that these personal appeals may be effectively addressed, the propect list should include, not merely name and address. but details-such as the size of the bulding, whether a rented house or the owner's residence, and so forth.
The most effective and efficient means of listing prospects is by the card index system. There is no fixed form of card for paint prospects; each paint man should map out the form embodying the information which he is likely to find most useful. If deemed advisable, merely a blank card can be used, with space, below the name and address, for such further particulars as may be worth noting for reference. One card in use by a paint firm provides spaces for name, address, credit rating, occupation, nature of buildings, when painted, cost of job, when they should be repainted, contemplated improvements (inside and out) and general remarks. On some cards space is provided for data as to the amount of paint required, and the color combination selected.
The most satisfactory card is that one which provides space for a complete history of the paint man's adventures with his prospect. To begin with, the card is placed in the "Active" compartment of the index, and continues there from the day the followup campaignt starts until the man's order is booked. Then is transferred to the "Inactive" compartment, preferably under a guide-tab showing the year in which the job was done or (if preferred) the year in which the buildings should be repainted. Thus, the paint man can carry
in his "Inactive" file the nucleus of prospect lists for years to come.

Some paint men who are also amateur camerasts take photographs of their paint jobs and file these with the cards, as a possible help in securing business from the same or other prospects.
Of course, exterior painting is not the only thing to work for. The man who paints the outside of his house this year may put off inside finishing until another season. In that event, he should be listed as an inside finishing prospect.

The practical paint man should bear in mind one thing. The systematized prospect list is desirable only so far as it helps to secure business. It is not an end in itself, but a means to an end. The paint man should so devise it, and so manage it, that the prospect list brings him the maximum of business with the minimum of effort. Victor Lauriston.

Paid in His Own Coin.
In the days of the country inn and when traveling overland was done on horse-back or in carriages, the eccentric John Randolph of Roanoke was passing over a road that was new to him. He stopped at an inn for dinner. The meal being over, the driver hitched in his team and was ready to resume the journey, when the innkeeper, doubtless with the best intentions, enquired of Randolph where he was going.
"I've paid my bill and it's none of your business,"'gruffly answered the traveler.
About half a mile from the inn, Randolph found that the road forked. He, of course, did not know which end to take, so he sent the driver back to enquire of the inn-keeper.
"You can tell Mr. Randolph that he has paid his bill and that he can take whichever way he chooses," returned the inn-keeper.

## Like Old Friends.

At a dinner-and-theater party recently given in Washington a beautiful debutante was frightened beyond measure because Senator Blank had been selected for her escort. The poor girl was almost in tears from nervousness.
"But, mother," she protested, "whatever can I talk to him about?"
The mother smiled. "You'll like him, dear; every one does."
It was late that night when the debutante came running into her mother's boudoir, a happy flush on her cheeks.
"I've had a perfectly dandy time," she announced, "and I think the Senator's fine. He isn't at all what I expected him to be. Why, we hadn't gone two blocks before we were talking about the flees in Italian hotels!"
lf it wasn't for gas, pulling teeth and selling mining stock would be hard work.



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

## Holiday Goods

We have prepared an irresistible display of good things to tempt the appetite of the buyer hungry for "something different."

Months have been spent in assembling the thousands of items shown in our sample rooms, and the number of buyers that have visited us is evidence of the fact that we have what the trade wants.

We have never shown greater variety or better values than we are showing for this season's business.

We have a host of "good things" which no dealer can afford to overlook.

You will be astonished at the slight and few advances in our prices over previous years because our contracts were made for the winter's work at the factories and before any great advances were expected.

It is necessary to buy early as low prices can not be guaranteed to last and RE-ORDERS are doubtful.

REMEMBER ONE-HALF OF ALL HOLIDAY AND CHRISTMAS GOODS FORMERLY CAME FROM EUROPE and not a dollar's worth is coming this year, so merchants must ORDER EARLY. This is no "bluff"-there is actual shortage NOW-TO-DAY IN THE VISIBLE SUPPLY OF THESE GOODS.

Our line-our stock-our prices are worthy of your attention. COME AND SEE US.

## H. Leonard \& Sons

Manufacturers' Agents and Wholesale Distributors China, Glass, Crockery, Silverware Bazaar and Holiday Merchandise Grand Rapids, :-:

Michigan


Grand Council of Michigan U. C. T. Grand Counselor-Fred J. Moutier, Detroit. Junior Counselor Hach, Jr. Coldwater
Grand Past Counselor-Walter S. LawGrand Past Couns.
Grand Secretary-Maurice Heuman Grand Treasurer-Wm. J. Devereau: Port Huron.
. Wh. J. Devereaun, Grand Conductor-W. T. Ballamy, Bay Gity. troit.
Grand Sentinel-H. D. Ranney, SagNext Grand Council Meeting-Bay City Next Grand Counci
June 1 and 2, 1917.

Pickings Picked Up in the Windy Chicago, Aug. 14.-When the new was flashed to Chicago from Mac kinaw Island, that Dr. John B. Murphy had passed away, all Chicago felt the shock. Doctor Murphy was known as one of the best surgeons in the country and the very best in Chicago. It was through him that some of the very latest ideas in the science of surgery were evolved. The whole country has lost a master mind.
Anyone wishing to drive from Chicago o Milwaukee will do well to carry chains along, as the roads are very bad
after leaving Zion City. fter leaving Zion City
The weather in Chicago is fine-nice and cool
Chicago physicians report more throat and ear trouble this year than ever before. The diagnosis year than ever be is caused by bathing and swimming, the water becoming contaminated from much usage.
Let us of Cadillac Council (Detroit) all pull together, get together, and hang together for the purpose of increasing the membership of our Council. The writer will try and do his little bit in his little way, even if not in Detroit.
Chicago stores are showing some big bargains this week, and buyers from all over the Western country are in the city taking notes of new ideas.
Anyone who happened near the Board of Trade building last week would have thought that the world had gone crazy to see and hear the mob when wheat took a jump of 12 cents. A good many fortunes were won and lost at that time A few parks in Chicago will interest you when in the city. All can be seen and enjoyed by automobile, elevated trains, street cars and some by boat trains, street cars and some by boat. Grant Park, downtown, 205 acres; Jackon Park, Old World's Fair site, extreme south, 542 acres; Washington Park, between Grant and Jackson Parks, containing the largest athletic field in the world, 371 acres; Garfield Park, on the West Side, largest conservatory in the world, 188 acres; Humboldt Park, on the Northwest side, a natural park, contains the most perfect rose garden in this country, 206 acres; Lincoln Park, on the North side, with the zoo of 1,800 animals, 517 acres; Union Park, West side, between downtown and Garfield Park, eighteen acres; Ogden Park, sixty-one acres.
William Strand, with Carlson Bros., distributors of Dutch Master cigars in Chicago, left for a two weeks' vacation last week in the woods North of Chicago. As there is no fishing where Mr. Strand is sojourning, the writer expects to hear some fine animal stories. This will be a change from the fish stories.
Mr. Zolla, President of the Standard Tobacco Co., distributor of Dutch Mas-
ters on the South side of Chicago, has surprised himself by purchasing a brand new automobile. Mr. Zolla is so pleased with his car that all his friends have a standing invitation to ride, but this ride is only while calling on his trade.

Chicago is figuring on building a boardwalk, from the end of Lake Shore Drive, on the North side, to Fifty-first street, on the South side, a distance of fifteen miles. In bringing this matter before the people, Mayor Thompson referred to New York and Detroit as the leaders along the lines of improvement. The Mayor, in his speech, praised Detroit in knowing how to do things, claiming if Chicago wants to be the city that will attract the people, it must improve, not in a small way, but in a large way. This goes to show that improvements now being made in Detroit are watched very closely by outside cities.

The Lincoln Park commissioners have recently commenced work on the new extension of Lincoln Park by the re clamation of eighty-five acres of the submerged land just east of the shore from Cornelia avenue north to Irving Park boulevard, for which the people voted a bond issue of $\$ 1,000,000$. The bonds were taken by the First Trust and Savings Bank and the Harris Trust and Savings Bank, the $\$ 990,858$ derived from this source now being in possession of Frederick H. Rawson, treasurer of Lincoln Park Board. Prior to this the commissioners had reclaimed 212 acres on the shore south and with the reclamation of eighty-five acres now under way it will have thus reclaimed 297 acres in all, to be added to the 625 acres proper When this work is completed proper Park will contain a total area of 922 Park will contain a total area of 922 acres. The new extension from Cor nelia to Irving Park boulevard is skirt ed on the west by Sheridan road, while the Lake Shore drive will curve diagonally across the newly made land in a northeasterly direction from Cornelia to the new shore of the lake. The greater part of this plot will be devoted to a play field. A channel and lagoon will connect a yacht harbor with Lake Michigan. This lagoon will be used for boating. There will be a breakwater in he lake 1,000 feet beyoñ Irving Park boulevard which will facilitate natural accretions and will increase the area of the park tremendously. It is estimated that it will take about three years to finish the work. The sale of the bonds will also permit of the paving of 1,000 feet of beach along pienic island, east of Lincoln Park bathing beach. It is proposed to continue this beach the entire length of the island, making total of about 3.000 feet of paved beach Out of this bond issue it is also proposed o extend the paved beach on the mainand east of the present golf links, extending .from Diversey boulevard to Belmont avenue. These are among the many important improvements which the incoln Park commissioners are now giving to the people of the city par icularly of the people of the city, par esting to know that the cost of filling esting to know that the cost of filling his land is about $\$ 8,000$ an acre. To purchase land even if is were available than $\$ 80,000$ to $\$ 100,000$ vicinity for less than $\$ 80,000$ to $\$ 100,000$ an acre. Charles W. Reattoir.

Some people would cry over spilled milk even if they don't like milk in any form.

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.

At Harbor Springs, Mich. The

## Emmet House

is a good place to stop Open all year $\quad \$ 2.00$ 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. Propr.

AMERICAN PLAN
Artesian Water Steam Heat $\mathbf{\$ 2}$ Per Day
Sample Room in Connection

## Hotel Charlevoix <br> Detroit EUROPEAN PLAN <br> Absolutely Fire Proof

Rates, $\$ 1$ for room without bath: $\$ 1.50$ and upwards with bath.
Grinnell Realty Co., Props. H. M. Kellogg, Manager

## 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.

Bell


System

## A Big Factor in National Progress

Nine Million telephones connected by Bell Long Distance lines give $100,000,000$ people a medium for the national interchange of thought that is enjoyed by no other country in the world.
Over Bell lines it is possible to speak and be spoken to, hear and be heard across the continent.

Bell Service is one of the most important factors in the commercial and social development of the nation.

Michigan State Telephone Company

## DETROIT DETONATIONS

## Cogent Criticisms From Michigan's

 Metropolis.Detroit, Aug. 14-Charles Slatkin jeweler at 2458 Jefferson avenue, is passing smokes among his friends on account of the arrival of a lively baby boy, the first heir to the family fortunes F. J. Loree, manager of the local branch of Swift \& Co., has announced that the corporation has accumulated a pension fund of $\$ 2,000,000$ and beginning last week the employes would come under the plan. The money is contributed by the corporation and provides for pensions for various causes, includ ing age, length of service incapacity from service etc There are eighty em ployes of the company in Detroit.
According to candidate Hughes, the Democratic administration has as yet to perform the first creditable bit of work perform the first creditable bit of work the vote of the people.
The Delvin Co., automobile dealers, has moved from its old quarters at 700 Woodward avenue to 1287 Woodward avenue. The company was compelled o make the change owing to the need of larger quarters. It is local represen tative for the Haynes automobiles.
William Mitchell, general merchant of Kincardine, Ont., was in Detroit on a business trip last week. He was accompanied on the trip by Mrs. Mitchell.
Occasionally we find a city drug stor which carries drugs, but in Yale the other day we discovered where to go when in need of a piano. The following sign was painted on a building in the foresaid village: "A. M. Beckett, Liv Wire Clothing and Pianos."
Art Nieper, for the past ten years with the J. T. Sinclair Co., coal dealer, has severed his connections with that house o become a member of the Sterling Coal Co. Mr. Nieper will have charge of the office at Berlin street and Michigan Central Railway.
Detroit Council will meet Saturday night, August 19, in its hall in the Elks Temple. Visiting members of the Unit ed Commerical Travelers are cordially nvited to attend.
A. L. Davenport was elected VicePresident of the Fourth Avenue Land Co. at a meeting held by the corporation last week. Mr. Davenport only recently engaged in the real estate busi ness. He previously represented Burnham, Stoepel \& Co. in Northern Michigan, later becoming affiliated with Edson, Moore \& Co. He became one of the best known traveling men in the State. The company of which he is member was recently organized and will market seventy-eight acres of land near Royal Oak.
John Antczak, pioneer Michigan avenue dry goods merchant, is recovering from a severe attack of rheumatism. C. W. Berry, dry goods merchant, New Philadelphia, Ohio, was a Detroit business visitor last week.

Plans are being prepared for the erecion on the site of the old Biddle House Jefferson and Randolph streets, of a twelve story building for A. Krolik \& Co., wholesale dry goods merchants Eight stories are to be put up next yea When completed, according to a member of the firm, the building will be one of the most modern and complete of its kind in the country. Several of the larger cities in the East were visited in the quest of ideas, many of the best will be embodied in the new structure.
Benjamin Rennard, veteran automo bile salesman, has been appointed special sales representative for the Ross Automobile Co.. Jefferson and McDougall avenues. Previous to joining the Ross company, Mr. Rennard was district sales manager for the Chalmers Mlotor Co., working in the South.
George A. Owen, who lost his life as the result of dropping from the ighth floor of the Peter Smith building ast week, will be remembered by many of the pioneer dry goods merchants in to Stake. He came to Detroit in 1866

Allan Sheldon \& Co., at one time one of the most prominent wholesale dry goods houses in the West. Mr. Owen became a member of the firm later. When Sheldon \& Co. liquidated in 1885 he retired from active business. For the past twelve years he served on the Detroit City Council with honor to himself and constituents. He was 79 years old at the time of his death.
T. F. Burton, representative for the Lisk Manufacturing Co., of Canandaigua, N. Y., has returned from a vacation spent in Grand Rapids, where he went to escape the noise and bustle of the city.

At the convention of chiropidists, held $n$ Detroit a few days ago, resolutions were adopted urging the Federal Government to provide for chiropidists in the army. A new movement on foot, as it were
The Battle Creek correspondent advertises for a lost brother traveler by vertises for a lost brother traveler by the name of Dye. Owing to the present high values placed on a commodity of the same name, a person with a cog nomen such as is owned by the strayed Charles should have been carefully guarded on his journeys.
We are willing to write more, but contribs who usually do the work are doing as we are this week-vacationing

Several travelers attended a picnic given by the Amaranth lodge, a local fraternal organization, held at Belle Isle last Saturday. A. E. Pennefather did not capture any of the prizes because he failed to compete. If he had entered in competition he wouldn't have won prize anyway.
We are now on the last lap of our vacation and the missus coyly remarked that we had done every bit of work she expected us to do.
Extensive preparations are being made to receive Billy Sunday next month and extensive preparations are being made by his advance agents to guarantee Billy against financial loss because of the visit against financial loss because of the visit.

## Sparks From the Electric C'ty.

Muskegon, Aug. 14-Muskegon is en joying the annual visit of the Redpath Chautauqua. The programmes are ex eptionally fine this year and are being well attended by people who enjoy hearing the talented musical artists and the ablest speakers the country can produce blest speakers the country can produce.
The annual picnic of the Business The annual picnic of the Business
Men's Association was held at Lake Men's Association was held at Lake Michigan Park Aug. 9, as per announce ment. It certainly proved to be a wonderful success and the attendance was variously estimated at between 15,000 to 20,000 . More than 350 visiting merchants registered at headquarters and received dinner tickets. The entertain ment features were high class and appreciated by all, especially the hydroplane exhibition.
S. S. Skelton, who has been acting in the capacity of manager of W. J. Carl's store, at Muskegon Heights, has left that position and joined the selling force of the Washburn-Crosby Co.
Mr . Miller, formerly at the Bazley Market, has purchased the retail department of the Martin Birch \& Sons butcher business and will continue same at the present location.
W. J. Smith had the misfortune to be visited by fire which destroyed his meat market on Lake street
George McCollum is erecting a new building on North Third street to take care of his greatly increased plumbing care of
business.
I. F. Bi
J. F. Bishop is managing the store of the late John Boughner, of Shelby. Mr Bishop is a very agreeable gentleman and we wish him success in his new undertaking.
Please remember that Saturday is meeting night. Everybody should come as there will be several candidates for initiation. $\qquad$ J. E. Lyon.

No man ever acquired a lasting brand of popularity by knocking.

It takes some switching to get small
boys on the right track.

## SUCCESSFUL SALESMEN.

William De Kuiper, Representing the Worden Grocer Company.
William De Kuiper was born in Holland, March 18, 1876. His antecedents were Dutch on both sides, both parents having been born in the Netherlands. When he was 8 years of age his parents removed to Fremont, locating on a farm two and onehalf miles northeast of that town. He attended the district school and worked on the farm until he was 18 years of age, when he entered the employ of D. Gerber's Sons, who then conducted a tannery and wholesale and retail grocery store at Fremont. Hs remained with this house nine years. During five years of this time he kept the books and traveled more or less on the road selling goods in a wholesale way. One year was subsequently spent in the general store of Frank


## William De Kuiper.

H. Smith, when he engaged to travel for the Worden Grocer Company, succeeding "Phil" Fry, who retired to take a responsible position with the Old State Bank of Fremont, covering the Pentwater branch and other Pere Marquette territory in Western Michigan. He sees his trade every two weeks at least and some of it every week. He works the grocery trade of Fremont every Monday. He has been in his present position nine years and is so greatly attached to his house that he expects to make the business his life work. He travels altogether by automobile, making all his towns with a Buick six.
Mr. De Kuiper was married Nov. 11, 1902, to Miss Anna Smith, of Fremont. They have three children, Pauline, aged 10, Marion, aged 6, and Guy William, aged 2 years. The latter child was named after Guy W. Rouse, President of the Worden Grocer Company. The family reside in their own home at 32 Maple street, Fremont.

Mr. De Kuiper is a member of Muskegon Council, United Commercial Travelers. He is also affiliated with the Woodmen. His hobby is the automobile and theater going. He never misses an opportunity to see a good theatrical production whenever it is possible for him to do so without interruption to his regular business.

Mr. De Kuiper attributes his suc-
cess to hard work and being on the job every day in the year, but when the manager of the Worden Grocer Company was asked to explain why Mr. De Kuiper had been so successful he said: "Mr. De Kuiper is one of those men who are there with the goods at all times and under all circumstances. He possesses to a remarkable degree the friendship and respect of every customer on whom he calls. He is not honest because honesty is the best policy, but because he does not know how to be dishonest. He is thoroughly dependable and because of this attribute, he is trusted to a degree that few men in his line of business are trusted. Mr. De Kuiper's statement that his hobbies are automobiles and theaters is all bosh. His hobby is hard work, faithful service to his house, loyalty to his employer, family and customers and a square deal for everyone he meets or has anything to do with. This explains why he is respected and beloved from one end of his territors to the other."
What more can be said in behalf of any man?
NOTICE OF BANKRUPTCY SALE
In the District Court of the United
States For the Western District of Michigan-Southern Division.
In the matter of Warren \& Company, a copartnership, George L. Warren, Frank Warren, Bessie Warren. and William Layman, bankrupt, in bankruptey, No. 1504.
To the creditors of Warren \& Company, a copartnership, George L. Warren, Frank Warren, Bessie Warren and William Layman, of the city of Niles, county of Berrien and district aforesaid, a bankrupt:

Notice is hereby given that in accordance with the order of this court, I shall sell at public sale to the highest bidder at the store of the bankrupt on North Second street, in the city of Niles, Michigan, at 9:00 o'clock a. m., Wednesday, August 23rd, 1916, the assets of said bankrupt estate, which consists of a stock of hardware, small stock of coal, furniture, fixtures, accounts receivable inventoried and ap. praised at $\$ 4,110.28$. Copies of the inventory and appraisement may be seen at the office of Willard J. Banyon, Referee in Bankruptcy, St. Joesph, Michigan
Said sale will be for cash and subject to the confirmation by the court.

Charles E. White, Trustee, Niles, Michigan.
Dated August 10, 1916.
Many people would rather believe lie than the truth.

## 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


Keeping the Soda Fountain Moving. The summer season of the soda foutain is now in full blast. In the Southern districts it will have passed every preliminary stage, but up and down the coast and back into the intermountain region it will be fairly getting under way on an average. At any rate, it is time that a season's campaign were well understood.
First of all, it is time to weed out the unprofitable drinks.
Next, it is time that a few "specials" were decided on and pushed.
Third, a plan of publicity, or adver ting in some form, should be decided on.

Fourth, the seasonable nature of certain things should recognized.
Fifth, the menu should by this time have crystallized into form. This in cludes the elimination of the losing items, to which we have referred. It does not, however, imply the adoption of a hard and fast rule, from which no departure is permitted. It means, generally speaking, that the druggist owner of the fountain should have decided on the main drinks and dishes on which he relies to give character to his business, and test them out to their fullest extent. The dispensers, if he employs special help, should be trained in them as a matter of routine. It is a good time to say, right here, that by this time the dispenser who gives more for the money than the fountain can afford to give should have been corrected. There is no other small leak in fountain management so productive of loss on the general business as this one.
Weeding out the unprofitable drinks includes, for example, getting rid of the 5 -cent ice cream soda wherever it has gained a foothold. We do not believe the druggist'can afford to harbor it, even as a "trade-getting" attraction. The excuse of competition is sometimes offered, but its validity is seriously to be questioned. Let the little confectioners of the neighborhood have the business if they have started it. The remedy for the druggist is to give a little better value, a little better service, and charge 10 cents. There is a profit at the latter figure. Discriminating people will learn the difference, and their trade will be worth having, not only at the fountain, but in other departments of the store. We do not think the 5 -cent sundae has been demanded in many sections, but it, too, ought to go if it has been permitted on the menu. Only the plain drinks should be sold for a nickel.
The druggist who hesitates to make such a move should make a careful study of his overhead expense. This will convince him, we believe, of the
necessity of getting down to a profitmaking basis. Raw material is not all he has to pay for, by any means.
His publicity campaign, which we have mentioned as possibly second in importance, need not necessarily include expensive advertising in newspapers. In the larger cities it is out of the question to advertise in the papers of large circulation for the well-known reason that he is paying for too much dead circulation from his own point of view. The fifty or one hundred thousand circulation that a newspaper is compelled to charge for is largely composed of people who seldom pass his place of business, and few people get on a street car and go out of their way to patronize a soda fountain.
The field is open to him, however, to make use of various show-card and window display devices. We know of one druggist who made a success of an inexpensive frame on an easel, which he placed at the entrance of his store, and on which he printed in plain lettering a series of "daily talks" on the fountain and its attractions. This can be varied. The easel should be placed where it can be seen from outside the store, and where it will be particularly prominent to all who enter on any business whatever. There is nothing like suggestion to sell soda water. It is on such a card that the day's specials should be advertised. When the weather man says it is going to be hot, and you believe him, mention some of your real thirst quenchers. A line like this sells a good many drinks:
"Hot, isn't it? Try our Mint Limeade. It is a real cooler."
Back this up with show-cards on the back bar. You have other drinks besides mint limeade, of course. Tell the people so.
Put in a soda show window occasionally. The soda fountain need not monopolize the windows, but it is entitled to at least as much in proportion as the ratio of its receipts to the total receipts of the store. Figure this out for yourself, and you will note that it is probably a good deal more than it has been receiving in the past.
There may be some legitimate difference of opinion about it, but we believe an occasional glass of free soda is a good advertisement, and a cheap one, all things considered. A woman, for example, has come in to have a prescription filled and intends to wait for it. She has her little girl with her. The day is warm. Some druggists offer her and the child a cool drink while they are waiting. This attention is appreciated, and the store is remembered for a long time
afterward. Needless to say, the beverage should be the best the fountain affords. There should be no discrimination because she is a "free customer." The cost of the raw material is not large. The practice need not be so extensive as to lead people to expect it as a matter of course. But the habit once cultivated will bring results, and help build up the other departments of the store, while in the end increasing the fountain business.
A few attractive soda cards may to advantage at this season be displayed in other sections of the store, calling attention to the fountain. One or two suspended to the chandelier are not out of place. Strips of colored paper pasted across the window at the level of the eye, lettered with the name of a new drink, are not expensive and help to bring people in. They should be just large enough to carry the plain lettering, and not large enough to interfere with the view of the window. Thus the window is made to serve an additional purpose. It can go right on performing its usual mission, just the same.
The specials should have attractive names. We have printed a great many formulas for the guidance of druggists, but they need not be bound by the names. Except the standards, few drinks are known by the same name in any two sections of the country. Make the names seasonable and appropriate. They need not be entirely descriptive, if there is occasion to make them fanciful. Local situations, local hits, local people and local events can be used as a basis. The various holidays, the coming of popular theatrical favorites, the arrival of the home baseball team, the election of a new and popular mayor, a striking event in the social world, all convey sufficient hints.
Whether or not the druggist finds it profitable to make his own fruit preparations-and there are so many desirable ones made for him ready to hand that he no doubt will have decided in the main on his general policy-he will want to serve some of the delectable fruits fresh from the vine, and as a matter of mere business economy will make occasional use of his surplus stock in preparing his ice creams and crushed fruit dressings. However, careful buying will aid him in reducing his surplus to the minimum. Other fruits occur in rotation as the season grows older. A word to the wise on this subject is sufficient for a brief article.
The menu, as we have indicated, ought by this time to have taken definite form. We believe a few sim-
ple suggestions will suffice to make our meaning clear. These are
Do not try to do too much. Your menu need not be and ought not to be a soda fountain formulary. There are some thousands of excellent and appetizing drinks, and there is no hope for the man who tries to have them all. Better concentrate on a few and serve them well. And let them, as we have said, be the profitable ones. There is nothing in a losing article of merchandise, even as an advertisement. First thing you know, you will build up a business in something that you are out of pocket on.
Get rid of the "slow sellers." Push the drinks that experience has proved are repeaters. Aim at the entire elimnation of the first variety. Make up your mind that the second are going to be featured from now on.
Make a list in advance of the seasonable drinks and sundaes and be ready for them when their seasons open. Raspberries, cherries and peaches, apricots, nectarines and plums all have their day. In this, as in others, be guided by the same cardinal principle of not attempting too much. Study a formula well, decide whether it will pay or not, and then-
Let the people know about it! These simple suggestions have been tried and found to work. They have been culled from the actual experience of fountain owners in this field. They will help toward building up a business, will add to the profits of the fountain.

## 

"The highest-rater,


## "The End of Fire Waste" <br> complete approved <br> Automatic Sprinkler Systems <br> Installed by

Phoenix Sprinkler \& Heating Co. Grand Rapids, Mich

115 Cmpoun Ave Estimates Free
115 Campan Ave.

## Holiday Goods <br> AND <br> Staple Sundries

OUR line of samples representing the above is now in Saginaw located at 126 N . Washington Ave. Our Mr. Fred. L. Raymond who has been with us for many years is in full charge of this line assisted by our Mr. Wendell Phillips. Our Mr. Raymond has not only been interested in our sundry department for years but is interested in the buying of our Holiday Goods. These samples will remain in Saginaw until about August 20, and our customers in that part of the state are not only respectfully but earnestly urged to call upon Mr. Raymond and make selections early for such merchandise as desired. It is. of course, an established fact that the earliest orders can have our very best and most complete attention. Mr. Raymond will enter into personal correspondence with each customer relative to arranging dates and we respectfully commend him and our line of samples to you.

## Hazeltine \& Perkins Drug Co.

## LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory
Handled by All Jobbers Sold by All Dealers Enjoyed by Discriminating Smokers


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

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

## WHOLESALE DRUG PRICE CURRENT

| es quoted are nominal, based on market the day or issue |  |  |
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| ir (Canada) | Spearmint |  |
| eru .......... $450 @ 4$ |  |  |
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|  | Wormwood …. 4 00@4 25 | Bordeaux Mix Yst $8 \mathbb{4} 10$ Hellebore, White |
|  | Potassium | powdered ...... 35@ 40 |
|  | Bicarbonate | Lead, Arsenate $101 / 2 @ 16$ |
| $n$ (powd. 35c) ${ }^{30 @ 135}$ |  |  |
| Sassafras (pow. 355) @ 30 |  | solution, gal. .. 15 Q 25 |
|  |  | Paris Green … $371 / 2 @$ 43 <br> Miscellaneous |
|  |  |  |
| Licorice ......... 38@ 40 |  | Acetanalid ...... 90@1 00 |
| Licorice powdered 50@ 55 |  |  |
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| cacia, powdered 40050 |  | $\begin{array}{llll}\text { Capsicum } & \text { …..... } & 30 凶 1 & 35 \\ \text { Carmine } & 50 @ 7 & 00\end{array}$ |
|  | Ginger, Jamaica ${ }_{30}{ }^{\text {a }}$ ( ${ }_{35}$ | Cassia Buds .... (4) 40 |
| Aloes (Soc. Pow |  | Cluves |
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| Pure | Ipecac, powd. .. $325 @ 350$ |  |
| Powd. 130 | Licorice, |  |
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## GROCERY PRICE CURRENT

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

| ADVANCED <br> Cheese <br> Currants <br> Barley <br> Some Flour | Durkee＇s | DECLINED <br> Salad Dressing |
| :---: | :---: | :---: |
| Index to Markets By Columns |  | 2 |
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| Bak | 10nt．pails，per doz．${ }^{\text {15mb }} 600$ | Good $\cdots \cdots \cdots \cdots . . .1{ }_{1} 1_{00 @ 1}^{85} 10$ |
| Bluing | 257b．pails，per doz．．．i2 ${ }^{2} 00$ | Fancy......... ＠130 |
| Breakfast | baked beans | doz． |
| Brushes |  |  |
| Butter Coior | No．3，per doz．．．i $35 @ 175$ |  |
|  | BATH BR | Hominy |
| Carbon Oils |  |  |
| Cheese ．． | Condensed Pearl Bl |  |
| Chicory |  | Picnic Flat ．．．．．．．．．． 310 |
| Chocolate | Folger＇s | Mustard，Macker ${ }^{\text {che }}$ |
| Cocoa | Summer Sky， Summer Sky 10 | Mustard，${ }_{\text {Soused }}{ }^{2} 11 \mathrm{lb}$ 1b．．．．．${ }^{2} 880$ |
| Coffee |  | Soused，${ }^{\text {S }}$／ 1 b |
| Confec | REAKFAST FOODS | Tom |
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| Cream Tartar ．．．．．．．． |  |  |
| Dried Frut |  |  |
|  | Quaker Puffed Wheat ${ }^{\text {a }}$ |  |
| Evaporated Milk ．．．．． 6 | Quaker Brkfst Biscuit ${ }^{\text {Quaker Corn Flakes }}$ ． 1 | Cove， 2 lb ．．．．．．．．．．＠1 40 |
|  | Washington Crisps ．． 1 | Plums |
|  | Evapor＇ed Sug | ars in syrup ${ }^{\text {a }}$ |
|  | Grape Nuts | No． 3 cans，per doz．．． 150 |
|  | Sugar Corn Flakes $\quad$. Holland Rusk |  |
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| Gelatine ．．．．．．．．．．．． 7 |  |  |
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| Horse Radish ．．．．．．．．． |  |  |
|  | Saxon Wheat Food ${ }^{2} 280$ | Pumpkin |
| Jelly $\ldots$ ．．．．．． | Triscuit， 18 |  |
|  | Pillsbury＇s Best Cer＇ 135 | Fancy |
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|  | Post Tavern Porridge 280 | Stand |
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|  | Cancy，Whisk $\ldots$ ．．．．．． 1140 | omestic， $1 / 4$ Mustard ${ }^{3} 15$ |
|  | $\xrightarrow[\text { BRUSHES }]{\text { Scrub }}$ |  |
| Petroleum Pro |  | French，   <br> French，   <br> $1 / 2 / 2 \mathrm{~s}$ $\cdots \ldots \ldots$. $13 @ 143$ |
| Pickle | Solid Back，${ }_{\text {Solid }}$ Back， 11 in．${ }^{\text {an }}$ ．．．． | Sauer Kra |
| Playing Cards | Pointed Ends ．．．．．．．． 85 | No． 3 ，cans ${ }^{\text {No．}} 10$ |
| Potash ${ }_{\text {Pravisions }}$ | tove |  |
|  | No．${ }_{2} \ldots \ldots \ldots \ldots \ldots \ldots{ }_{1}{ }_{25}^{90}$ | Dunbar， 1 s doz．$\ldots \ldots .125$ Dunbar， $11 / 2 \mathrm{~s}$ doz． 25 |
| Rolled Oats …．．．．．．． 9 | No．1 $\ldots$ Shoe |  |
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| Salad Dressing | No．No．No．No．3 | Fancy $\underset{\text { Strawberries }}{ } 120140$ |
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| shoe Blacking ．．．．．．． 10 | Paraffine ${ }^{\text {CANDLES }} 7$ | ood ．．．．．．． |
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| ups | ANNED GOODS |  |
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| Table Sauces ．．．．．．．．．．．．．．．．${ }_{\text {Tea }} 10$ |  |  |
| Tobacco ．．．．．．．．．．i．i1，i2，${ }_{13}^{13}$ |  |  |
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|  |  | Leiden ……．．．．＠15 |
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| st | No． 10 $\qquad$ | $\underset{\text { Swiss，Domestic }}{\text { Sap }}{ }^{\text {＠}}$ 20 |

 Beeman＇
Beechnu
Chiclets
Colgan violet Chips
Colgan Mint Chips Colgan Mint Chips
Dentyne Doublemint
Flag Spruce
Heshey Gum
Juicy Fruit Juicy Fruit Sterling Gum Pep． Spearmint，Wrigleys Spearmint， 5 box jars
Spearmint， 6 box jars Trunk Spruce Yucatan
Zeno
Zeno $\begin{aligned} & \text { Smith Bros．Gum }\end{aligned}$

## CHOCOLATE

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$\stackrel{\mathrm{P}}{\mathrm{C}}$
Premium， $1 / 4$
Premium，


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ジッグン


Eclips
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Nab

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Arbuckle ．．．．．．．．．． 18

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& \text { CONFECTIONERY } \\
& \text { Stick Candy }
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$$

Royal
Special
Valley
X OAuto Kisses（baskets）
Bunnie Butter BitesButter Cream Corn
Caramel Bon BonsCaramel Bon BonsCaramel Croquettes
Cocoanut WafflesCoffy ToffyNational Mints $\bar{i} \because \ldots$ in
Empire FudgeEmpire Fudge
Fudge，WalnutFudge，Filbert $\ldots . . . . .$.
Fudge，Choco．PeanutFudge，Choco．Peanut
Fudge．Honey Moon．Fudge．White CenterFudge，Cherry
Fudge．CocoanuHodge．Cocoanut
Honekle CanaIced Maroon
Iced Orange Jeilies
Italian Bon BonsItalian Bon Bons
Jelly Mello
AAAA Licorice Drops5 lb box
Lozenges，Lozenges， Pe
Manches．Manenges．Pink ．．．．．．．．．．．．．．Molasses Kisses，
to
boxNut Butter Puffs
Star Patties．AssQuintette$\begin{array}{lll}\text { Star Chocoiate．．．．．．．．} & 14 \\ \text { 14 } \\ \text { Superior Choc．（light）} & 15 \\ \text { Pop Corn Goods }\end{array}$$\underset{\substack{\text { WD Corn Goo } \\ \text { Without prize } \\ \text { Cracker Jack with } \\ \text { coupon }}}{ }$


## Peanuts Fancy $\mathbf{P}$ P Suns

|  |  |
| :---: | :---: |
|  |  |
|  |  |
| CRACKERS |  |
| National $\begin{gathered}\text { Biscuit } \\ \text { Brands }\end{gathered}$ | Company |

            Other Package Goods
    
Bulk Goods
Animals Cans and boxe
Animals
Atlantics.
Avena
Avena Fruit Cakes
Bonnie
Bonnie Doon Co
Bonnie Lassies
Bo Peeps, S. or
Bon Peeps, Lasies $\%$ or $\dddot{M}$.
Bouquet Wafers
Bouquet Wafer
Canto Cokes
Canto Cakes
Cameo Biscuit
Cenecia
Biscuit
Cheese
Tid Buit
Chese Tis Bits
Chocolate
Chocolate Bar Bits (cans)
Chocolate Pure
Chocolate Purf
Choc. Honey Fingers
Choc. Honey Fingers
Circle Cookies
Cracknels $\quad$ Cocoanut Taffy Bar
Con
Cocoanut Taffy Bar
Cocoanut Maps
Cocoanut Macaroons
Cocont Honey Fingers
Cocont Honey Jumgers
Crumpets Cakes Iced
Crystal Jumbles.
Dinner Pail Mixed
Extra Wine Blaces
Extra Wine Mixed
Family Cookies
Fandango Fingers
Fig Cakes Asstd
Fig Newtons
Fig Newtons $\ldots . . . . .1$
Fireside Peanut Jumb 1
Fluted Cocoanut
Frosted Creans
Frosted Raisin
Frosted Raisin
Fruited $\operatorname{Oqs}$.
Fruited Ovals, I....
Full Moon Ginger Drops
Ginger Gems Plain
Ginger Gems Iced
Ginger Gems Ilai
Graham Crackers … 10
Ginger Snaps Family 11
Ginger Snaps Round 10
Hippodrome Bar
Hippodrome Bar $\begin{aligned} & \text { Round } \\ & \text { Honey Fingers Ass't }\end{aligned}$
Honey Fingers Ass't 14
Honey Jumbles, Asstd 1
Humpty Dumpty,
or M.
Imperials $\quad$ Jubilee Mixed
Jubilee Mixed $\ldots \ldots . .$.
Kaiser Jumbles Iced
Lady Fingers
Kaiser Jumbles Iced
Leap Fingers Sponge
Leap Fear Jumbles Spe
Leap Year Jumblenge
Lemon Cakes.
Lemon Wafers
Lorna Doone
Mare Cakes $\ldots .$.
Macaroon Jumbles
Mary
Mary Ann Jumbles...............
Marshmallow Pecans
Marshmallow ........... 10
Mo.. Frt. Cookie. Ins 20
NBC Honey 12
Oatmeal Crackers
Orangeal Cracker
Orangy
Pennyy Assorted
Picnic Mixed
Picnic Mixed M.
Pineapple Cakes
Prisapple Cakes
Priscilla Cake
Raisin Gems
Royal Lunch
Reveres Asstd. ....
Rittenhouse Biscuit
See Saw, S. or M.
Snaparoons ........
Snaparoons . or
Spiced Cookie.


 N
Shell C Oysters Square ${ }^{71 / 2}$

\section*{Adora <br>  $\begin{array}{llll}\text { Nabisco (No. } 204 & \text { Tin) } & 1 & 00 \\ \text { Festino (No. 202 Tin) } & 150 \\ \text { Festino (25c tins) } & 50 \\ 2\end{array}$ Lorna Doone....... | Anola |  |  |  |
| :--- | :--- | :--- | :--- |
| Minerva |  |  |  |
|  | Fruit Cake | 1 | 00 |
| 3 | 00 |  |  | Above quotations of Na-

tional Biscuit Co., subject
to change without notice. GREAM TARTAR <br> Barrels or Drum
Square Cans <br> Fancy Caddics <br> DRIED FRUITS}

Evapor'ed Choice blk @ $81 / 2$
Evapor'ed Fancy blk @ $91 / 2$
California Apricots..........13@15

 | Peaches |
| :--- |
| Muirs-Choice, 25 lb. |
| M |
| Muirs-Fancy, 251 b |
| Fancy, Peeled, 251 lb. | Lemon, American $\ldots . .131 / 2$

Orange, American
$131 / 2$ Cluster, 20 Raisins
 California Prunes
 Red Band Brand Baby 5e case lots, be less,
sase lots, less.
FARINACEOUS GOODS
California Limas
Med. Hand Picked ... $7^{8} 50$
Farina
251 lb packages
Bulk, per 100 lb.
Original Holland Rusk Packed 12 rolls to container
3 containers ( 40 ) rolls 320 Pearl, $100 \begin{gathered}\text { Hominy } \\ \mathrm{lb} \text {. sack }\end{gathered}$ Pearl, 100 lb . sack . 250
Maccaroni and Vermicelli
 Pearl Barley

## Chester



|  |  |
| :---: | :---: |
| East India |  |
| German, sa |  |

German, broken pkg.

FISHING TACKLE
$1 / 2$
$11 / 4$
$11 / 2$
$12 / 2$
2
2
3

Small
Small
Medium
Large
$\ldots . . . . . . . .^{26}$
Bamboo, 14 ft f., per doz. 55
Bamboo, 16 ft per doz. 60
Bamboo, $18 \mathrm{ft}$.

| 9 | 10 |
| :---: | :---: |
| Smoked Meats | Mackerel |
| Hams, 14-16 lb. 181/2@19 | Mess, 100 lbs. $\ldots . . .{ }_{\text {Mess, }} 16{ }^{50} 50$ |
| Hams, Hams, 18-18 $18-20$ | Mess, 10 lbs. $\ldots \ldots \ldots .$. i 85 |
| Ham, dried beef |  |
|  | No. 1, 40 lbs. ......... 670 |
| Pienic Boiled <br> Hams ........ 19112@20 | No. 1, Lake Herring 10 lbs.... 175 |
| Boiled Hams .. 291/2@30 | $100 \mathrm{lbs} . \ldots \ldots \ldots \ldots \ldots{ }_{40}^{40} \mathrm{l}_{2} 00$ |
| Minced Ham .. 13 @ ${ }^{131 / 2}$ |  |
| Bacon ......... 19@24 | 8 lbs. ............. 54 | Mazeppa Horn bakers Wisconsin Rye $\ldots \ldots .$.

Bohemian Rye Ceresta, $1 / 8 \mathrm{~s} \quad \ldots \ldots .$.
Ceresota, $1 / 4 \mathrm{~s} \quad \ldots \ldots .$.
Ceresota, $1 / 2 \mathrm{~s}$
Voigt Milling Co. Worden Grocer Co. $\begin{array}{llll}\text { Wingold, } & 1 / 4 \mathrm{~s} \text { cloth } & . . & 8 \\ \text { Wingold, } & 1 / 2 \mathrm{~s} \text { cloth } & \cdots & 8 \\ \text { Wingold, } & 1 / \mathrm{s} \text { paper } & \cdots & 8 \\ \text { Wingold, } & 1 / 4 \mathrm{~s} \text { paper } & . . & 8\end{array}$


Golden Granulated .. 500

## Michigan carlots Less than carlots <br> Less than carlots

Carlots .............
$\begin{array}{llll}\text { Carlots } \ldots \ldots . . . . . & 18 & 00 \\ \text { Less than carlots .. } & 19 & 00\end{array}$ Street Car Feed $\begin{aligned} & \text { Feed } \\ & \text { No. } 1 \text { Corn } \&\end{aligned}$ \& 3600 $\begin{array}{ll}\text { Cracked Corn ....... } 36 \\ \text { Coarse Corn Meal } & 36 \\ 00\end{array}$
FRUIT JARS
Mason, pts., per gro. Mason, qts., per gro. Mason, $1 / 2$ gal. per gro.
Mason, can tops, gro.
Cox's, 1 doz. large.-
Cox's, 1 doz. small
Cox's, 1 doz. small Knox's Knox's Sparkling, gr.
Knox's Acidu'd doz.
Minute, 2 qts., doz.
Minute, 2 qts., doz. ... Nelson's
Oxford
Oxford $\ldots$ Rlymouth Rock, Phos.
Plymouth Rock. Plain
GRAIN BAGS
Broad Gauge, 12 oz.
Climax, 14 oz


## Sage Hops

Hops $\ldots . . . . . . . . . . . . . . ~$

Green Hides


$\begin{array}{llll}\text { Calfskin, cured, } \\ \text { Calfskin, } & \text { cured, } & \text { No. } & 1 \\ 2 & 201 / 2\end{array}$
$\begin{array}{lllll}\text { Old Wool Pelts } & 60 @ 1 & 25 \\ \text { Lambs } & \ldots & \ldots \ldots . & 25 @ & 40\end{array}$

$\frac{8}{\text { Tallow }}$


89


$$
0
$$

5

5

00

Misuci


## Barrels Half barre

5 gallon kegs
Gherkins
Barrels $\ldots \ldots . . .$.
Half barrels
5 gallon kegs
Half barrels
5 gallon kegs
Sweet

## Barrels Half bar

Smail $2^{275}$
Half barrels
5 gallon kegs

- PIPES
$\begin{array}{ll}\text { Clay, No. 216, per box } 200 \\ \text { Clay, T. D. full count } \\ \text { Cob } & 80 \\ \text { C.................. }\end{array}$

Babbitt's, 2 doz. ....
PROVISIONS

Brisket, Clear $2400 @ 2500$
Pig $\because . . . . . . . . . .22600$
S P Bry Salt Meats
S P Bellies Lard $141 / 2 @ 15$
Pure in tierces 14 @141/2
Compound Lard 111/2@12



|  | Sausages ${ }_{\text {101/2011 }}$ |
| :---: | :---: |
| Liver | 101/2@11 |
| Frankfor | 12 @121/2 |
| Pork | 11 @12 |
| Veal | 11 |
| Tongue | 11 |
| Headche | ese .......... 10 |

## Boneless $\ldots \ldots .20$ 00@ 2050 Rump, new. $.2450 @ 2500$

$$
4
$$

$$
\begin{aligned}
& \text { ROLLED OATS } \\
& \text { Rolled Avenna, bbls. } \\
& \text { Steel Cut, } 100 \text { lb. sks. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Steel Cut, } 100 \text { lb. sks. } \\
& \text { Monarch, bbls. . .... } \\
& \text { Monarch, } 90 \mathrm{lb} \text {. sks. } \\
& \text { Quaker, } 18 \text { Regular .. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Monarch, } 90 \mathrm{lb} \text {. sks } \\
& \text { Quaker, } 18 \text { Regular } \\
& \text { Quaker, } 20 \text { Family }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Quaker, } 20 \text { Family } \because{ }^{4} \\
& \text { SALAD DRESSING }
\end{aligned}
$$










Str

$$
\begin{aligned}
& \text { ROLLED OATS } \\
& \text { Rolled Avenna, bbls. }
\end{aligned}
$$

## ひ



Aryandotte, 100 zs
SAL $\cdots 3800$ Granulated, 100 lbs ..... 175
Granulated, 36 pkgs.


 Barrels
Half barre Half barrels
Blue Karo,
No.
 Blue Karo, No. ${ }^{21 / 2,}{ }^{2}$
Blue Karo, No. 5 , 1 dz. 240
Blue Karo, No. 10,
 $\begin{array}{lll}\text { Red Karo, No. } 2,2 \text { dz. } \\ \text { Red Karo, } & 40 \\ \text { Nod Karo } & 21 / 2 & 2 \mathrm{dz} .2 \\ 2\end{array}$ Red Karo, No. 5,1 dz. 2
Red Karo, No. $101 / 2$ Fair
Good

Cholce $\cdots \ldots \ldots \ldots \ldots ._{25}^{20}$
Folger Grape Punch
Quarts, doz. case .. 6 6e TABLE SAUCES


| 11 |
| :---: |
| Formosa, Medium .. 25@2 |
|  |  |
|  |
| English Breakfast |
| Congou, Medium |
| Congou, Choice |
| Congou, Fancy |
| Congou, Ex. Fan |
| Pekoe, Medium |
|  |
|  |  |
|  |
| TOBACCO |




## 

 Apple, 10 lb butt $\ldots \ldots, 2$Drummond Nat. Leaf, 2
and 5 lb. N..........
Drummond Nat. Leaf,


Bracer, 6 and 12 lb ib.
Big Four. 6 and 16 lb
Boot Jack, per doz....
Bullion, 16 oz.
Climax Golden Twins
limax, $14 \frac{1}{2} \mathrm{~g}$ oz.
Climax,
7 oz.
Climax, 5 c tins $\quad . . .{ }^{6}$
Day's Work. 7 \& 14 lb .
Creme de Menthe.
Derby, 5 lb . boxe
Bros.. $4 \mathrm{lb} . \ldots .$.
Four Roses, 10 c .
Four Roses, 10 c .


Iolly Tar, 5 and 8 ib. $\begin{array}{lll}\text { Kentucky } \\ \text { Keystone Navy, } \\ \text { Twist, } \\ 12 & \mathrm{lb} \\ \mathrm{lb} \text {. }\end{array}$
 Merry Widow. 121 l .
Nobby Spun Roll 6 \&
Parrot, $12 \mathrm{lb} . . . . .$. Parrot, 12 lb . Peachey, 6, $12 \& 24 \mathrm{lb}$. Picnic Twist, 5 lb. $\because$ ib
Piper Heidsieck, 4 \&
Piper Heidsieck, per dz . Polo, 3 doz., per doz.
Red Cross ............ Scrapple, 2 and 48 doz. Spear Head, 12 oz:
Spear Head, $142 / 3$ oz. Spear Head, $142 / 3$ oz.
Spear Head, 7 oz.
Sa. Deal, $7,148 \%$
Star, 6,12 and
St
St Standard Navy, $71 / 2$,



SPECIAL PRICE CURRENT


$$
\frac{14}{\text { Churns }}
$$

## 

## Trojan moping Eclipse patent <br> 

121b. cotton mop heads $1 \begin{aligned} & 10 \\ & 1\end{aligned}$

$$
\begin{aligned}
& 1 \\
& 1 \\
& 1 \\
& 1 \\
& \hline
\end{aligned}
$$

$$
\begin{gathered}
\text { Palls } \\
10 \text { qt. Galvanized } \\
12 \text { at. Galvanized }
\end{gathered}
$$

Galvanized 12 qt. Galvanized
Fibre Galvanized
Birch, 100 packages
Ideal
...............
2 ${ }_{85}^{00}$


Giant, ..... Honey Dew, 5 c

$$
\begin{aligned}
& \text { Hoy Dew, } 1 \\
& \text { Honey } \\
& \text { Hunting, } 5 \mathrm{c}, \ldots
\end{aligned}
$$

$$
E \times x
$$


King Bird,
Little Gila
Redo, 8 \& 16Myrtle Navy. 10Maryland C
Mayflower,
aynnuw er. ${ }^{2}$
aynnuw er. ${ }^{2}$
11 bc .5
$10 c$
100高
did MillP. S., 8 oz
Patters
Patterson Seal,Patterson Sea
Peerless, 10c cloth
Peerless, 10
Plaza, ${ }^{2}$ groPride
Pule
R.

c
5 c case
$10 \mathrm{c} \cdots$

doz. $\ldots . .$.
laity, 5 c



[^1]Wire End
tb., 250 in crate
Ib., 250 in crate
$5 \mathrm{lb} ., 20 \mathrm{in}$ crate ...... 55

$\begin{array}{ll}1 & \mathrm{mb} \text {. boxes, per gross } 870 \\ 3 & 70 \\ \mathrm{~m} \text {. boxes, per gross } & 85 \\ 10\end{array}$ BAKING POWDER

## 10c, 4 doz. In case ... 85

 $\begin{array}{lllll}10 \mathrm{c}, & 4 & \text { doz. in case } & . . & 85 \\ 15 \mathrm{c}, & 4 & \text { doz. in case } & . . & 1 \\ 25 \mathrm{c}, & 25 \\ 4 & \text { doz. in case } & . . & 2.00\end{array}$ $50 \mathrm{c}, 2$ doz. plain top $\ldots 400$ $80 \mathrm{c}, 1$ doz. plain top 650 10 It . $1 / 2 \mathrm{dz}$., plan top 1300All cases sold F. O. B. jobbing point.
Special Deal No. 1.
12 doz. $10 \mathrm{c},{ }^{12}$ doz. 15 c ,
12 doz., 25 c ....... 4920 Barrel Deal No. 2
doz. each 10,15 and With 4 dozen 10 c free 30 $3 / 2$ Barrel Deal No. 3. $25 \mathrm{c} \ldots . . . . . . . . . .24$
With $\mathbf{3}$ dozen 10 c free. Half-Barrel Deal No. 3
 All barrels doz. ion $\mathbf{c}$ free. O. B.
Chicago.


Royal
10c size $\ldots 90$ $1 / \mathrm{ID}$ cans 135
6 oz cans 190 $60 z$ cans 190

$1 / 4 \mathrm{tb}$ cans 250 $\begin{array}{ll}1 / 2 \mathrm{Ib} \text { cans } 250 \\ 2 / \mathrm{Ib} \text { cans } 3 & 75\end{array}$ | $2 / 10$ |  |
| :--- | :--- |
| 110 | cans |
| 10 | 48 |
| 10 | 70 | 310 cans 1300

16

## 

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


Grocer Co., Grand Judson \& Lady, Kay, Detroit; Lee \& Cady, Kalamazoo; Lee City; Brown, Davis \& marker, Durant \& Co., Bodsthe Creek; Fielbach Bat-
Toledo.


## 17

 White Fleece, 200 cks .250
Proctor \& Gamble Co


Swift \& Company Swift's Pride


Tradesman Company Black Hawk, one box 250 Black Hawk, five bxs 240 Black Hawk, ten bxs 225

## Sapolio, Scouring

Sapolio, gross lots .. 950 Sapolio, half gro. lots 485 Sapolio, single boxes 240 Sapolio, hand Scourine, 50 cakes .. 180 Scourine, 100 cakes .. 350

Soap Compounds Johnson's Fine, 48225 Johnson's XXX 100 Ec 400 $\begin{array}{cccc}\text { Rub-No-More } & \ldots . . .{ }^{2} & 385 \\ \text { Nine O'Clock } & \ldots . . . . & 350\end{array}$

## WASHING POWDERS.

Gold Dust 24 large packages .... 430

Lautz Bros.' \& Co. [Apply to Michigan, Wisconsin and Duluth, only] Snow Boy 100 pkgs., Sc size 60 pkgs., sc size 24 pigs., family size.. .375 20 pkgs., laundry size 400

Naphtha



60 Sc Queen Anne
24 packages ........ 240 [Apply to Michigan, Wis-
consing and Duluth, only.]


515 cans 2150

100 sc packages
BELS.
FITZPATRICK BROTHERS' SOAP CHIPS White Cit Dish Washing)
(Caustic)
210 lbs
250 lbs.
225 lbs.
300 lbs.
.sc per lb cc per lb .5 K c per lb 6\$/4 per lb

## SEND FOR SAMPLES

## The Only Five Cent Cleanser



Guaranteed to Equal the Best 10c Kinds

## 80 Cans...... $\$ 2.90$ Per Case <br> 80 Cans...... $\$ 2.90$ Per Case <br> SHOWS A PROFIT OF $40 \%$

Handled by All Jobbers
Place an order with your jobber. If goods are not sarisfactory return same at our expense. -FITZPATRICK BROS

## FOOTS E INKS' (Contains no capsicum)

## An Agreeable Beverage of the CORRECT Belfast Type.

Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns
Partial List of Authorized Bottlers: A. L. JOYCE \& SON, Grand Rapids and Traverse City, Mich.;

## BUSINESS-W ANTS DEPARTMENT

## BUSINESS CHANCES.

Transfer Line For Sale-Best equipped one in Southern Kansas; six tearms and
twelve wagons; exclusive merchants twelve wagons; exclusive merchants
transfer in town of 5,000 in heart of oil

fields; a money maker and priced right fields; a money maker and priced right | for quick sale. J. H. Sandifer, Eldorado, |
| :--- |
| Kansas. | For Rent-Store $25 \times 140$ feet steam-

heated, in new building in best location of the city, for rent at reasonable price.
The store is adapted to be partitioned off, thus I may rent part or all of the
room. Address I. Glerum, Devils Lake,
North Dakota. $\frac{\text { North Dakota. }}{\text { For Sale-Drug store Best in }} \begin{aligned} & \text { Flint, } \\ & \text { Michigan. Everybody knows of Flint. }\end{aligned}$ Michigan. Everybody knows of Flint.
Long lease, 70 cent rate. Price $\$ 12,000$.
Don't answer unless you mean business. Don't answer unless you mean business
Reason confidential. Address Lock Box 183, Flint, Michigan. $\frac{\text { For Sale-A Southern tourist hotel lo- } 10-}{\text { Fation. Established patronage, positively }}$ the best proposition of the kind to be
found. Box 36 , New Baltimore, Michigan. For Sale-Meat market in Kalamazoo.
Good location. Owner wishes to retire
after 12 years successful business. Doing after 12 years successful business. Doing Address No. 398, care Tradesman. 398 Michigan's Greatest Sales Conductor-
For legal advice you would consult the For legal
most relia
 man you wan experience and advice
business my an much to you as your stock. A
worth as
correspondence strictly confidential. No is the time to clean up your stock. Ad-
dress Box 399 , care Michigan Tradesman For Sale-The manufacturing plant formerly occupied by the Plymouth Par-
lor Frame Co., consisting of over three acres of land with two three-story frame
buildings fitted up with machines adaptable for the manufacture of any line of
furniture or wood materials. Will sell at
very low price on most favorable terms $\frac{\text { Wanted-A high tension live wire with }}{\text { Wand }}$
a department store in the city of Dixon.
State of Illinois. A city of from 10,000
to 12,000 population with a to 12,000 population with a paying trade and prosperous country tributary to
same of thirty miles each way. No goods
to sell, but 12.000 to 21.000 square feet to sell, but 12,000 to 21,000 square feet
of space to rent in the best location in
the city occupancy about Sept. 1. For full par-
ticulars address I. B. Countrymin, 604
First Street, Dixon, Illinois. $\frac{\text { First Street, Dixon, Illinois. } \frac{388}{\text { Will Exchange-Improved }} 80 \text {-acre farm }}{\text { (1) }}$ for good hardware stock in live village.
Want to locate soon. Box 172, Wayland,
Michigan. For Sale-Up-to-date blacksmith shop; Birch Run, Michigan. For Sale-Small jewelry, stock. High dress Box 183. Flint, Michigan. 391 For Sale-A mill cutting 25 to 30 thou-
sand per day, situated near Fox Park,
Albany Co., Wyoming. in the midst of the Med. Bow Forest Reserve. Plenty Have other interest. Can not give the
mill business the attention it deserves. $\begin{aligned} & \text { Adply Fox Park Timber Co., Gramm, } \\ & \text { Wyoming. }\end{aligned}$ (392 For Sale Or Exchange-Forty acres of unimproved orange land in Polk
Florida. B. H. Bringham, New $\frac{\text { more, Michigan. }}{\text { Old Established Hardware Business For }}$ Sale-In good Maine town. Stock con-
sists of hardware, paints, stoves, tinware and plumbing stock in good condi-
tion. Excellent location. Store has alrequired. Address Lock Box 25, York Beach, Maine.
Oil Land Free-May make your for-
tune. Am giving away a limited number tune. Am giving away a limited number
of lots to advertise the tract. For full
particulars address, Frank P. Cleveland, particulars address, Frank P. Cleveland,
1101 Adams Express Building, Chicago.
401

[^2]Do you want a prosperous
stock invoicing
subst substantial discount for quick sale. Ad
dress Lock Box 188, Union City, Michi gan.
Wanted To Buy-A stock of general
merchandise $\$ 8.000$ to $\$ 15,000$ for cash. Address Box 406, care Michigan Trades$\frac{\text { man. }}{\text { For Rent-In railroad town, seventy }}$ miles south of Grand Rapids, in thriving
farming community, two brick stores, farming community, two brick stores, either connected or separately. Suitable
for general merchandise or furniture. No
years, or
Will Exchange-Whole block, three
stores, good basements, with dance hall stores, good basements, with dance hall
and roller rink on seond floor, maple floors, skates included, for a good farm.
Anaa for some one. Building cost
$\$ 16.000$. Will sacrifice as I am a nonresident. Make me an offer. F. A.
Downing, 304 Douglass Ave., Kalamazoo, $\frac{\text { Michigan. }}{\text { For Sale-Grecery and general mer }}$ chandise business in thriving and grow-
ing Michigan summer resort and fruit growing town. Large summer business
and fair winter trade. Business includes and fair winter trade. Business includes stock. Death of manager and proprietor

reason for selling. Adress, Mrs. George | reason for selling. Adress, Mrs. George |
| :--- |
| A. Barstow, Onekema, Michigan. $\quad 379$ | For sale On account of ill health an

up-to-date drug stock. The Rexall line up-to-date drug stock. The Rexall line

in an up-to-date town in Southern Mich| in an up-to-date town in Southern Mich- |
| :--- |
| igan. A golden opportunity. Address |
| Box 826 , Constantine, Michigan. $\quad 383$ | For Sale- 5 , 10 and 25 cent store in if taken at

Tradesman.
For Sale-Store building located on main street. Good living rooms overhead. any line of business. Will bear investigation. Terms eas

For Sale Or Exchange-Splendid West| ern New York farm for shoe stock. Wm. |
| :--- |
| Siddall, Holley, New York. | For Sale-Stock of groceries and fix-

tures in best little business town in
Central Michigan. It will take $\$ 3,000$ to
$\$ 3,500$ Brick store $\$ 3,500$. Brick store $22 \times 80$. Ample room
to add dry goods and furnishings. This

is yon | Walker, Byron. Michigan. time. ${ }_{3}$. C. |
| :--- |
| is your chance of a life tock | Wanted-To hear from owner of stock

of general merchandise for sale. Lowest cash price in first letter. P. Hoffman,
Phoenix Bldg.. Minneapolis, Minn. 197 Hotel Bargain- 29 rooms completely
furnished, with seven lots on main street furnished, with seven lots on main street
of town; everything goes for $\$ 8,000$.
Half cash; take mortgage for Half cash; take mortgage for balance.
Write for full description. Mrs. $\mathbf{H}_{3}$. R.
Frankenfield, Plainville, Kansas. For Sale-A nine clerk National Cash
Register. First-class condition. H. T Register. First-class condition. H. T.
Stanton, 18 Market St., Grand Rapids, $\frac{\text { Michigan. }}{\text { Look-We make a specialty of handling }}$ stocks of exchange for two farms, one
now in
worth $\$ 5,000$, and one $\$ 35,000$. Also for worth $\$ 5,000$, and one $\$ 35,000$. Also for
income property. Describe your stock
fully and we 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 , and furnishings store. Address No. 362,
care Tradesman. 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 good barain. for quick sale. Reason for
good bargain
selling closing an estate. For particulars selling closing an estate. For particulars
address Box 150. Sparta, Michigan. 363 For Rent-Two $25-\mathrm{ft}$. 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, )ne to eight station Lamson cash and package carrier. Addas.
ville, Kansas.
For Sale-Good Business OpportunityComplete 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 oppor-
tunity. Would advise you to act quicktunity. Would advise you to act quickbody's Store, M. Newmark, Prop. $347-$
349 Portage Ave., W., Sault Ste. Marie, 349 Portage
For Sale-General merchandise stock in Southern Michigan. Good business, good locality; good place for partners.
Address No. 371, care Tradesman.
371

We buy whole stocks or part stocks Monroe St., Chicago. For Sale-Grocery stock. One of the gest grocery stores in Southern Michi-
gan. Clean stock, fully equipped, excel-
lent location, good lease lent location, good lease, paying busi-
ness. Address E. A. Dibble, Hillsdale, ness. Add
Michigan.

Assignee's Sale-As Assignee for the
enefit of the creditors, I will sell all benefit of the creditors, I will sell al dishes, stoves, and store furniture of the and nearly all up-to-date. Bids wantedl E. A. Ruegsegger, Assignee, Boyne City
Michigan.

For Sale-Owing to ill health, an es-
tablished one-price business. Cleanest tablished one-price business. Cleanest very best 12,000 city in Indiana. Store
v 135 , elegantly located, entrance and show windows on the two main business streets. Doing good cash business.
Stock will invoice about $\$ 10,000$. No track will only those meaning business and $\begin{array}{ll}\text { ply. Address Clothiers, } 224 \text { South Wal- } \\ \text { nut street, Muncie, Indiana. } & 360\end{array}$

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 Transon beautiful lake and main line of Trans$\$ 3$ per thousand feet in freight rates to 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
For Sale-Best grocery and meat mar
ket in Northern Michigan. Will sell be ket in Northern Michigan. Will sell be
low inventory about $\$ 6,000$ stock. Located at one of the finest summer re-
sorts in the United States. Doing $\$ 70,000$ sorts in the United States. Doing $\$ 70$ foasons for selling. Apply owner, Box 84, Charlevoix,
Michigan.
338
Fifty Thousand Miles without tire trouble. Wore. Want salesmen in every town in Michigan. Write Becker \& Becker,
11 Jefferson Ave., Detroit. Michigan. 330 Safes Opened-W. L. Slocum, safe ex-
pert and locksmith.
128 Ann St., N. E., Grand Rapids. Miehigan. 104 The Merchant's Auction Co. The most
reliable and successful sale concern. For closing out, cleaning or reducing, address Ree
Stocks Wanted-Write me if you wan to sell or buy grocery or general stock
E. Kruisenga, 44-54 Ellsworth Ave.
E.
Grand Rapids, Michigan. Will pay eash for whole or part stocks of merchandise
inaw, Michigan.
For Rent-Dry goods store $25 \times 85$, two
stories with shelvings and fixtures. Rent cheap, location center of city. Been do ing business thirty years. First class clothing store connected with it. people
population 12,000 . 10,000 country population
trade in
goods stores in city. Good chance. En-

| quire of A. J. Wilhelm, Traverse City |
| :--- |
| $\begin{array}{l}\text { Michigan. }\end{array}$ |

I pay cash for stocks or part stocks
of merchandise. Must be cheap. ${ }_{\text {H. }}^{\text {H. }}$ ( Buyer. Milwaukee. Wisconsin. 926 Merchants Please Take Notice! We
have clients of grocery stocks, genera have clients of grocery 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 seli or exchange your business writ | to sel or exchange your busins. R. Business Exchange, 540 House- |
| :--- |
| us. |
| man Bldg., Grand Rapids, Mich. | For Sale-Good clean stock of drugs and stationery in town of 12,500 . Busi ness established 40 years. W. H. Oakley

Administrator, Ishpeming. Mich. 984 $\frac{\text { Administrator, Ishpeming. Rent-One-half of store in a very }}{\text { For }}$ For Rent-One-half of store in a very
desirable location. Well established jewelry business on one side. For particuMichigan. For Sale-Store building $24 \times 88$ good For Sale-Store building $24 \times 88$ good date stock of merchandise consisting groceries, dry goods, men's furnishings,
shoes, hardware and farm tools. Only shoes, hardware and farm tools. of $\$ 100$ per day and better. About $\$ 9,000$ required. An A 1 opening for a live
merchant. Don't answer this unless you have the money and mean business.
Address A 1, care Michigan Tradesman.

Wanted-Chicago-Carload lots of baled excelsior,
prices and freight rate. Century
Company, Chicago.
$\mathbf{3 4 7}$ Florida-High class business proposivelop 50 per cent. income and winter
home on money's own earnings. Ad-
dress J. W. Reeder, Box 442, Eldorado Aress J. W. Reeder, Box 442, Eldorado
350
Springs, Missouri. For Sale-Clean, staple stock general
merchandise. Inventory $\$ 10,000$. Might
 Money maker. Lively country town.
Good reasons. Act quickly. Box $Q$.
New Lothrop, Michigan.
The Detroit Mercantile Adjusters,
counselors and executors of high grade counselors and executors of high grade special sales and buyers of entire stocks. For Sale-Grocery stock and fixtures in no discount. Worth investigating. Good paying proposition for anyone desiring a
business of this kind. Address No. 283 ,
HELP WANTED.

Wanted-A merchandise man for retail department of an automobile accessory has run a hardware business and understands the details that go with merchan-
dise both regarding the eare and sale
of same. Must be qualified to take of same. Must be qualified to take
responsibility. Address No. 380, care
Tradesman. Wanted - Woman who understands 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 estand
investigation. Address Box 60, R.
4. Pontiac, Michigan. Wanted At Once-A first-class tinner,
plumber and steam-fitter by the year 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 $\$ 80$ per
month to the right man. No boozer nepd apply, Address Stauder \& Hoehn, Wit
Illinois. Wanted-Tinner who can do some
plumbing. Must be married and sober.
Wages $\$ 15$ per week. Address Gerbert

POSITION WANTED.

| Wanted-Position as clerk, general |  |
| :---: | :---: |
| store preferred. Experienced. | Address | Bank Position Wanted-By young man thirty years old. Three years experibut wishes change. Can furnish efer-

ences. Address No. 378, care Tradesman.

## Wanted-Position as clerk in grocery or shoe store. Three years, experjenco.

 Best references. Address No. 368, carTradesman.

## Simple

## Account File

## Simplest and Most Economical Method of Keaping Petit Accounts

File and $\mathrm{I}, 000$ printed blank bill heads.
File and $\mathrm{I}, 000$ specially

Tradesman Company,
Grand Raplds.

Food Commissioner Tells Greatness of Michigan.
One of the interesting features of last week's convention of food officials at Detroit was the address of welcome from Food Commissioner J. W. Helme, in which he painted Michigan in colors many of the audience had not appreciated before. In fact, Mr. Helme left little doubt in the minds of the food officials that, in many respects, Michigan is a great state. For instance, he reminded the visitors that Michigan goes far in feeding the American nation.
"In potatoes," he declared, "Michigan is statistically in first position; in fruit, second; in beans, produces 70 per cent. of the whole American yield; in rye, first; in sugar, first (notwithstanding the contrary impression) ; in salt, first; in fresh fish, first; in cheese, third; in butter, fifth, and produces three-quarters of the American supply of peppermint.'
All this, he declared, did not include the facts that she is first in stoves, furniture and automobiles ( 60 per cent.); second in iron and third in copper; nor that other fact that the State has the largest coast line of any state, with a tonnage of ships greater than that of New York City; nor that the territory is so expansive as to have a city further north than Duluth and one further west than St. Louis. With all these great features Mr. Helme believed there was a peculiar fitness in this convention being held in Michigan.
J. J. Berg (Pitkins \& Brooks), whose sample room was badly damaged in the fire in the Ashton building, will re-establish himself in the Aldrich building. Mr. Berg over exerted himself in undertaking to save as much as possible after the fire and water damage had occurred and has been on the sick list ever since-not sick enough to remain in bed, but ill enough to prevent him calling on his trade with his accustomed regularity.
H. A. Gish (Dr. Hess \& Clark) left Aug. 5 for a three months' tour of the Canadian Northwest. He will travel altogether by automobile, starting from Regina. Mrs. Gish and son will spend the remainder of the summer with her parents at Harrisburg.
Julius J. Wagner (Jennings Mfg. Co.), who suffered a stroke of apoplexy July 29 while at his home at 225 Hastings street, is very critically ill. No one is permitted to see him except his family and physician. The left side is entirely paralyzed.
W. W. Cronk, of Olivet, has secured a position as traveling salesman for the Cudahy Bros., of Cudahy, Wisconsin. He expects to move his family to Saginaw soon, which place will be his headquarters.
E. S. Botsford, dealer in genral merchandise and drugs, at Dorr, in renewing his subscription to the Michigan Tradesman writes: "It's the paper that makes the dollar famous."

St. Charles-Willard, Edwards \& Co. are erecting a plant, $40 \times 100$ feet, and will engage in the manufacture of tie plugs about Oct. 2.

The other day several thousand men left Plattsburg after a strenuous month there which was far from being all pleasure or play. Business and professional men joined in doing manual and all other kind of labor, drilling, marching and living according to strict rule and discipline. Presumably a good many were benefited physically by it, but the real purpose was to give them some military training and idea of what is expected of a soldier. The best of them did not learn enough to command a regiment but all of them know more
about these things than they did when they started. One of the particular and most commendable points about it is that so many men in this country, and the number for the whole season will run well up into the thousands, were willing to give up a month of their time and to do the hardest kind of hard work to show their interest in the principle of preparedness. That feature of it speaks well for American patriotism.

Wealth and religion seem to have little in common.

For Sale-Up-to-date meat market in a thriving Michigan city of 3,600 people. Little competition and splendid oppor-
tunity for right party. tunity for right party. Correspondence solicited. Address No. 409, care TradesFor Sale-Old established furniture and rug business. City 10,000 . A1 trade. Will sell part or all of stock. Must seli account ill health. F. S. Gutschow, Mt. Clemens, Michigan.

SITUATIONS WANTED.
Wanted Position-Either inside or on The road Position-Either inside or on selling shoes. Best of reference. Ad-
dress No. 407, care Tradesman. $\frac{\text { dress No. } 407 \text {, care Tradesman. }}{\text { Open For Position- } 20 \text { years experience }}$ Open For Position- 20 years experience merchandise. Age 38 . Address No. 408, care Tradesman

## Gasoline Reduction

Effective this morning, we reduce our price on the lower grade of Gasoline 1c (one cent) per gallon.

The Gasoline market in many of the largest cities, and in many states where Gasoline is made, continues to be two to four cents a gallon above Grand Rapids market.

Stop at our Auto Filling Stations for Gasoline, and help us to continue to make this competition possible.

Are you one of thousands of auto owners who use Champion Motor Oil? It carbonizes least, and lubricates most.

## Grand Rapids Oil Company

Michigan Branch of Independent Refining Co , Ltd. OIL CITY, PA.

## J. V THROOP, Manager


[^0]:    Grande Brick Co., Grand Rapids
    So. Mich. Brick Co., Kalamazoo
    Saginaw Brick Co., Saginaw
    Jackson-Lansing Brick Co., Rives Junction

[^1]:    Magic, ${ }^{3}$ doz.
    Sunlight, $11 / 2$ doz. $\begin{array}{ll}\text { Yeast } \\ \text { Yeast } & \text { Foam, } \\ \text { Foam, } \\ 11 / 3 \text { doz. } & 11 \\ 15\end{array}$ CIGARS

    Worden Grocer Co. Brands

    $$
    \text { Condres, } 50 \mathrm{~s} \text {, Wood. }
    $$

    ## CHARCOAL

[^2]:    For Sale-Grocery stock and fixtures. for selling, death of proprietor and man ager. Address, Mr
    illac. Michigan.
    Cash Registers-We are sales agents for American Cash Registers. Aimes bargains in used machines. All makes. Write us. The Vogt Bricker
    

