

MICHIGAN TRADESMAN

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Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 13, 1916

Number 1721

One Hundred Years of Progress

One hundred years ago there were no white men in Grand Rapids and the waters of Grand River responded only to the paddle of the Indian, whose sole occupation was hunting and trapping and whose only medium of exchange was beads and wampum. The West Michigan State Fair will typify the remarkable evolution which a single century has brought to Grand Rapids and Western Michigan. It may well be designated as One Hundred Years of Progress, because the exhibition will show at a glance the difference between the primitive practices of the untutored savage and the up-to-date methods of the Twentieth Century merchant and farmer. e e e e e e e e



"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

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GRAND RAPIDS, MICHIGAN

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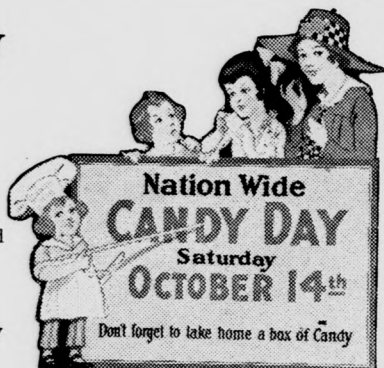
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We will furnish a fine window
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National Candy Company, Inc.
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DUDLEY E. WATERS, PAUL H. KING, Receivers

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

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Freight Traffic Manager,
Detroit, Michigan

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It is the easiest food to digest.

It is the most nourishing and, with all its good qualities, it is the most economical food.

Increase your sales of bread.

Fleischmann's Yeast

secures perfect fermentation and, therefore, makes the most wholesome, lightest and tastiest bread.

Sell Bread Made With

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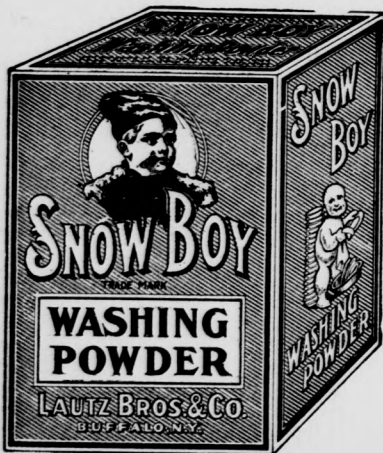


—Splendid Quality
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Moderate Price

Judson Grocer Co.

The Pure Foods House

GRAND RAPIDS, MICHIGAN



NEW DEAL

MORE PROFIT

SNOW BOY WASHING POWDER 24s—Family Size

through the jobber—to Retail Grocers

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

10 boxes @ 3.05—2 boxes FREE, Net 2.54

5 boxes @ 3.10—1 box FREE, Net 2.58

2½ boxes @ 3.20—½ box FREE, Net 2.66

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

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

Yours very truly,

Lautz Bros. & Co.

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

MICHIGAN TRADESMAN

Thirty Fourth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 13, 1916

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THE COST OF THINGS.

It is not surprising that shippers are beginning to ask where they come in. If railroad wages are to be largely increased and railroad freight charges are to be raised to correspond and compensate, where is the money coming from? The situation recalls the famous reference of Professor Sumner, of Yale, to the "Forgotten Man." He's the fellow who pays the bills.

It used to be the boast and the philosophy of railroading that lowering rates increased business. Now the railroad managers are turned the other way. They felt the need of increasing rates before this big demand upon them was made. Now they feel it more than ever. What effect will this increase have on general consumption and so on business?

We are told that the increase will be trifling when it comes to be spread all over the transportation of the country. So was the effect trifling when rates were cut, and yet then business gained. Everything tends to an increased cost of things and this is the anticipation of the end of the war, when the effort will be to compete with European cheap prices. We are laying up plenty of trouble for by-and-by, and, perhaps, not so very far off, either.

Late News From the Traveling Men.

Robert Ruth, who has traveled for Black & Son for the past fifteen years, died at McBride last evening as the result of a stroke of apoplexy about noon. He did not regain consciousness after being attacked. The remains will be brought home to the family residence, 406 Sheldon avenue, to-day. Deceased was about 55 years old and leaves a wife and three grown sons.

Mr. and Mrs. J. J. Dooley returned last week from a motor trip covering Central Indiana and Ohio and Southern Michigan. Mr. Dooley said the Ohio and Indiana roads were fine, without exception. The Lincoln highway is developing into a first-class road. The Dixie highway is following suit, so that within a few years one may find first-class going

on these two highways. Not until he returned to Southern Michigan did Mr. Dooley realize that he was near home, as the Southern Michigan roads were the worst on the trip of nearly 1,200 miles. The trip was very much enjoyed and will be repeated next summer.

W. R. Bramwell, traveling representative for the Sanholt & Boyd Co., of Milwaukee, died recently at his house in Kalamazoo. Mr. Bramwell was well known in this city and in this entire section of the State. For years he had been calling on blacksmiths, wagon makers and iron workers and his geniality had won him a sincere friendship with all his customers. Early in the spring, Mr. Bramwell was taken ill. Several operations were made and even transfusion of blood was attempted, but health could not be restored.

A Bay City correspondent writes: Charles E. Foster, about 50 years old and a traveling salesman for the Buffalo Paint, Oil & Varnish Co., of Buffalo, N. Y., dropped dead while riding on a Michigan Railway company Bay City interurban shortly after the interurban had left the Germania avenue station last Monday. Passengers noticed that Foster became ill almost as soon as the car started, and he toppled over in his seat and died before the car had reached Janes avenue turning. Here the car was stopped and Drs. W. H. Brock and J. H. Powers, who were nearby, were summoned to attend the man but immediately pronounced him dead. Death was attributed to heart trouble. The police patrol was notified and Foster's body was removed to the Deisler undertaking rooms. Justice Arthur Clements was notified, both Coroners Bell and Harris being out of town. Justice Clements decided no autopsy or inquest would be necessary, Drs. Brock and Powers reporting the case as a plain case of heart trouble. Foster's wife, who was staying at the Wenonah Hotel, Bay City, was notified of her husband's death.

Raising Wages By Act of Congress.

Congress dropped all its other work and postponed its day of adjournment in order to enact the eight hour law under the same compelling motives that influenced President Wilson when he attempted to make the railway executives grant the demands of the brotherhoods. He believed that a Nation-wide railway strike must be averted at any cost and hence that the demands of the brotherhoods must be granted, without stopping to enquire whether or not they were justified.

It was long ago said that nothing is ever settled until it is settled right. If the President and Congress imagine they have made a permanent settlement of the railway wage question

by this legislation, they are sure to find their error and find it very quickly. Let us suppose that in accordance with the President's desires the railway companies accept and carry into effect the provisions of the law. Some very important questions are nevertheless bound to be raised.

Has Congress the power, under the interstate commerce clause of the Constitution, to order a wage increase to a certain class of railway employees? It has power to enact minimum wage laws and hours of service laws, unquestionably; but to pass a law that railway corporations shall raise the wages of their employees is a very different matter.

Suppose, however, it is decided by the courts that Congress has this power. In that case, next winter, we shall see Congress legislating on the wages and hours of labor of the railway shopmen, switchmen, station agents, signalmen, sectionmen, bridge gangs and each and every other class of labor employed by railway companies. The humble officials may even come in for a favorable bill or two, for some of them are drawing fewer dollars from the monthly pay car than the engine runners for whose benefit the Congressmen have put off adjournment and are working overtime—and without extra compensation either!—Engineering News.

Mr. Root's recent speech to the American Bar Association upon standards in law has had a most promising sequel. The section on legal training has completed ten years' work upon proper standards for admission to the bar; the rules it has suggested at Chicago will be voted on at the next meeting. It is hoped that all states can be persuaded to enact them into law. The first requirement is that examinations in each state shall be conducted by a board appointed by the highest appellate court, and that no law diploma shall take their place. Strict and detailed credentials as to character are demanded, two of them from lawyers. Students shall be officially registered upon the commencement of their course of preparation; but no student shall be entered until after he has passed the necessary requirements for entrance to the collegiate department of his state university or to a college approved by the board. All applicants shall be compelled to study law for four years, the first three of which must be spent in completing the prescribed course at an approved law school. The subjects in which the candidates must be prepared are also listed by the Association, while there are minor requirements. These standards will seem unduly high in many states where laxity prevails, and it

is held that the bar should be "democratic." But they are demanded by legal and judicial progress, and there is no reason why the Bar Association should not be as successful in obtaining them as was the American Medical Association in advancing medical standards.

In the Balkans the battle-front is a gigantic mortise-joint, a saturnalia of salients, a field for flankings and counter-flankings, which would test the wit of a Napoleon. Look at the map of Southeastern Europe. Austrian Transylvania lies like a gigantic walnut between the two arms of the Rumanian nutcracker. But is Rumania in a position to bring all her force to bear? No; for Southern Rumania must face the Austrians on the north and the Teuto-Bulgars on the south, a problem which is now keeping her busy. But Bulgaria can only direct against Rumania such forces as she can spare from the south, whence she is threatened by the Allied army from Salonica. Is that army ready to turn its attention exclusively to Bulgaria? Almost, but not quite. The possibility of a Greek stroke full in the rear accounts for the pressure exerted by the Allies at Athens. Not even now is there certainty that in case of a serious Allied defeat on the Bulgarian border King Constantine would refrain from exacting revenge for the humiliations he has been subjected to. In this confusion of battle-lines it is plain that a very high degree of skill is called for in calculating how much force you can apply against the enemy you outflank, and how much you must spare for defence against the enemy by whom you are outflanked. And a decisive victory on any section of the compound battle-line is bound to have its repercussion along the entire front.

Ohio has made a promising start in dealing with the outrage at Lima, where, two weeks ago, a mob stormed the jail and all but lynched the sheriff in an attempt to get its hands on a negro prisoner. The Allen county grand jury returned indictments against sixteen of the would-be lynchers, including "several business men," and thirteen of the sixteen were promptly arrested. All praise is due to the authorities for their dispatch, and to the members of the grand jury for their courage. Ohio's handling of the disgraceful affair seems, so far, to be in marked contrast to the apathy and cowardice shown by such states as Georgia and Texas in dealing with these horrors. Meanwhile the prisoner awaits trial for murderous assault. Let swift justice be done to him—and to the men who sought to wipe out one crime by another as foul!

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Sept. 11—Unlike our esteemed co-scribes from different points in the State who have been making predictions of what the population in 1917 of their native heaths will be we proudly announce as the lead-off of the page this week that the new directory, just published by R. L. Polk & Co., lists the population of Detroit at 820,778, which ranks this city fifth in size of the cities in the United States, leaving our rival Cleveland so far in the rear that it will almost take extra postage to hear from them. And this is still several months from January, 1917!

Friends of James Mahar, who came to Detroit several years ago from Saginaw to take charge of a department in a local jobbing house, later taking charge and becoming a stockholder in the Cadillac Garment Manufacturing Co., will be pleased to hear of his success in developing the business of that concern. The house has become known from coast to coast and is listed among the leading manufacturers of children's dresses in the country. Mr. Mahar received his early education in the mercantile business as general utility boy in the wholesale department of the Wm. Barie Dry Goods Co., of Saginaw, advancing from one position to another until he became general manager of the department. His ability and aggressiveness were recognized by those who came in contact with him and he was later offered a lucrative position in Detroit, which he accepted. When he decided to throw his lot with the Cadillac company it was then in its infancy hardly known beyond the borders of the State. Those who know him advance full credit to him for the wonderful growth and present prosperity of the concern.

Billy Sunday's evangelistic campaign in Detroit has opened. The work of saving souls has started.

The W. L. Douglas Shoe Co., of Brockton, Mass., has purchased the unexpired lease of E. A. Fettes, florist, 237 Woodward avenue, and opened a branch store. Mr. Fettes has transferred his business to a building on Adams avenue East.

Hundreds of out-of-town merchants took advantage of a combined fair and business trip during the past week.

The Hotel Charlevoix is one of the few hotels which does not discriminate against the traveling man in the anxiety to cater to the tourist which has been so much in evidence during the past few years. Manager Kellogg believes in staying by the boys who stay by him, year and year out, and enjoys a steady run of custom which keeps the Charlevoix comfortably filled all the time.

The Grand Rapids scribe insinuated our story of the theft of father's dress suit was a myth because we weigh !!! while father only weighs in the neighborhood of 130 pounds. J. Dee seems to overlook the fact that some years ago we were much younger than father and likewise there was a time many years ago when father was as large as his oldest son.

Miss Frances Kain, formerly in charge of the millinery department of Himmelhoch Bros. & Co., and Miss Alice Parshall, formerly with Newcomb-Endicott & Co., have opened a millinery store at 56 Library avenue under the style of Kain & Parshall.

The regular monthly meeting of Detroit Council will be held next Saturday night in their hall in the Elks Temple. Visiting members of the order are invited to join with the local council.

Joseph A. Burns, who died at his home in this city Saturday, Sept. 2, was well known in the State as a former dry goods salesman, represent-

ing various mills. After a number of years on the road, a greater part of the time spent in Detroit, he resigned about five years ago and engaged in the retail dry goods business in the building at 230-234 Woodward avenue. He remained in business about three years, retiring from business when he sold his lease to a local department store. Mr. Burns was born and educated in Detroit. He is survived by a widow and two sisters.

Charles Demschak has moved his stock of hardware and house furnishings from 2247 Jefferson avenue, West, into a new building recently completed at 2233 Jefferson avenue, West. The new store is one of the most modern and complete of its kind in the city.

It will be but a few short weeks before the rock-the-boat fools will be able to transfer their affections to the thin ice.

Raup & List, clothing, shoes and men's furnishing goods dealers of Ecorse, a Detroit suburb, will move into a new building near their present location about Sept. 15.

J. F. List, general merchant of Bay City, was among the out-of-town business men who visited Detroit last week.

The infection in our eyes was not caused, as many would surmise, by straining them looking for news notes from the traveling men.

John Hartner, representative for Edson, Moore & Co., and member of the retail dry goods firm of Hartner & Schoeneman, has been obliged to relinquish his duties on the road owing to a nervous breakdown.

D. M. Zellman, dealer in men's furnishing goods, has moved from his former location at 260 Gratiot avenue to 208 Fort street West.

We now have an opportunity to rub it into the missus real often. She has a lame shoulder and hands us the liniment.

A. E. Eggert and F. C. Funke have organized an office equipment firm under the style of Funke, Eggert & Co. They have the exclusive agency in Detroit for the line of filing cabinets and office system supplies manufactured by the Yawman & Erbe Manufacturing Co. Both men have been identified with the Y and E company for a number of years.

There was considerable trouble for consumers of ice in Detroit getting deliveries this summer, but with coal at the present high prices the dealer will probably be ready to make deliveries more often than a fellow has the money to pay the C. O. D. bill.

The plant of the New England Pie Co., recently completed at Fourth and Beech streets, is again being enlarged, the work being practically completed. The capacity of the bakery will be 35,000 pies daily.

Charles Moore, pioneer salesman for Edson, Moore & Co., has recovered from an attack of appendicitis.

A. W. Beste will engage in the shoe business in the building recently completed at the corner of Ferndale and Springwells avenues about Oct. 1.

Personally we have the greatest admiration for the doctor in the East end of the city who called on a patient and, after an examination, told the wife her husband needed a rest and handed her some tablets containing morphine. "How often shall he take them," she asked. "He is not to take them. They are for you," replied the M. D.

W. Gustine, former proprietor of the Delray Dry Goods Co., has purchased the dry goods stock of B. J. Koenig, 635 Oakland avenue. He has already made many improvements in the store which have added to its attractiveness and general convenience. Mr. Koenig was one of the pioneer business men in the city, having engaged in the dry goods business long before the boom that hit Detroit was ever considered. He made many for-

tunate real estate deals during the past few years.

C. Taylor has been appointed assistant service manager of the Puritan Machine Co. and will work in conjunction with E. W. Hawley, service manager.

Work in Cadillac Council has taken on added impetus since the advent of cooler weather and Senior Counselor Frank Ferris states that when the season has rolled by there will be no question as to the status of the Council which not only intends clinching its lead as the largest Michigan council, but expects to pass many councils now leading in membership. Only seventeen councils in the United States and Canada have more members.

The Detroit Opera House is to be razed and a modern twelve-story mercantile building is to be erected on the site. It is reported that the new building will be leased by Heyns Bazaar.

Perhaps President Wilson figured that the base ball rule that it takes three strikes to put a man out might also apply in his case.

Baetz Brothers, proprietors of clothing stores at 55 Monroe avenue and Springwells and Ferndale avenues, have remodeled the latter store, making it one of the finest and up-to-date stores of its kind in that section of the city.

Lloyd P. Jones, for the past five years with the American Bronze Co., has been appointed sales manager of the Federal Brass Works, 364 Trombley avenue.

The Gartner Hardware Co., Wyandotte, has opened a branch store in Ecorse.

A big celebration was held on September 4, by the West Michigan Avenue Improvement Association, an organization composed of Michigan avenue merchants, at Schaefer's grove.

During the recent hot spell David

Brown, President of the General Ice Delivery Co., was most vociferous in his demands that the public be patient in face of the apparent ice famine and the fact that the delivery men were overworked. These statements credited to him were published at intervals in the daily papers. The other ice company heads said nothing and proceeded to do the best they could. These companies, since the hot spell was broken, have taken care of the wants of their customers as well as at any normal time. Not so with the General Ice Co., which blamed everything to the hot weather rush. No ice last week was delivered in some sections from Monday until the remainder of the week. If companies selling natural ice can make deliveries, it seems a company that manufactures its product should surely be able with the advent of cool weather to make deliveries, providing, of course, it is able to hire help as its competitors are doing. To make a bad matter more aggravating, on calling the company on the telephone one is informed after many futile attempts to get them, by the chief operator, "they have taken their phone down and refuse to answer," a cowardly thing or very unbusinesslike to say the least for any legitimate business concern to do.

In other words it is no use making things hot for an ice company that can not deliver ice.

Otto Frohman, formerly connected with the clothing firm known as the House of Herbst, and one of the best known clothing salesmen in the city, has been appointed manager of a clothing store opened by L. Golde and known as the Golde Clothes Shop, at Campus Martius and Woodward avenue. This is one of a chain of twenty stores located in various cities, owned by Mr. Golde.

Leo Feder, of Loraine, Ohio, has purchased the balance of the bankrupt stock of the Delray Shoe Co.,

Kerosene Tractor Farming Is Growing Rapidly In Michigan

The farmer through study and experience is becoming more and more convinced that kerosene engine power is more economical than horse power. We will show this year at the West Michigan State Fair our

8-16 Mogul Kerosene Burning Tractor

together with some of the machines with which it may be used, such as corn huskers, ensilage cutters, gang plows, etc.

We hope to see you and your customers at our exhibit during the week.

International Harvester Company of America
Grand Rapids, Mich.

2206 Jefferson avenue, West, and will remodel the store and add a new stock of shoes. He will have an opening the latter part of the week.

All that Detroit lacks now is the winning of enough games to make it a pennant winner.

Dear & Snell have opened a hardware store at 1918 Fort street, West, with the title of the Southwestern Hardware Co.

Last week's building permits in Detroit totalled \$499,610, which is less than the week before, but exceeds the same period last year.

The Michigan Retail Hardware Dealers Association has planned the largest hardware exhibition ever held in Detroit as a feature of the convention to be held in this city Feb. 13-17. An attendance of 1,000 is anticipated. "Jack" Schaefer, of the Schaefer McKinnon Co., Merrill, is a Detroit visitor this week. Unless all signs fail, the visit will be prolonged until after Wednesday. (The Tigers return home Wednesday.)

H. A. Thiery, is remodeling the building at 507-509 Dix avenue and will open one of the largest and most complete bowling alleys in the city.

All of the news notes of the traveling fraternity and the U. C. T. which were furnished by the traveling men themselves will be found on the front cover. That is to say, all that they furnished.

A baby boy arrived at the home of Mr. and Mrs. Al Shaw last week. Mr. Shaw is a special representative for Burnham, Stoepel & Co.

Martin E. Galvin, of this city, who took over the Hotel Barry, at Hastings, has announced his intentions of remodeling the hotel and making it one of the most modern hotels in the smaller towns of the State.

The Detroit Insulated Wire Co. is building an addition to its plant on Wesson street.

District managers and members of the sales force of the Denby Motor Truck Co. held a convention in De-

troit last week. One of the features of the meeting was a demonstration by H. G. Shockey, the local dealer, of how to sell a hard prospect. C. S. VonPoettgen, attorney for the company, acted as the prospect. W. J. Aitken is sales manager of the company.

Another demonstration of the wonderful prosperity that has been the lot of Detroit was witnessed this week when William Peabody, real estate dealer, with offices in the Peter Smith building, frizzled his home on Coplin avenue with a handsome coat of paint and next week he intends to give the house another handsome coat. William, by the way, does not confine his activities to the real estate business. He is also an accomplished animal trainer and some day if he persists in the taming business he may be what some call a finished tamer.

Harry M. Freed, well known in the local retail section, having been connected with two of the leading ready-to-wear stores in the city for the past few years, has organized the retail ready-to-wear house of Harry M. Freed Co. The house has opened a new store at 19 Adams avenue, East.

Kirk Taylor, well known Detroit, formerly assistant manager of the New Era Spring & Specialty Co., has been appointed sales and advertising manager of the Evapco Co. and the Jiffy Starter Co., an associated concern. The company has secured sales room at 427 Grand River avenue.

M. Seeberg will open a 5 and 10 cent bazaar store at 1914 Jefferson avenue, West, about Sept. 15.

E. G. Kelly, local sales agent for the National Cash Register Co., returned last week from a trip to Dayton, Ohio, where he attended a convention of the sales managers of the corporation. The fall campaign for business was outlined and Mr. Kelly says that the various district managers are very enthusiastic over the prospects of a large fall business.

When Billy Sunday winds up his

campaign in Detroit the saloon interests will know they have been up against the real thing.

We thank the numberless—mostly less—traveling men once again for the many news notes they promised us.

One thing we can boast of is the fact that we have no wrinkles and moth ball smells to thrust from our overcoat this fall—thanks to the rag man.

Mother sold it to him this summer for \$1.50
James M. Goldstein.

Notice to Makers of Tomato Products.

Washington, D. C., Sept. 11—The Department of Agriculture has been requested to inform manufacturers and dealers in tomato products of the tests which it applies in arriving at its decision whether to recommend proceedings under the Food and Drugs Act against tomato products.

Under Section 7 of the Act, articles of food are adulterated if they are found to consist in whole or in part of filthy, decomposed or putrid animal or vegetable substances. In Circular 68, of the Bureau of Chemistry, there were announced the numbers of yeasts and spores, bacteria and molds which, in the opinion of the Department, may ordinarily be found in tomato products handled with reasonable cleanliness in the process of manufacture. Examination of a large number of tomato products and tomato canneries convinces the Department that it is entirely practicable for manufacturers to keep the yeasts and spores, bacteria and molds within the limits stated in Circular 68. Although the Department has not recommended proceedings under the Food and Drugs Act unless the product, upon examination under the conditions prescribed in Circular 68, was found to contain yeast and spores or bacteria or mold filaments in excess of the following numbers: Yeast and

spores per one-sixtyth cubic millimeter 125; bacteria, per cubic centimeter, 100,000,000 mold filaments in 66 per cent. of the microscopic fields, it is considering the adoption of figures approaching those given in Circular 68. When such a scale has been adopted public announcement will be given.

Since Circular 68 was issued, there are being produced in increasing quantities, tomato products of varying degrees of concentration. The Department is considering the adoption of a scale for testing tomato products, varying with the degree of concentration. If it is decided to adopt such a scale, public announcement will be given.

Russia's Winter Port Problem.

European Russia will not again be cut off from her Allies during the winter. The new ice-free port of Murman, on the Arctic, will, it is believed, be ready for traffic when Archangel is frozen up at the close of the present season of navigation, or shortly thereafter. The new railway from Petrograd to Murman will be ready for traffic at the beginning of the year, and will permit of the shipping to Russia by a relatively short route of supplies that last winter could be forwarded only by way of Vladivostok. Four sections of the new railway, amounting in all to 695 miles, are completed, and work is proceeding rapidly on the last section, comprising 215 miles, which passes through a difficult country in which there are many watercourses and swamps.—Toronto Globe.

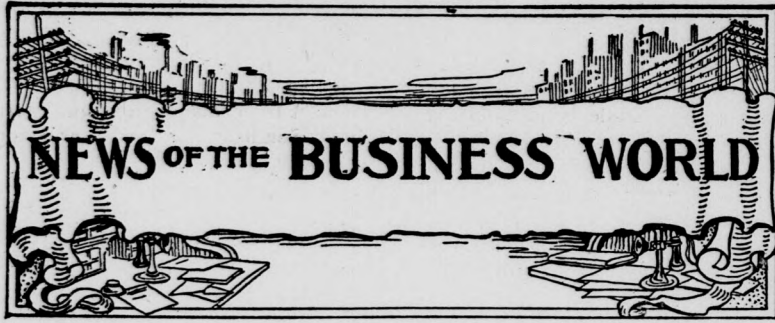
No man who hasn't been tempted is sure of his honesty.

We Have the Most Complete Line of Flour and Feed in Western Michigan

NEW PERFECTION The Trade Winning Flour
is Manufactured by Us

We Manufacture Scratch Feed and Chick Feed
Buckwheat Flour and Self-rising Pan Cake Flours
Cotton Seed and Oil Meal in Car Lots or Ton Lots
Grain and Feed of All Kinds

Watson-Higgins Milling Co.
Grand Rapids Michigan



Movements of Merchants.

Fern—M. F. Huddleston succeeds C. Dawson in general trade.

Olivet—Miss Patty Spooner has engaged in the bazaar business.

Alma—Miner & Bennett succeed Mrs. A. B. Cook in the millinery business.

Kalamazoo—The Harrow Spring Co. is building another large addition to its plant.

Flint—C. C. Aurland, formerly of Standish, has engaged in the grocery business at 1801 Lewis street.

Marquette—N. R. Duyore has opened a grocery store at the corner of Michigan and High streets.

Holland—Austin Harrington succeeds Nicholas Schmidt in the ownership of the Consumers Fuel Co.

Alma—C. A. Ogle & Son have added a vulcanizing department to their harness making industry.

Battle Creek—V. E. Parrott, grocer on Graves avenue, is remodeling and enlarging his store building.

Battle Creek—Ed. Sargent has closed his cigar store in the Ward building and will retire from business.

Battle Creek—Harry Hall succeeds Oscar Wilmarth in the cigar and tobacco business on West Main street.

Flint—Vallo & Co., formerly of Dayton, Ohio, have engaged in the grocery business on South Saginaw street.

Custer—C. G. Franz has purchased the grocery and meat stock of Edward Beadle and will continue the business.

Ishpeming—The store building occupied by N. E. Skud Estate dry goods stock, is being remodeled and enlarged.

Flint—R. D. McGeach has removed his clothing stock from Beaverton to this city, adding lines of dry goods and groceries.

Detroit—The Wm. L. Kriehoff & Sons Co., cement and roofing contractors, has changed its name to Kriehoff Company.

Ishpeming—Lavigne Bros. are remodeling the interior of their grocery store and meat market and installing a new meat refrigerator.

Lowell—Lee E. Jones has sold his meat stock and fixtures to Rufus Gregory, who will continue the business at the same location.

Alma—Mrs. J. W. Pitman, of Flushing, has purchased the Woodland bankrupt stock of millinery and will continue the business.

Allegan—Andrew Greenland has sold his interest in the Imperial Carving Co. to his partner, J. H. Mead, who will continue the business under the same style.

Alma—Charles R. Murphy has purchased the W. C. Bleamaster book stock and will consolidate it with his drug and stationery stock.

Escanaba—L. C. Schrader, who conducts a music store at Ishpeming, will open a branch store at 1019 Ludington street about Sept. 20.

Big Rapids—Jay Moore and W. Randahl have formed a copartnership and purchased the Merritt garage, taking immediate possession.

Flint—Hammond & Close have erected a new store building for their grocery and meat business at the corner of Davison and Richfield road.

Caledonia—Pryor Bros. have sold their stock of general merchandise and store building at Green Lake to Arthur Cook, who has taken possession.

Jackson—Ralph Lewis and G. K. Doud, both of Parma, have formed a copartnership and engaged in the hardware business on East Main street.

Lawton—James Lawton lost his store building and furniture and undertaking stock by fire Sept. 6. Loss, about \$5,000, partially covered by insurance.

Belding—Knott Cobb has purchased a half interest in the Belding Vulcanizing Co. and the business will be continued under the style of Cobb & Cowles.

Allegan—H. H. Cook has purchased an interest in the Wood garage and the business will be continued under the style of the Wood & Co. Auto Shop.

Custer—John R. Booth has sold his interest in the Briggs & Booth Lumber Co. to his partner, E. M. Briggs, who will continue the business under the same style.

Fennville—Sheffer Bros. have sold their grocery stock and restaurant to A. B. Whiting, who will continue the business, buying and selling butter and eggs in connection therewith.

Centreville—J. Hampton, who has conducted a grocery store here for the past thirty-five years, has sold his stock and store building to W. H. Soule, who has taken possession.

Flint—Hamady Bros. are moving into their new grocery and meat store on Industrial avenue. It is claimed that it is the finest retail establishment in the State, outside of Detroit.

Hemlock—The Hemlock Elevator Co. has been re-organized and its capitalization increased with \$8,275.36 being paid in in cash and \$27,724.37 in properties. The elevator business will be continued as previously, here and at Birch Run.

Traverse City—J. B. Master & Co. have traded their grocery stock and store building at 402 South Union street to J. M. McCormick for his fruit farm and given immediate possession.

Ainger—Dale Quick, who recently purchased the interest of his brother, Arthur, in the general merchandise stock of Quick Bros., has sold it back to Arthur, who will continue the business.

Muskegon—W. D. Hardy has sold his interest in the dry goods stock of W. D. Hardy & Co. to W. E. Thornton, A. L. Dearborn and Charles W. Dearborn, who will continue the business.

Ontonagon—Richard A. Heard, who has conducted a confectionery store and ice cream parlor for a number of years, died at the home of his parents, following an illness of several months.

Eaton Rapids—Dr. J. B. Bradley has been appointed administrator of the estate of the late Nelson A. Strong. The Strong elevator business here and at Onondaga will be continued under his direction.

Redford—The Detroit Mushroom Cellars Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed, \$2,000 paid in in cash and \$8,000 paid in in property.

Detroit—The Stauber-Stone & Co., Inc., has been organized to deal in automobiles and operate a garage with an authorized capital stock of \$20,000, of which amount \$10,100 has been subscribed and \$6,100 paid in in cash.

Detroit—The Demerara Cocoa-Nut & Produce Co. has been incorporated with an authorized capital stock of \$10,000 common and \$5,000 preferred, all of which amounts has been subscribed, \$2,750 paid in in cash and \$5,250 paid in in property.

Hancock—Edward F. Slattery & Co. have merged their general store business into a stock company under the style of E. F. Slattery & Co., with an authorized capital stock of \$30,000, all of which has been subscribed, \$1,336.29 paid in in cash and \$28,663.71 paid in in property.

Millburg—The Millburg Packing House Co. has been incorporated to handle fruits and other farm produce with an authorized capital stock of \$1,000, all of which has been subscribed and \$500 paid in in cash.

Hillsdale—C. H. Hiller, who has conducted a grocery store and seed business here for the past sixteen years, has sold his grocery stock to Milo Humiston and Milan Watkins, who have formed a copartnership and will continue the business. Mr. Hiller will devote his entire attention to the seed business.

Manufacturing Matters.

Kalamazoo—The Kalamazoo Stove Co. has increased its capital stock from \$315,100 to \$500,000.

Lake Linden—Edward Hodge, recently of Baraga, has engaged in the cigar manufacturing business.

Vanderbilt—The Vanderbilt Manufacturing Co. is building its new factory which will enable it to greatly increase its output.

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

Kalamazoo—The Kalamazoo Malleable Iron Co. has been incorporated with an authorized capital stock of \$125,000, of which amount \$66,000 has been subscribed and \$12,500 paid in in cash.

Muskegon—The Campbell Manufacturing & Foundry Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$60,000 has been subscribed and \$17,700 paid in in cash.

Saginaw—Michel J. Hart and Albert W. Tausend have purchased an interest in the Bernhard Co., manufacturer of silk waists. The plant will be remodeled and enlarged to about double its present capacity.

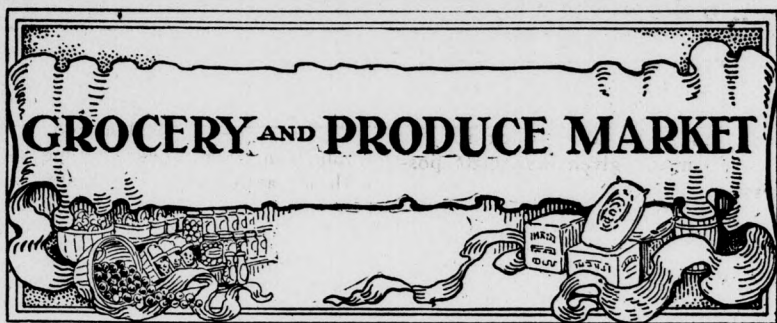
Detroit—The Lewis Motor Corporation has been organized to manufacture engines, motors, motor parts, vehicles and all appliances with an authorized capital stock of \$10,000, of which amount \$6,330 has been subscribed and paid in in cash.

Kalamazoo—The Kalamazoo Utilities Co. has engaged in business to manufacture automobile accessories, metal and electrical appliances with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and \$1,000 paid in in cash.

Owosso—Randolph, Hall & Young have engaged in business to handle grain, feed, beans, manufacture feed and do a general mercantile and manufacturing business with an authorized capital stock of \$30,000, all of which amount has been subscribed and paid in in property.

Kansas has declared her independence of the ordinary spelling-book. Observing that children spell five-syllabled words glibly, but hesitate over those of one and two syllables, she has boldly decided to concentrate their attention upon the smaller words. It is appalling to be reminded that the spelling-book of our fathers contains from eight to fifteen thousand words, and a great relief to learn that one-tenth of the lower number is more than one really needs to know in order to get along. Kansas has not jumped at this pleasing conclusion. Her Text Book Commission looked at letters written by Kansans—business, and to some extent social and personal, letters. Only 2,000 words were discovered in them, and 500 of these were used but once. This leaves a minimum of 1,500, or several times the "between 200 and 500 words" which we are assured is sufficient for everybody except professional writers. But even 1,500 is not a formidable number. It is noted that Kansans will not be hampered in their reading by not knowing how to spell all the words they see, and they can continue to indulge in polysyllables in ordinary conversation and on the stump. No fears are entertained of adverse effects upon Kansas literature. When did uncertainty about the letters conventionally used in a word hamper a literary genius?

Lots of men go where duty calls, and stand around with their hands in their pockets after they get there.



Review of the Grand Rapids Produce Market.

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

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

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

Beets—75c per bu.

Butter—Receipts continue light and the market is very firm on the ruling basis of quotations. There is a good consumptive demand for all grades and the quality arriving is averaging good for the season. Everything desirable meets with a ready sale and the trade look for a continued good demand at about unchanged prices. Creamery grades are held at 32c in tubs and 33c in prints. Local dealers pay 25c for No. 1 in jars and 22c for packing stock. The trade has been astonished at the movement of butter during the past few weeks and no one has yet been fully able to fathom the unusual features which have developed. Although June, July and August receipts have been heavy, there has been a surprising increase in both domestic demand and foreign export and the result is that the storage stocks to-day are fully 60,000 cases less than at this time last year, while August accumulations were considered less than half those of August, 1915.

Cabbage—\$1.40 per bu.

Carrots—75c per bu.

Celery—20c per bunch.

Cocoanuts—\$6 per sack containing 100.

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

Eggs—The market is firm and unchanged, with light receipts and a good consumptive demand. The quality of the eggs arriving is as good as it could be expected to be during the hot weather. No change in sight. Local dealers pay 27c for candled, loss off, cases included. Their selling prices this week are 29c for candled extras, 27c for firsts and 26c for seconds.

Egg Plant—\$1.50 per dozen.

Green Corn—25c per dozen for common sweet; 30c for Bantam and Evergreen.

Green Onions—Silver skins (black seeds) 20c per doz. bunches.

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

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

Lettuce—\$1.25 per bu. for leaf; \$3 per bu. for head.

Maple Sugar—17c per lb. for pure.

Maple Syrup—\$1.40 per gal. for pure.

Mushrooms—40@50c per lb.

Muskmelons—Indiana Gems, 50c per basket; Indiana flats, 60c; Indiana Standards, 36s, \$1.50; Benton Harbor Osage, \$1.25@2.25 per crate; Gold Coin, \$1.25 for flats and \$2.50 for Standards.

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

Onions—Home grown \$2.50 per 100 lb. sack or crate; California in 100 lb. sacks, \$3.25 for red and \$3.50 for white; Spanish, \$1.75 per crate of either 50s or 72s.

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

Peaches—Prolifics, \$1.35@1.50 per bu.; Ingles, \$1.50@1.65; Elbertas, \$1.85 @2. The crop is coming in in fine condition and will be much larger in volume and finer in quality than was expected earlier in the season.

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

Plums—Lombards, \$1.40; Bradshaws, \$1.50.

Peppers—Home grown, \$1.25 per bu.

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

Potatoes—New \$1.75 per bu. Virginia cobbles, \$5 per bbl.

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

Radishes—15c for long; 12c for round.

Rhubarb—85c per bu.

Spinach—\$1 per bu.

Sweet Potatoes—\$3.50 per bbl. for Virginias.

Tomatoes—\$1 per bu.

Turnips—65c per bu.

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

Water Melons—\$2.50 per bbl. of 8 to 10.

Wax Beans—\$1.75 per bu.

It looks as though the fool killer was badly needed up around the session room of the Grand Rapids Association of Commerce. Some one suggested that Grand Rapids adopt Eastern time, instead of Standard time which is now the legal time in Michigan and a committee was appointed to investigate the subject. Grand Rapids needs Eastern time about as badly as an elephant needs a Bible.

The Grocery Market.

Sugar—All of the refiners are still on a 6¼c basis except Federal, which increased its quotation 15 points Tuesday. Under the influence of the recent decline, buying is much larger in volume. Indications point to a slightly higher market in the near future.

Tea—Distributors are awakening to the fact that stocks are moderate in this country and can not be replenished from primary points except at higher levels. The country has let supplies run down and is realizing the wisdom of purchasing more freely. Back of the better feeling in local circles, is the advance in the Far East. Calcutta, it had been feared, would be a weak spot this year and the market there in fact started off rather poorly. But the Russians have apparently stepped into the gap and their buying is once again supporting India and Ceylons. Formosas have been steadier and the buying continues. In China the exchange situation is making its influence felt, thanks to the rise is silver. The seller is getting his price, Shanghai advices being decidedly stimulating on greens and Congous.

Coffee—Rio and Santos grades are ¼c higher, but the demand is only fair. Milds are unchanged, but if the speculative movement in Brazils continues it may be their turn next. Java and Mocha unchanged and dull.

Canned Fruit—The demand has been more active during the past week than for some time. This has been due to belated buying, resulting from the recent hesitation on account of rail transportation difficulties, both as to a possible strike and the question of freight rates. The tone was very firm at the close, with hints of advances in quotations.

Dried Fruits—Jobbers express the belief that the prices now being insisted on by prune growers will be the highest of the season, and that there is no reason therefore why they should concern themselves about supplies or why they should stock up in advance of their needs. They contend that if growers want to control the situation, let them do so and incidentally carry the load. For that reason the expectation is that Eastern jobbers will buy only as they need the prunes rather than attempt anything in the way of speculative purchasing. The advance in the price of peaches during the week over the opening prices previously announced aroused no interest. Apricots, raisins and currants are unchanged.

Canned Vegetables—Packers are busy getting up their pack and are not pressing for sale, as they have not yet packed their entire future sales. The season for packing tomatoes so far has been ideal and if there is no interference from the weather there will be a large pack of fine goods. Peas remain generally quiet, although there is much enquiry for the finer grades, the offerings of which are limited. Corn is firm on the spot, but there is little doing in futures at the moment, although the market is held very firm, owing to the unfavorable crop reports.

Canned Fish—Salmon of all grades are unchanged at the opening prices. Sardines are very firm, with light offerings and discouraging reports from Maine. Tuna arrivals, although increasing, are not as yet large enough to meet the demand, although reports from Southern California are more encouraging as to the pack.

Rice—The trade is inclined to go slow for the present, taking supplies as needed to eke out pending the active movement of Blue Rose. The arrivals of Honduras are light, owing to the difficulty in getting shipping room at New Orleans. The later market has been firm since the interior, in contrast to New York, has been buying quite freely. Prices are steady, with the fancy heads firm because of the damage from the rains. The mills are delayed in starting operations in the Southwest.

Cheese—The market is very firm, with very light receipts. There is a fair consumptive demand. Prices have advanced ½c during the week. The make is light and cheese is still being sold to go to Europe. This makes the supply available for this country very small and is the cause of the present firmness.

Provisions—All smoked meats are firm at an advance of ¼c. Pure lard is firm at ¼c advance, and compound is firm at ¾c advance. Both are in active demand. The high price of hogs is the reason for these advances. Barreled pork shows an advance of 50c per barrel, and dried beef an advance of 1c per pound. Canned meats are unchanged.

Salt Fish—The trade are still waiting for new Norway mackerel to be offered, but none have been as yet. Some are being caught, but are evidently being disposed of elsewhere. Shore mackerel show no change from a week ago. Some autumn Irish mackerel are expected here shortly at prices several dollars above normal. The demand for mackerel is good. Cod, hake and haddock show no change for the week.

Crop conditions in Northern Michigan have improved wonderfully during the past two weeks. If the frost stays away another fortnight and the present pleasant weather continues, there will be average crops of late potatoes, beans and corn. Two weeks ago this did not seem possible, but the warm weather and frequent showers have wrought a remarkable improvement for the farmers.

John L. Jackson, President of the Grande Brick Co., has suffered a great bereavement in the death of his only son, which occurred yesterday at the cottage of his father-in-law, Congressman Fordney, on White Lake, near Whitehall. The body has been taken to the home of the deceased at Saginaw, where the funeral and interment will be held.

The Hine Concretile Roofing Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed, \$2,500 paid in in cash and \$2,000 paid in in property.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 11—The Turner Meat Co., of the Canadian Soo, has leased the Dalgleish market, which was formerly occupied by the Soo Meat Co., and the former will move from its present quarters to its new place of business to-day, where it will open with a full line of meats, sausages and summer specialties. Mr. Turner is a veteran butcher, having been in the business for many years. With his new location he will add much to his present patronage and should meet with every success.

Anges Goetz, one of DeTour's prominent young men, has been appointed deputy postmaster by Postmaster McDonald, at DeTour. He will have charge of the office during the absence of Miss Mae Goetz, who is at present enjoying a well earned vacation.

Colonel Fish, the well-known physician at DeTour, is now a confirmed bachelor. The Colonel expects to make a trip over his various properties in the near future before settling down at DeTour for a long winter's stay.

R. B. Haugh, one of the Soo's prosperous grocers, has added a new auto delivery to his present equipment and is now able to cover more territory and take care of his largely increasing business to better advantage.

Mose Yalmstein and party returned last week from an extended auto trip to Milwaukee and other cities. They returned through all the rain of last week in Mr. Yalmstein's new Jeffrey, which had the appearance of an old car when they reached home. Mose reports a most delightful time while away.

Manistique has a new bakery which will be known as the City Bakery. Peter Dearchambeau is the proprietor. He has installed a large modern oven and all the necessary paraphernalia for an up-to-date bake shop. This will fill a long felt want at Manistique.

Frank LaRose, of Garden, has rented the store next to the City Bakery at Manistique, and expects to move in about Sept. 15, with a complete line of fancy and staple groceries.

"The man who can't meet his obligations is always meeting his creditors."

The prediction is that the Soo will be a warm town this winter, judging from the large colored population that is flooding in here this summer. It will soon represent a Southern plantation.

The steamer Chippewa made her last trip between Mackinac Island and the Soo last Thursday. This commodious steamer will be greatly missed by the remaining tourists who have been able to take in the many sights at the Soo and Mackinac Island.

D. H. Moloney, one of our esteemed citizens and proprietor of the Man's Store, left Wednesday for a trip to St. Paul, whence he will go into the wilds of Northern Minnesota for a two weeks' stay.

Frank Cullan, of St. Ignace, has accepted a position with the Bennett Lumber Co., of See Why.

"This world wouldn't move so fast if it depended on some people we know of to push it along."

The ice crusher St. Ignace, the first car ferry plying the ice through the Straits, was burned at her docks in Port Arthur last week while undergoing repairs. This was one of the old timers here which used to keep the channel open in the Straits until new crafts replaced it.

Mr. and Mrs. Stannus, proprietors of the Dunham House, at St. Ignace, did not let labor day go by unnoticed. They arranged for a semimasquerade party for the guests which, from all accounts, was a most enjoyable affair. Bill Harmon, well-known trav-

eler, and K. Pierce, another famous Knight of the Road, made a hit during the evening in dressing up as bowery girls. Dancing was engaged in until the break of the next day and from all reports it takes the hosts of this hotel to entertain the guests.

Schwartz Bros. & Co. purchased from the Ward estate its large mill and sold it to the Shelldrake Lumber Co., at Shelldrake, to replace the Shelldrake mill destroyed by fire a few weeks ago.

Swearing off continually is a bad habit.
William G. Tapert.

TRUST MORTGAGE SALE.

Default having been made in the conditions of a certain trust mortgage, made and executed by Joseph Klassen, of Traverse City, Michigan, to Walter H. Brooks, of Grand Rapids, Michigan, and Matt N. Connine, of Traverse City, Michigan, as Trustees, for the creditors of the said Joseph Klassen, dated the 12th day of January, 1916, and filed in the office of the Clerk of the City of Traverse City, Michigan, on the 13th day of January, 1916.

Notice is, therefore, hereby given that by virtue of the power of sale contained in said trust mortgage, there will be sold at public auction to the highest bidder, on Monday, the 18th day of September, 1916, at two o'clock in the afternoon, at the store building known as 131 East Front Street, Traverse City, Michigan, the property covered by and described in said trust mortgage or so much thereof as may be necessary to satisfy the amount then due, including the principal and interest, and the costs of such foreclosure sale.

The property covered by and described in said trust mortgage, and to be sold as aforesaid, is described as follows: to wit: the entire stock of boots, shoes, rubbers, footwear, etc.; all store fixtures, shelving and show-cases, including all goods, wares, merchandise, books of account, etc., and all personal property used in carrying on business at the location aforesaid, in the City of Traverse City, Michigan.

The undersigned hereby reserves the right to reject any and all bids that may be received at such sale.

Walter H. Brooks,
537 Michigan Trust Co. Bldg., Grand Rapids, Michigan.

Matt N. Connine,
401 State Bank Bldg., Traverse City, Michigan.

Trustees.
Dated at Traverse City, Michigan,
September 9, 1916,

Connine & Connine,
Attorneys for said Trustees,
Traverse City, Michigan.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, Sept. 13—Creamery butter, extras, 32@33c; first 31@31½c; common, 29@30c; dairy, common to choice, 23@30c; poor to common, all kinds, 22@24c.

Cheese—No. 1 new, 17@18c; choice 17@17½c.

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

Poultry (live)—Fowls, 17@19c; broilers, 19@23c; old cox, 13@14c; ducks, 16@18c.

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

Potatoes—\$1.40@1.50 per bu.
Rea & Witzig.

The Moral Effect of Discounting Bills.

B. B. Cushman, of Detroit, one of the live wire chairmen of the National Wholesale Grocers' Association, recently wrote a letter to a large manufacturer in an effort to secure an increase in the allowance for cash practiced by that manufacturer, in which he forcibly presented the value of discounting bills in a way seldom considered by even progressive business men—a suggestion which many a grocer might find it worth while to consider. The letter in part reads as follows:

"I am one of those fellows who believe that every jobber should discount his bills. If he cannot see the wisdom of discounting because of the ½ per cent. that is allowed, let us enlarge that cash discount so as to make him know what it means to take advantage of making a profit that his discount will give to him if he will pay his bill within the discount period rather than to pay it at maturity. If the jobber can learn to discount his bills he will soon preach the gospel to the retailers, and if the retailers learn to discount their bills they will know what it means to push collections. The result will be beneficial all along the line.

"I remember some time ago while visiting our Escanaba house a young man was introduced to me who our manager told me was going into business in an adjacent town. The man had saved \$600 and expected to open a small grocery store. He was buying an 'opening stock' from our Escanaba house and in the course of conversation I asked him if he was going to discount his bills and he said he wouldn't be able to, but he would pay promptly at maturity.

"I told this young man that he should build a character for himself and establish a credit standing in his community by discounting his bills. He didn't know how this could be accomplished unless he had the money, and he thought he'd have to sell some goods first to get the money to permit him to pay bills so he could buy more goods.

"I told this young man that immediately when he went into his town he should call upon the local banker, get acquainted with him, give the banker references as to who he was and where he came from, and then deposit what money he had in that bank. He should then say to the banker that it was his desire to buy merchandise and discount his bills and to do so it would be necessary for him to borrow some money from the bank from time to time. He wouldn't want much, but his requirements might grow as he developed in business. I told that young man to go to the banker within the next week on such a matter and borrow \$50 for sixty days at 6 per cent. It would only cost him 50 cents for the use of the money. The banker would loan it to him and then I told the young man to deposit the proceeds of the note to his own credit right at the bank. The young man said: 'What will I use the money for?'

"I told him he needn't use it at all—just leave it there to establish him-

self as a person in the community that has a bank account. I told him he was only paying 50 cents for the privilege of having the account there for sixty days and at the end of sixty days he ought to walk into the banker's office and say: 'Mr. Banker, I owe you \$50, due to-day. Here's my check for the amount.'

Mr. Banker would give the man back his note and charge the check to the man's account and he would realize that that young man had kept a balance in the bank as great or greater than the money the banker actually loaned him. In this way the young man established confidence, and he was able to borrow \$100 and continue. He followed my advice, and although I haven't had any opportunity of knowing how he is doing now, nevertheless I kept watch of it for almost two years, and in that time it was found that he had not only paid his bills, but the money that he had earned in discounts paid the interest at the bank on loans, and this young man had through this method been able to greatly develop his business and buy new fixtures and take on responsibilities which he never could have taken on if he had not established a credit for himself in his community.

"Now I believe every jobber should establish for himself a credit in his community to the extent of borrowing his money of the banker if necessary to use for the purpose of paying the bills to manufacturers within the discount period, and the only way we can teach the majority of jobbers to do this is to give them a reasonable discount that will make them see the value of paying their bills within the discount period, even though they have to borrow the money at the bank for that purpose.

"And I believe that all lines of business should be more or less uniform in the cash discount that should be allowed to jobbers, and I honestly believe a man who will pay his bills promptly ought to have 2 per cent from the manufacturer as against the fellow who never pays until maturity, even after that period. If the manufacturer knew that he could be assured of his money within the discount period from all jobbing concerns he dealt with, just think how much less money it would take to carry on his business."

Store Manager Held as Burglar.

South Haven, Sept. 11—Ed. Kagel, manager of the bargain basement of Hale's department store here, and Arthur Hinz, a young blacksmith, confessed Sept. 8 to having taken \$865 in money and checks from the vault of the store.

The money was buried in ginseng beds in a tool chest at the home of Hinz and the checks were hidden at his shop.

The entered the store the week before, the officers say they admitted, to rob the vault, but threw the bolts of the vault doors, so waited a week until the firm had a larger sum than usual on hand because the banks would not be open Labor Day.

Kagel has been with the Hale store six years. Hinz a year ago was dismissed from Troop A. cavalry, M. N. G., after having been found guilty by court-martial of drunkenness and conduct unbecoming an officer.

DEVIIOUS TACTICS

Pursued By the Disheartened Trading Stamp Fakers.

New York, Sept. 11—"One of the most amusing features connected with the efforts of the trading stamp and cheap-John store combination to befog the issue concerning the Stephens-Ashurst honest advertising bill is the recent pamphlet issued by George B. Caldwell's so-called National Trade Association purporting to give the result of a consumer investigation made by one Raymond B. Callahan, of New York University," said Edmond A. Whittier, Secretary of the American Fair Trade League to-day. "A young man of that name was this year registered as a student at the New York University but, in issuing the pamphlet, Caldwell's association of trade disturbers followed his usual devious tactics and sought to give the impression that the author of the screed was a professor in that institution of learning!"

"According to the statement sent out by the 'something-for-nothing' aggregation, Callahan sent letters to a selected list of 400 women in Greater New York, asking them a series of questions concerning their marketing. It is claimed that replies were received from 141 of these women and of these 141 replies this young student of economics solemnly assumes to determine the attitude of the hundred million residents of the United States on the great question of truth in trade and honesty in advertising. But even with this hand-picked list the trading stamp coterie slipped a cog, for the 141 answers, when analyzed, contain little comfort for the advocates of dishonest advertising and false pretenses in merchandising."

Without explaining how they came into his possession, Mr. Whittier exhibited a bundle of blanks and said that they were originals received by Mr. Callahan. He smiled as he fingered the blanks and continued:

"These blanks and the information they contain have been used by advocates of the Stephens-Ashurst honest advertising bill in speeches supporting that measure and it was only by a distortion of the replies that our trading stamp friends have been able to make it seem that the 141 selected and personally conducted New York housewives are in favor of deceptive advertising and questionable methods in merchandising. A glance at the tabulation of the answers will show this.

"For instance, out of eighty-one women who answer the question whether they preferably buy nationally advertised articles, rather than those that are not advertised, seventy-one—that is, practically all of them—say yes; eight women say they are uncertain and usually test both articles before making a decision; while only two say they buy the article that if not advertised. One of these bases her answer on the theory that advertising is an expense that the consumer must pay, entirely ignoring the fact that advertising increases consumption and thereby decreases the cost of production, a decrease that is passed on to the consumer as a stimulus to still greater consumption.

"Another question asked by Callahan was: 'Do you find that the advertised articles are better quality as a general rule than unadvertised articles selling at the same price?' Sixty-one of the ninety-four women who answer this question say, 'Yes,' only fifteen answer in the negative while eighteen say they are unable to express an opinion. It is significant that practically all of these eighteen undecided ones and many of those who answer this question in the negative were among the seventy-one who say they buy advertised articles in preference to unadvertised.

"Is it not perfectly clear that these women, who are almost a unit in preferring advertised goods to those that are not advertised, will be in favor

of uniform prices when they learn that in no other way can the quality and supply of advertised articles of standard price be assured? We think so, and the American Fair Trade League welcomes this opportunity to thank the trade disturbers for circulating information that will have a tendency to emphasize this fact and get the housewives of the country to thinking.

"Mr. Callahan also asked his selected list of 400 women if they found that stores that cut prices on Nationally advertised articles sell other articles cheaper than stores that do not cut prices on standard goods. The ninety-eight women who responded divided evenly on this point, forty-three saying 'Yes' and forty-three saying 'No' and twelve declaring their inability to answer definitely.

"The final question propounded by Mr. Callahan was: 'Do you believe that the manufacturers of articles which are put out under a trade name should be empowered by National law to designate the price which the retailer must charge you for the article?' In answer to this question seventy women say 'No,' twenty-one say 'Yes' while three frankly say they do not understand the subject sufficiently to answer intelligently. It is obvious that this last question was deliberately framed to so appeal to selfish interest as to invite a negative reply. The form is distinctly unfair when one considers that it was addressed to women who are presumed to know nothing about the principles of standard prices. If the question had been, 'Do you believe that manufacturers of trade-marked goods should have the right to establish uniform prices for their goods?' the tenor of the replies received would have been very different. While it is gratifying to learn that more than one-fourth of the 'selected' housewives are intelligent converts to honest advertising principles, it is impossible, considering the negligible

number, as compared with the great mass of the public, to make any definite deduction on that or any other point covered.

"But the absurdity of Mr. Callahan's efforts to bolster up the collapsing case of the trading stamp crowd in his conclusions is so evident and there is so much in the testimony that is helpful to the honest advertising cause that we shall be glad to assist in the distribution of the pamphlets."

Quotations on Local Stocks and Bonds.

Public Utilities.		Bid	Asked
Am. Light & Trac. Co., Com.	378	382	
Am. Light & Trac. Co., Pfd.	109	112	
Am. Public Utilities, Com.	40	43	
Am. Public Utilities, Pfd.	73	75	
Citizens Telephone	7 1/4	7 3/4	
Comw'th Pr. Ry. & Lt., Com.	62	63 1/2	
Comw'th Pr. Ry. & Lt., Pfd.	83 1/2	85 1/2	
Comw'th 6% 5 year bond	102	103 1/2	
Michigan Railway Notes	100 1/2	101 1/2	
Michigan Sugar	107	109	
Pacific Gas & Elec., Com.	58	60	
Tennessee Ry. Lt. & Pr., Com.	10	12	
Tennessee Ry. Lt. & Pr., Pfd.	48	50	
United Light & Rys., Com.	52 3/4	54	
United Light & Rys., 1st Pfd.	75 1/2	77 1/2	
United Light 1st and Ref. 5% bonds	87	90	
Industrial and Bank Stocks.			
Commercial Savings Bank	225		
Dennis Canadian Co.	75	85	
Fourth National Bank	225	235	
Furniture City Brewing Co.	40	50	
Grant Motor	7 1/2	9	
Globe Knitting Works, Com.	140	150	
Globe Knitting Works, Pfd.	98	100	
G. R. Brewing Co.	80	85	
G. R. National City Bank	150	156	
G. R. Savings Bank	250		
Holland St. Louis Sugar	16	17	
Holland St. Louis Sugar, Pfd.	8 1/2	10	
Hupp Motor	6 1/2	7 1/2	
Kent State Bank	250		
Old National Bank	199	205	
Peoples Savings Bank	300		
United Motors	63	65	

September 13, 1916.

Experience sells at par, or higher, yet rarely pays dividends.

Imaginary troubles cause more worry than real ones.



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

Barney says—

I wish you would say something to the Retailers about Quaker Powdered Sugar. Most of them are selling it, but there are a few yet who do not buy it.

Be sure and tell them that it is especially prepared, super-dried, and never cakes in the package. This is what the women have been looking for and everybody who uses Quaker Powdered Sugar likes it.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in advance.

Two dollars per year, if not paid in advance.

Five dollars for six years, payable in advance.

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

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

September 13, 1916.

WHERE FORD IS MOST WEAK.

The world has been learning some deep economic truths in the past twenty years. The old classical economists taught that the best possible philanthropy is attained through good business. It is now coming to be believed that the best possible business is attained through philanthropy. That, at least, seems to be Mr. Ford's belief. He thinks his opinion confirmed by the report of his company for the year. It is truly an astounding report. It seems at first to vindicate the great manufacturer's theories. Figures do not lie. But sometimes, no matter how truthful they may be, they prove simply nothing. Such may be the case here. Mr. Ford sold 472,000 cars during the year; his profits were \$59,994,000—more than a million a week and more than \$127 per car; his total of employes was nearly 50,000, of whom more than 36,000 are getting \$5 a day or more. That is remarkable.

The real question is, what would his profits and his number of employes have been if he had adopted an entirely different policy; in other words, if he had not been philanthropic? To pay employes higher wages undoubtedly does, up to a certain point, increase their efficiency. It does more than this; for, insofar as labor is mobile, the company paying the highest wages in an industry may draw to itself the most efficient workmen in that industry. And to the extent that the higher wage enhances the labor productivity of a concern above the added amount of the wage, the policy pays. When we come to a wage of \$5 a day for all employes, however, the question of whether it pays becomes more than doubtful. It may even undermine efficiency in some cases, by removing the incentive of higher pay, which acts most when the pay is lowest.

Mr. Ford may, indeed, admit that his policy does not pay himself or his company from a financial standpoint. He may insist that it is to be judged ethically. This is just where it is most weak. For if Mr. Ford paid lower wages—say a little above the average paid in the automobile industry—he could employ more men. As it is, he pays super-wages to a selected group of men,

while others who might be given jobs at even more than average wages are left out. Thus he encourages the very evil that philanthropic reform is supposed to help cure: the condition, not so prominent in these abnormal times, but prominent at other times, in which some are well paid and others are not paid. If Mr. Ford were to take on more men at a lower wage he would not only distribute his wealth better, but the additional men would mean an addition to the output of the company, an increase in the total of the world's wealth, and, possibly, even lower prices for Ford buyers.

THE COUNTRY STUNNED.

The thoughtful people of the country—the people who compose the patriotic class—have been in a dazed condition for the past ten days. Their fury over the greatest achievement in personal politics ever undertaken by an American President is subsiding into a dull ache and they are beginning to consider what is to be the future of the country if such performances are to be tolerated. The answer of clear-headed patriots is plain enough. It is an emphatic disapproval of what happened and a determination that this crime against the people and our free institutions shall be corrected in some way at some time in the future. What the rank and file of the voters think is yet to be developed. There is much evidence, however, that, on the part of many, relief from danger of a strike and increase in wages among certain men and probably increase among others have proved a bribe to their sense of right and wrong. The question of the rightfulness and expediency of this measure will be made prominent in the presidential campaign, once that campaign is in full tilt. At the moment it seems as if Mr. Wilson had deliberately destroyed any chance of re-election, but this can only be determined after the votes have been counted in the cold, gray dawn of next November.

Renewed demands on the Chinese government bear out the opinion expressed the world over many months ago that Japan contemplates acquiring full sovereignty in China. There is a little increase all the time in the requirements placed upon the Chinese, and every incident, such for instance as an outbreak against the Japanese, is used as leverage to gain severer terms. It is now demanded that the Chinese army in South Manchuria and Eastern Mongolia shall employ Japanese military advisers, that Chinese schools and colleges have Japanese military inspectors, and that Japanese soldiers in Chinese territory shall be entirely above the control of Chinese soldiers. All this is interpreted as threatening a monopoly of Chinese affairs by the Japanese ultimately and the closing of the "open door," that Secretary Hay secured many years ago for American commerce. While this threatens our trade in that part of the world, there is this consolation that by as much as Japan has China on her hands by so much will she be unable to meddle with American affairs.

FACTORS IN PROSPERITY.

In discussing the elements going to make up the immense prosperity of the United States during the past twelve months, emphasis has been laid alternately on one and on another. During most of 1915, this country's production of 128,000,000 bushels more of wheat than the year before, while the rest of the world produced 377,000,000 less and while Russia's 700,000,000-bushel crop was cut off from the world's market, was accepted as the dominant cause of our own financial revival. We certainly exported, in the twelve months ending with June, 1915, \$245,000,000 more worth of wheat than the year before.

By that time, the "munitions orders" were playing their sensational part, and at least \$500,000,000 of such products were sent out in the next twelvemonth. How far the turn of the foreign exchanges in our favor, and the enormous import of gold, was a result of the grain exports, how far of the "munitions orders," and how far of the movement of the world's free capital to the United States as the surest refuge in war-time, could not possibly be determined; but, as time went on, the gold imports themselves came to be assigned as a main cause of our financial prosperity.

It will be easier, this coming season, to form opinion as to one of these influences, for the Government's crop estimate of last Friday shows a radically altered situation as regards the United States and the world's grain trade. The 611,000,000 bushels now estimated for the country's wheat crop would be the smallest harvest since the very unfavorable yield of 1904. With that exception, it would be the smallest yield in sixteen years. We shall not dominate the world's grain trade during the next twelve months; indeed, that period may be one of novel and striking experiences in the problem of feeding Europe during war.

The United States is still turning out huge munition orders. When they slacken—as they presumably soon will—we shall still have our exports of steel and copper, the raw material for Europe's munition factories. We still have the outside capital which came here for safe-keeping, and along with it the accumulated wealth and accumulated gold of the two past years.

The situation as a whole suggests that American finance may be entering on a somewhat different phase of its war-time history.

THE NEW REVENUE LAW.

The new emergency revenue law, enacted during the closing hours of Congress, was rendered necessary by the stoppage of revenue from customs through the enactment of the Underwood tariff October 3, 1913, and largely increased expenses of the Government, including the liberal appropriations for army and navy. The special revenue provisions are an increase from 1 to 2 per cent. in the normal income tax and increases in the surtaxes, a schedule of inheritance taxes, 12½ per cent. on the net profits of the manufacture of war munitions, increased taxes on intoxicating drinks, 50 cents for each \$1,000 surplus and

undivided profits of corporations but includes no stamp taxes. The measure reverses Democratic pledges and traditions by making a concession to the theory of protection in a tariff on dyestuffs presumed to be sufficient to encourage the manufacture of such commodities in the United States. A tariff commission is provided for. The provision commanding most attention among the legislators, and highly interesting to all Americans, is that which gives the President authority to prohibit importations to this country from nations which prohibit importations from the United States. This is designed to meet the recently announced determination of German manufacturers to refuse to ship dyes to America under any conditions. Protection against excessive unloading of European goods on the American market after the war is made in a section setting forth that it shall be unlawful to import goods at prices substantially less than the actual value in the country of their production. This law is expected to raise \$205,000,000 per year. The vote in the Senate, 42 to 16, and the various votes in the House as the measure has come up in different forms indicate a unanimity passing party lines.

LONG-HEADED FARMERS.

An interesting sidelight on the effect of the "strike legislation," is the view taken by the farming communities away from railway centers. Just now there are being held scores of picnics, where a few hundred families spend the day visiting and listening to speeches by local orators. At one of these last week, the subject of common conversation was the action of the President and Congress in pushing through the greatest crime ever perpetrated upon the American people.

The farmers almost without exception took the view that in the end the increase of wages meant a lower price for their products.

One of the farmers summed up the position thus: "We are willing that the laborers should be well paid; but if the freight rates are raised, it is a fair guess that we shippers out here will have to pay the bill. We ship our wheat and stock to market in the East, then we ship back almost everything we use, and every increase in the cost of transportation means just that much more for us to pay." The farmers do not go deeply into the principle of compulsory legislation, although they consider that as a factor, and criticize it; but the thing which comes close to them is the matter of their own financial operations. The inference that rates will be raised seems to be accepted as natural, and there was generally an expression of resentment at the whole programme.

In searching for the per capita wealth of a country, look in tables of statistics rather than the pockets of the people.

Never call a big, strong man a liar; it is safer to hire some other fellow to break the news to him.

THE TRIUMPH OF MOBOCRACY

The labor brotherhoods were unable, by their threats, to overawe the presidents and managers of the railways. There is still some courage, manhood, and civic spirit left in this country. But most of these qualities seem to have departed from the city of Washington when the presidents and managers of the railways went away to prepare for the strike. There were a few men in Congress who had the bravery and patriotism to arise and tell the truth about the proceedings leading up to and attending the passage of the so-called "Eight-Hour" law, but the number was pitifully few. It was insufficient; democratic government fell, and there was erected where it stood a servile autocracy headed by Congress and the heads of the railway labor unions. When any body of men get enough power to coerce a government they themselves become the real government.

In every particular the recent capture of the National capital and its consequences were more disgraceful and terrible than its destruction by the British. A handful of men representing about 200,000 of our own citizens descended upon the capital and the halls of legislation. They surrounded them with the menace of force as truly as if they had had guns in their hands. They threatened to destroy the property of every man and concern in the country by stopping railway transportation. It was an insurrection of 200,000 men who threatened to ruin and starve the Nation unless the Nation's Congress within a week passed a law to promote the selfish interest of the insurrectionists at the expense of the remainder of the people. It was a revolution; for it was successful, and successful insurrection is revolution.

Nothing was done to prevent strikes on railways. It [Congress] passed the legislation demanded by and for the benefit of those who were threatening to wreck the Nation's industry and starve its people, while it gave scant consideration to the bills intended to prevent such crises from recurring. One hundred million people must be left forever at the mercy of 200,000, rather than that when the 200,000 happen to feel like striking they shall be required to postpone doing so until some governmental body shall ascertain what they feel like striking about. This is fit logic to be used in a home for the feeble-minded; and yet it might be thought, from the developments in Washington, that it convinced Congress.

With a pistol at its head and a bayonet between its coat-tails, Congress with an unprecedented celerity rushed through the so-called "Eight-hour Day" bill. The defects of this measure are so palpable and vital that it is inconceivable it can ever go into effect. First, it was passed under duress. Everybody in the United States knows that Congress never seriously considered enacting such a law until President Wilson demanded that this price be paid instantly to buy off those who were threatening a strike. Second, the law does not

provide for an eight-hour day. It merely provides that the railways shall pay a small portion of their employes in their train service a day's pay for eight hours' work. It does not provide that train employes shall give the railways eight hours' work for a day's pay. It does not provide that any train employe shall quit work at the end of eight hours, but by requiring them to be paid overtime after eight hours it clearly contemplates that they shall work any number of hours up to the sixteen hour limit fixed by the Hours-of-Service act. Third, it attempts to provide that the wages paid for the basic ten-hour day shall be the minimum paid for the basic eight-hour day. Is there a lawyer in the United States who believes such a provision is constitutional?

Confronted with such a statute, passed, under such conditions, the course which the railways should and must adopt is plain. They should and must take it into the courts at the first opportunity and carry it, if necessary, to the Supreme Court of the United States. An unconstitutional "law" is no law. It is merely a piece of paper on which printers' ink has been wasted.

If the inconceivable should happen, and this measure should be upheld, the second step which the railways should take also is plain. Their present contracts are based on miles run as well as hours worked.

Doubtless, if the railways attempt entirely to abolish the mileage basis of pay, the country will be confronted again with a threat of a strike. Very good. It is unfortunate from the standpoint of both the railways and the country that the strike was averted at this time, since it had to be averted by the destruction of a republican government and the substitution of a mobocracy. The managements are confident that if the strike had come they would have won it, and if the train employes should strike rather than work eight hours a day, there can be no doubt that the railways would whip them. The railways should take the stand from now on that if they must pay a day's wage for eight hours' work they must be given at least eight hours' work for a day's pay, and they should maintain this stand regardless of consequences.

When the presidents and managers of the railways were engaged in a desperate struggle with the railway brotherhoods and the Government at Washington, they were adjured by the press and the business interests of the entire country to stand fast for sound principles and for their own rights and those of the public. Now that the principle of voluntary arbitration has been overthrown, what are the business interests and the people, who in the long run will be the most injured, going to do about it?—Railway Age Gazette.

If we could borrow money on our good intentions, "poverty" would soon be an obsolete word.

How a busy man does enjoy setting two chronic bores to boring each other!

THEN AND NOW.

Extract from a Baccalaureate Sermon of June 13, 1909, by Professor Woodrow Wilson:

"You know what the usual standard of the employe is in our day. It is to give as little as he may for his wages. Labor is standardized by the trade union, and this is the standard to which it is meant to conform. No one is suffered to do more than the average workman can do. In some trades and handicrafts no one is suffered to do more than the least skillful of his fellows can do within the hours allotted to a day's labor, and no one can work out of hours at all or volunteer anything beyond the minimum.

"I need not point out how economically disastrous such a regulation of labor is. It is so unprofitable to the employer that in some trades it will presently not be worth his while to attempt anything at all. He had better stop altogether than operate at an inevitable and invariable loss. The labor of America is rapidly becoming unprofitable under its present regulation by those who have determined to reduce it to a minimum. Our economic supremacy may be lost, because the country grows more and more full of unprofitable servants."

Extract from a letter of Woodrow Wilson dated January 12, 1909, in reply to an invitation to speak at a banquet of anti-strike and anti-boycott advocates:

"I am a fierce partisan of the open shop and of everything that makes for individual liberty, and I should like to contribute anything that it might be possible for me to contribute to the clarification of thinking and the formation of right purposes in matters of this kind."

At a dinner in the Waldorf Hotel on March 18, 1907, Dr. Woodrow Wilson spoke as follows:

"We speak too exclusively of the capitalistic class. There is another as formidable an enemy to equality and freedom of opportunity as it is, and that is the class formed by the labor organizations and leaders of the country."

President Wilson told Congress that an eight-hour day was justified in the interest of health, efficiency, contentment and a general increase of economic vigor. Whether or not he is right is not the present question. In the Adamson bill, introduced in the House, it is provided that:

"Eight hours shall in contracts for labor and service be deemed a day's work, and the measure or standard of a day's work for the purpose of reckoning the compensation for services of all employes who are now, or may hereafter be employed by any common carrier by railroad," etc.

Had Congress decided that railroading was such an employment that made it injurious to the health of the employes or safety of the public for men to work more than eight hours a day, legislation to that effect would have been within its powers. Laws that may properly be classed as police regulations have been enacted before this. But it cannot be claimed that authority for such legislation comes

through any Federal police power. The Federal Government has no powers except those expressly granted, or which can be implied from the constitutional grants.

Authority for such laws therefore must come from the commerce clause. But by no stretch of the imagination could a power be implied to regulate the contractual relations between employer and employe in interstate commerce. This legislation does not say railroad companies shall not keep men at work more than eight hours. It means that compensation shall be on the basis of eight hours. If a man works ten hours he has worked a day and a quarter and is to be paid accordingly. This is not a regulation of hours of employment, but of compensation.

Should Congress pass a law that hereafter all coal sold to a railroad for locomotive use should be on the basis of 1,500 pounds for a ton, and if a locomotive took more than 1,500 pounds in its tender, payment should be at the rate of one and one-half times for the excess, we would ridicule such a law. Wherein is the difference?

Doing evil that good may come is ever a specious plea and never justified. Making a scrap of paper of the Constitution is an evil which cannot be justified by the plea of necessity. Once admit that expediency is a justification, and all our constitutional guarantees are sure in time to be whittled away. Even a railroad strike would be preferable.—Wall St. News.

The old Lexington-Concord controversy, as to which town furnished the embattled farmers whose shot was heard round the world, is revived. It was Samuel Hoar, who, in an oration upon Lafayette's second visit, awoke the local jealousies which have a faint echo to-day in the proceedings of the Massachusetts Historical Society. In his time conflicting depositions were collected wholesale from the old residents, while now the historian laboriously cons over these documents, old prints, the evidence on the clash between colonials and regulars gathered by the Crown and by the Continental Congress, and other available sources. The weight of opinion inclines to Lexington as having offered the first forcible resistance. But it is a shock to the schoolboy picture of the common bather in smoke and fire to learn that this clash was brief, unpremeditated, and irresponsible, and that while on the British side one man and one horse were wounded, the man marched on to Concord and the horse bore his rider through the morning and at one o'clock found strength to run away. Lexington historians have contended that their townsmen deliberately held in battle ten times their number of British infantry; the fact is that they were dispersing when some hotheads fired as individuals. The latest investigator also has some remarks on the sensible retreat of the Concord men before the British advance. Plainly, it might have been better for some of the Lexington-Concord traditions had the controversy never been stirred up.

GUS VORHEES.

Story of a Popular Clothier Salesman in Action.

Written for the Tradesman.

It was along in the middle of the afternoon shortly after the holidays that this vivid series of incidents happened, and only because that I must have been in a peculiarly receptive mood they seemed to photograph themselves on my mind so as to come most readily to memory, down even to inflections and accompanying gestures as well as words. And it took place in the Browning Clothing Store. I had remembered to drop in on my way to the 5:30 commuter to get a few collars and ties. And of course I wanted Gus Vorhees to wait on me. If you knew Gus, you wouldn't wonder. Gus has such fine taste—and he's such a fine fellow. Believe me, he's some kid—Gus is. He's got the largest personal following, I'll venture to say, of any salesman in the retail clothing and furnishings trade of Centerville; and I want to put it to you straight, that's going some, for Centerville certainly has got some live-wires.

The Browning Clothing Store of Centerville is, as you should know if you haven't heard it before, the stylist shop de luxe for everything in men's wearables—I mean smart, high grade, dependable and genteel merchandise. If you buy anything from Browning's it's got to be good. They say so and they mean it. And their advertising has so impressed this idea on us Centerville men that we know everything we get there is good whether it is or not. And what a beautiful store it is to shop in! How I love to stand in the grand first floor salesroom, in some quiet little caddy where I'll be out of the way of other customers and busy clerks, and just look about, admiring it and drinking in its sumptuous beauty. Finely figured mahogany in a soft, exquisite finish; and the most wonderful cabinets and cases. Sometimes—now this is interesting for it's a bona fide confession from a rank outsider, or, in other words, I am one of those strange animals you men in the trade all love so dearly and refer to so breezily, namely "the ultimate consumer;" sometimes, I repeat, the environment of that store seems to go to my head I get extravagant—and I try to be economical ordinarily, for that's the way I have to be—yes, I get extravagant and run up a bill that fairly makes me gasp when the statement comes. But I write 'em out a check—and in a few days I find myself just hankerin' to have a look-in on their windows; and in a few more days I'm right back—inside the store this time—and forgetting for the nonce that I am not a rich man. Talk about the psychology of advertising! Well, take it from me there's something—I don't know whether you'd call it psychology or not—about that beautifully furnished Browning Store that makes it amazingly easy for me to part with my hard-earned coin when I'm shopping there.

But wait; I'm saying too much; I want you to hear Gus Vorhees talk.

"Oh say!" exclaimed Gus brightly, "we have a few white shirt specials—two dollar grade cut to one-fifty. If you can use a couple of 'em, Mr. Patton, you'd better get in on this. Sure, they're a splendid value—just the kind you generally get. Wait a minute I'll show 'em to you." And Gus went to get the shirt. He was back in a trice. Gus knows the stock. They all do at Brownings.

"All right," considered the customer, "put in a couple."

"Any ties?" enquired Gus pleasantly.

"Oh, I think not!" he made reply.

"Take a look at these scarfs, Mr. Patton," Gus tempted. And Gus picked up (apparently at random) a beautiful green-and-red design, did it into an attractive knot, and held it off at arm's length.

"Pretty isn't it?" he exclaimed in the kind of tone that makes one look again—and look longer next time.

"Too flashy for me," commented the customer.

"D' you think so?" echoed Gus with mild surprise, yet not of the kind to give offense.

"I did think so," considered the customer looking at the tie more closely, "but I'm not so sure now. Really, Mr. Vorhees," he went on almost as if he were talking to himself rather than the salesman, "sometimes I wonder if I'm not too partial to grays and blacks—conventional things, don't you know?" And his voice took the rising inflection just at the end, and I had to smile inwardly as I noted that the customer—this Mr. Patton—had already gotten the habit of putting it up to Vorhees. We all do. Gus knows. If you doubt it, listen closely:

"I don't wonder," discriminated Gus Vorhees, laughing good-humoredly, "I know you are! Consider the proposition for a moment. You are not an old man by a jug full. Then why dress like one? Men's suitings are conventional enough, heaven knows—especially for winter. Think it over! Take the suit you've got on—dark oxford gray; and you've got a black with a light pin-stripe, hardly noticeable—isn't that your limit? Sure; and what's true of you is true of ninety-eight other men out of every hundred—all of us conventionalized and toned down until we've lost the note of individuality and tone. Isn't it the truth?" And the customer admitted that it was.

"So," pursued Vorhees, "the tie is about the only chance left us of brightening up—relieving the sheer sombreness of our present-day appareling. Let's not pass up the chance and doom ourselves to everlasting drabness. I'm strong personally for bold, decisively, sharply-defined colors in men's scarfs. They have character, individuality, and smartness (in the legitimate sense of that much abused word). What d'you think about it?"

And Vorhees was not in the least surprised to hear his customer frank-

ly confess that he considered the point well taken.

But not to extend the account of the incident unduly, I may conclude by telling you that the customer took the green-and-red tie, also two other brightly colored scarfs that the salesman assured him were genteel and tasteful for a man of his age and station of life.

"How about collars, Mr. Patton? Here's a fine one I think. How d'you like it? Yes, that's just what I think. Oh no, it isn't a bit higher than the one you have on; or if it is, not enough to make any difference. Of course you understand we've got it in a lower collar—like this, see? But if I were you I'd wear the higher one—half a dozen, d'you say? All right. Now, Mr. Patton, is there anything else?—underwear, socks, gloves?—Oh, all right! Take 'em with you? Very good, I'll have them done up in just a minute!"

"Mr. Vorhees, just a minute!" It was Mr. Buffington, junior partner of the store speaking, and he came up where Gus was finishing his sales slip, bringing with him a fine-looking, full-blooded young fellow of about 23. "Gus, I want you to meet Mr. Middleton of Mt. Bird, one of our customers. This is our Mr. Vorhees, Mr. Middleton—familiarly known as Gus, but he's not 'gloomy;' also I may say for him, he's the most interesting specimen in captivity. He'll fix you up."

"Are you in any special hurry?" Gus enquired of me, in an undertone; "if so—"

"Plenty of time, Gus!" I answered, glancing at my watch, and inwardly pleased; "go to it!"

"All right, Mr. Middleton, with you in a pair of seconds! Good-bye, Mr. Patton—and thank you very much! Oh, don't mention it! Only too glad! Now, Mr. Middleton—?"

"Pair of gloves?" Sure! Number? D'you know," gurgled Gus, "I made a mental bet you wouldn't remember! Seven men out of nine don't, from one time to another." And Gus proceeded to measure his hand. "All right, I got you! What color? Something mighty nice here in a steel gray, smooth finish. Yes it is! Good, hefty stock in that glove! Something to it! Why that glove would make a bully good driving glove, only you boys have pretty much quit driving, haven't you? No, I should say old Mr. Horse isn't in it! Good? Say boy, look at that trade-mark! Same quality year in and year out. There's nothing better—if there was, we'd have it. Two dollars the world over—but if this war keeps on, and the visible sources of glove-leather keep diminishing, they'll have to be more. All right.

Another pair—tan, eh? Sure, I don't blame you, You never have too many gloves; and one thing dead sure, they aren't going to be any cheaper."

"Scarfs? We've got the swellest line this side of Broadway!" but I'll forbear entering into details. I might tabulate results, though. One \$2 scarf, three 75 cents ties in colors—four-in-hand style, and one white bow tie for evening wear, 50 cents: total, including gloves, \$8.75—in exactly twelve minutes by the watch.

"Pumps?" repeated Gus, "yes but they're on the second floor. I'll take you over to the elevator at once, and your bundle will be ready when you come down. And there's a \$1.25 coming to you out of that bill, will you wait a minute? Oh, all right, let it go until you come down."

And Gus led his new-found country friend to the elevator, talking breezily as he went, asking about a couple of Mt. Bird people that often visit the store, and, I dare say, succeeding in establishing himself in the good graces of that young person.

And then he came to me and started to apologize for his delay; but I assured him the delay had not in the least inconvenienced me; for it hadn't I was amply repaid by enjoying the sight of Gus Vorhees in action. He's some kid, Gus is.

Chas. L. Garrison.

Made Sure.

The Marketer—"Aren't you wasting a good deal of that steak in trimming it?"

The Butcher—"No ma'am; I weighed it first."

United Light & Railways Co.

Davenport Chicago Grand Rapids
Preferred Stock Dividend No. 24
Common Stock Dividend No. 7

The Board of Directors have declared a dividend of One and One-Half Per Cent. (1½%) on the First Preferred Stock and a dividend of One Per Cent. (1%) on the Common Stock payable out of the surplus earnings on Oct. 2, 1916, to stockholders of record at the close of business 3:00 P. M., September 15th, 1916.

Stock transfer books will reopen for transfer of stock certificates at the opening of business September 16th, 1916.

L. H. HEINKE, Secretary.
September 6, 1916.

Office of
American Public Utilities Company
Grand Rapids, Michigan

Preferred Stock Dividend No. 27

The Directors of the American Public Utilities Company have declared the regular quarterly dividend of one and one-half per cent on the preferred stock of the Company, payable September 30th, 1916, to stockholders of record at the close of business September 20th, 1916. Transfer books will be re-opened September 21st, 1916.

Kelsey, Brewer & Company,
September 11, 1916. Operators.

Wanted Immediately Experienced, capable man with wife at Moseley Station to buy beans, potatoes, seeds, grain, fruit, farm produce and sell feeds, coal, cement to farmers. Strong, able bodied, willing to work and do the work. References needed as to character and ability. We own a good house for residence.
MOSELEY BROS., Grand Rapids, Mich.

Congestion Always Means Trouble.

With business men taking a more lively interest in matters of health, the theory of what causes disease becomes an interesting subject, and may help us to avoid trouble.

Most of the theories of the past, no matter how childlike they appear to us now, contain some element of truth which explains how they have passed current in different ages. One of the oldest and most universally accepted notions was the idea that disease is caused by an evil spirit. This conception dates back as far as recorded history and is still part of the religion of the millions of people in such countries as India. The idea was quite common among our own pilgrim fathers in New England a few hundred years ago and so we read of the trials for witchcraft and the various means of punishment in trying to dispel the evil spirits that were supposed to cause disease and many other troubles. While the enlightened public now look upon such theory of disease as altogether foolish, yet we recognize an element of truth in it in our modern philosophy which gives due weight to mental influences on conditions of health. Most all schools of medicine now take into consideration the fact that wrong thinking such as anger, worry, fear and malice produces its natural physical effect in some form of sickness.

The nineteenth century idea of what causes disease seemed to have been that it was due to a lack of some particular drug or chemical element in the human system, at least we are justified in this conclusion by the all but universal practice of administering drugs for every sort of human ailment. The entire mineral and vegetable kingdoms were ransacked to discover cure-alls for disease and the patent medicine business grew into a great industry.

During the past generation or more a new idea of what causes sickness, followed the work of the students of microscopy and we have the germ theory of disease. According to this school of medicine no matter what ailment you have there is a disease germ making war on your physical anatomy. This theory is responsible for all sorts of extravagant health regulations from certain health boards. Later on it was discovered that the body is full of health germs at all times and that perfect health is impossible without the presence of this microscopic life. More recently, some biological authorities tell us that there are very few disease germs—that most of the so-called disease germs were simply health germs that had taken on a war-like attitude. If this is correct, it would seem that germs are like people and some of them go crazy on occasion and like the European nations go on a war spree until subdued by some counteracting influence.

The most modern and to many the most rational and common sense theory of disease, and that now held by the practitioners of many different schools, is that congestion is the initial cause of most of human ailments and that the neglect of this congestion and failure to give it quick relief

or "break it up" as the doctors put it, is what lands us in the clutches of a hard cold, the grippe, various forms of rheumatism, pneumonia and a long list of ailments that you see listed in the patent medicine advertisement. The working theory of those who treat disease from this basis is that the first congestion causes muscular contraction, bringing abnormal pressure on certain nerves which in turn causes imperfect action of the various organs, and then follows dyspepsia, liver trouble, pneumonia, or a thousand and one ailments that afflict us.

To break up this congestion at the start is a comparatively simple matter, but if neglected the results may be very serious and relief may even come too late. This at least may be said for this particular theory that it offers a reasonable explanation of such troubles while most other theories have altogether too much shrouded in mystery and left to the imagination.

Dr. Woods Hutchinson's article on "Health Hints for Business Men," published in this journal some months ago, was given up mostly to suggestions on avoiding congestion. Congestion means trouble, whether in the individual in great cities or in rail or ocean traffic. Quick relief is the first need for acute congestion, and in your physical body nature provides sure signals of distress through the agency of pain. It is up to you to find some means of getting rid of the pain by relieving the congestion without delay.—Commercial West.

Activities in Michigan Cities.

Written for the Tradesman.

The newly organized Chamber of Commerce of Hillsdale has elected the following officers: President, Fred E. Perry; Vice-President, Don Buchanan; director of organization, H. J. Burgess; director of industry, George E. Tubbs; director of business, F. L. Farnsworth; director of civic affairs, J. W. Mauck; director of agriculture, Guy Stone; directors at large, F. A. Roethlisberger and Fred Pinkham.

Ann Arbor must adopt some other curfew signal as the whistle on the pumping station has been declared a nuisance by the Common Council. One argument in favor of retaining the whistle was that the farmers set their clocks by it and an alderman in a retort courteous suggested that it might be a good thing to move the signal five miles out in the country.

Reports from Houghton and Hancock show a large increase in both passenger and freight business for August through Portage Lake, as compared with a year ago. Copper shipments were 14,023 tons, as against 9,968 tons last year.

Petoskey will build a septic tank this fall, following plans of the State Health Department, to care for its city sewage.

H. L. Clemons, of Racine, Wis., is the new Secretary of the Escanaba Commercial Club. He is a former newspaper man.

The Ann Arbor News-Times is now in a nice home of its own and one of the features is an auditorium, rest

rooms and women's retiring rooms, which are placed at the disposal of town and country folk as a community center.

Pontiac reports an increase of 445 children in the grade schools alone, besides a large increase in the high school this year.

Belding's new boulevard lights have been turned on and the night effect downtown is pleasing. There are sixty of the single light posts and the new system, with the new paving and other improvements, makes Belding shine.

The Menominee Commercial Club has arranged for get-together luncheons Monday noons.

Lansing's health officer reports over fifty cases of typhoid fever there since Aug. 1, most of the cases being

in the Northeast section where surface wells and outside toilets prevail.

Albion and Vicksburg have added motor driven apparatus to their fire fighting equipment.

Business men of the Calumet and Laurium district are considering plans for a paid fire department.

Almond Griffen.

They Were Not Affected.

A doctor attended an old lady from Scotland, who had caught a severe cold.

"Did your teeth chatter when you felt the chill coming over you?" asked the doctor.

"I dinna ken, doctor; they were lying on the table!" was the pleasant reply.



Pulte Plumbing & Heating Co

ESTABLISHED 1879

45 PEARL STREET

GRAND RAPIDS, MICHIGAN

Visit our booth at the Fair in east entrance next to Herpolsheimer's, to have your requirements analyzed by our experts



THE NEW HOME OF
THOSE "DORNBOS" Cigars
GOOD OLD

Made in an absolutely new, sanitary daylight factory where the surroundings are most pleasant. The building is new and everything is up to the minute.

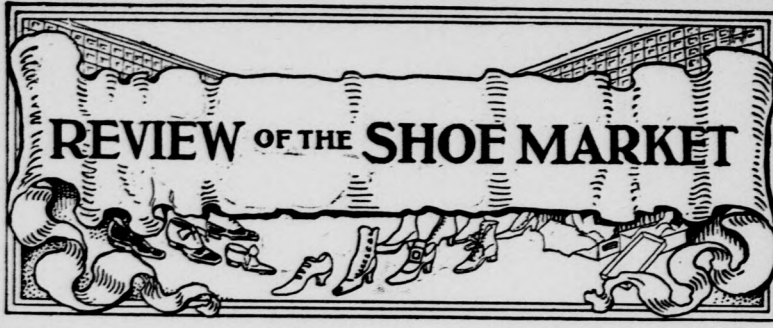
When in Grand Rapids at the State Fair, we would be pleased to have you call on us.

FIVE BRANDS OF CIGARS:

DORNBOS SINGLE BINDER	-	-	-	5c
"THE DORNBOS"	-	-	-	5c
THE DORNBOS BISMARCK	-	-	-	10c
THE ALLEN D.	-	-	-	5c
THE ALLEN D. GRANT	-	-	-	10c

Guarantee We are prepared to give a written guarantee that every Dornbos cigar is made with but one binder blended with Havana and seed filler. Quality and workmanship are held up to the highest possible standard.

PETER DORNBOS - 16-18 Fulton St., W.



Effective Salesmanship in the Shoe Store.

Written for the Tradesman.

Under the caption, "The Art of Salesmanship," there recently appeared in the Pittsburg Chronicle-Telegraph, the following item:

"Mrs. Aytoun wanted new shoes, so she went into a shop where an obliging assistant brought out a selection for her to try on.

"That's strange, madam," said he, after many vain attempts to fit her. "One of your feet is larger than the other."

"Bristling with rage, the lady left that shop and sought another. Here again the assistant failed to find a pair that would do.

"How curious, madam," he said, "one of your feet is smaller than the other."

"And with a beaming smile Mrs. Aytoun bought two pairs."

This briefly-told incident, the reading of which causes one to smile at the naivete of the so-called "assistant" as well as this quirk of human nature displayed by the patron of the shoe store, is nevertheless true to truth. And it teaches a good lesson in shoe salesmanship.

No woman relishes being told that her feet—are large—or that even one of her feet is disproportionately large. They may be large; or one of them may be larger than it should be. But the salesman is surely not going to get himself into milady's good graces by telling her so.

That kind of a statement is on a par with the oft-quoted negative approach: "You don't want to buy so and so, do you?" And of course the person thus approached responds by saying: "No, I believe not." Naturally the negative idea is suggested to the mind of the prospective customer, and the prospective customer takes it up.

This suggested notion of "one foot being larger than the other" is not only negative, but irritating as well.

And, for other reasons, it is objectionable and—silly.

There is generally a full half size difference in feet, both among men and women. The veriest tyro in shoe salesmanship ought to know this much. In some cases—as doubtless in this one—the difference in the size of the two feet is even more appreciable.

The thing to do is not to talk about it at all, but to proceed to fit one's customer as nearly as possible. Select a last that suits the general shape of the foot, and of a size that fits the larger of the two feet—not loosely, but snugly, comfortably; and let the smaller foot take care of itself. If

necessary, slip in an insole to take up the surplus space. This will take out the creases under the instep—if there are any, as there are likely to be—and make the shoe fit almost, if not altogether, as well as the other one.

And, if necessary to refer to the matter at all, do as the second salesman did; speak of it as being "smaller" than the other one.

This is tact, commonsense, good judgment, selling genius—or whatever you are minded to call it.

I have quoted this interesting little item because it gives an insight into human nature and illustrates a splendid idea in salesmanship at one and the same time.

Happy is the shoe salesman who possesses the knack of rubbing the fur the right way. People who sell things must understand how to ingratiate themselves by saying the things that please, rather than disannexing themselves from hints and suggestions that irritate. Sometimes this understanding is born in one—I think this is true generally of the best salesmen of whatever line; but if one realizes that he doesn't possess it naturally, he ought to studiously apply himself to the acquisition of it. He needs it, and will never succeed as a salesperson until he acquires it.

There are vocations in life, perhaps, where one can be frank and outspoken—perhaps even brusque—and still get away with it; but not as a retail shoe salesman.

I heard a man say once: "Well, maybe you don't like it because I say this (I have forgotten what he was saying); maybe you are saying that I shouldn't 'rub the fur the wrong way.' Now listen: if you think I'm rubbing the cat's fur the wrong way, you turn the cat around!"

Now that was pretty clever I thought. The man was a lecturer, and he could say things like that.

But suppose, as a retail shoe dealer or shoe salesman, you try that sort of thing out and see where you head in. It won't work in the shoe store—it won't work in any sort of a store.

Now the line between effective salesmanship and the ineffective sort, is often a very thin line. Two shoe salesmen may be relatively equal in their knowledge of shoes, in their willingness, and in their enthusiasm about the business; both of them may have pleasing personalities—up to a certain point; and both apparently on an equal footing as regards ability. And yet—one of them may be ever so much more efficient than the other and put it all over him in the matter of sales. Why?

**In Stock
The Latest in
Women's High Cut
Boots**



Stock No. 7554

- Stock No. 757 seven inch dull kid, plain toe,, lace, grey cloth top, half Louis heel, McKay, sizes 3 to 7 D...\$ 2.50
- Stock No. 761 seven inch patent, plain toe, lace, grey cloth top, half Louis heel, McKay, sizes 3 to 7 D.... 2.50
- Stock No. 762 seven inch Golden Brown kid, plain toe, lace, brown cloth top, half Louis heel, McKay sole, sizes 3 to 7 D 2.60
- Stock No. 7543 eight inch patent, plain toe, lace, matt top, machine sewed sole, turn finish, half Louis heel, sizes 3 to 7 C and D 2.75
- Stock No. 7553 eight inch patent, plain toe, button, matt top, machine sewed sole, turn finish, half Louis heel, sizes 3 to 7 C and D 2.75
- Stock No. 7554 eight inch bright kid, plain toe, lace, mach'ne sewed sole, turn finish, half Louis heel, sizes 3 to 7 B and C 2.75
- Stock No. 7555 seven inch patent, plain recede toe, lace matt top, welt, sizes 3 to 7 C and D 2.85
- Stock No. 7556 seven inch gun metal, plain toe, lace, matt top, single sole welt, sizes 3 to 7 C and D 2.85
- Stock No. 7562 eight inch bronze, lace, plain toe, single sole, turn finish, half Louis heel, sizes 3 to 7 B, C, D 3.50
- Stock No. 7563 eight inch Mahogany Russia Calf, sport shoe, ball strap, tan rubber heel, heavy single sole, sizes 3 to 7 B, C, D 3.75
- Stock No. 7564 seven inch black vici kid, and low fancy heel foxing, white kid top, single sole, two-inch leather Louis heel, sizes 3 to 6½ C, 3½ to 6½ D 3.50
- Stock No. 7565 eight inch Russia Calf, plain recede toe, lace, machine sewed, turn finish, half Louis heel, sizes 3 to 7 B, C and D 3.75
- Stock No. 7570 eight inch stone grey vamp and fox, pearl grey top, plain toe, lace, machine sewed, turn finish, covered Louis heel, sizes 3 to 7 B and C 5.00
- Stock No. 7571 eight inch bright vici kid vamp and fox, white washable kid top, plain toe, lace, machine sewed sole, turn finish, leather Louis heel, sizes 3 to 7 B and C 4.50
- Stock No. 7575 eight inch bright vici kid, plain toe, lace, machine sewed, turn finish, leather Louis heel, sizes 3 to 7 B and C 3.50
- Stock No. 7591 eight and one-half inch new Brown Kid, three-quarter fox, plain toe lace, white washable kid top, perforated edge on vamp, invisible eyelets, single sole welt, two inch leather Louis heel, 3½ to 6½ B, 3 to 6½ C and D 4.75
- Stock No. 7593 eight and one-half inch black vici kid, lace, Stag vamp, imitation tip, whole white washable kid quarter, single sole welt, two-inch leather Louis heel, 3½ to 6½ B and C 4.50

To hesitate is to lose sales. Order today.

HIRTH-KRAUSE COMPANY
Grand Rapids, Mich.

Well, to revert to our newspaper incident, one of them is the sort of a fellow that says: "Madam, one of your feet is larger than the other." While the other man exclaims, as if he had discovered a wonderful and charming secret: "How curious, madam! one of your feet is smaller than the other!" And no doubt he said it in such a way as to convey the impression that even the other foot was small, but this one appears to be strangely small.

In all of this it should be understood, of course, that there should be discrimination, good taste, or finesse—to lay it on too thickly or over-do it is perhaps worse in its effect than not to attempt it at all. But one "to the manner born" will make no mistake here, and all others who aspire to efficiency in the art, will learn the charm of discretion.

As a class, I think it may be truly said that retail shoe salesmen, the country over, measure up well with retail salesmen in other lines—and yet one may say without incurring the charge of being biased or captious, that there is ample room for improvement. Not so much in the big points of shoe salesmanship as in the little points.

Wherever you see one shoe salesman surging ahead of all others and smashing sales records, study his methods a bit and see if I am not right in my contention that it is a mastery of the small details—the fine points of salesmanship—that is enabling him to turn the trick.

Cid McKay.

Keeping Down the Loss From Fire.

A few months ago the largest shoe store in the State of Arkansas was totally destroyed by fire, involving a money loss of upwards of \$125,000. A few weeks ago the Retailer reported the destruction by fire of the largest exclusive shoe store in the State of Wisconsin. The loss from this fire approximated \$125,000, with insurance of about \$100,000. It must be borne in mind that in both cases the loss of money applied to the insurable stocks, and does not represent the substantial loss to the owners in being temporarily put out of business.

These two big fires are striking illustrations of the necessity of dealers exercising every care to lessen the risk of fire in their stores. The basement ordinarily is the weakest point, hence the one place in every store where precaution should be taken to prevent fire. While it is true that the mental habit of people is to assume that fire departments are maintained for the exclusive purpose of extinguishing fires, it is obvious that a moral duty rests upon every citizen to protect himself and the community by co-operating with the fire department to lessen the risk of fires.

There are certain specific rules or obligations which the insurance companies insist upon when they take a fire risk, but in addition to these obligations there must be a personal consideration of them by the insured. Property owners can do good service both in their own interest and in the interest of their community in this

matter by first caring for the hazard of their own property, and then helping in any local movement to eliminate or reduce the fire hazard of their city.

The Retailer recommends that every dealer in the study of his own property should give specific attention to the following items:

Exposure Hazard. If your premises are surrounded or exposed to property that is inflammable or otherwise hazardous, you are paying for this danger in your insurance rate. Study your location and your exposure hazard and the reasonable means of bettering your own property (such as fire-proofing doors and windows and outside walls, extending fire walls above roof, non-combustible roofs, etc.), so as to minimize this physical exposure hazard.

Construction. A large part of your insurance rate is always based on deficiencies in physical construction of your property. Study this (such as unprotected and horizontal openings, too large areas undivided by fire walls, concealed spaces, etc.), and ascertain how they may be reasonably remedied, and how much improvement will reduce your insurance rate.

Protection. The best located and constructed property in the world without adequate fire alarm and extinguishing facilities may suffer from fire either in building or contents or both. Burning contents often ruin so-called fireproof buildings. Study the deficiencies of your property in this respect and better them (by installing metal waste and ash cans,

fire buckets, chemical extinguishers, automatic sprinkler or standpipe systems, etc.), and you may find the investment highly profitable in the induced hazard and rate.

Occupancy. Every business has inherent in it certain dangerous fire hazard characteristics. Study the nature of your business and properly care for and isolate material or processes which may unduly occasion or accelerate fires.

Equipment. Virtually all property must be heated, lighted and ventilated, and all this equipment, in addition to special apparatus required by almost every business, has fire hazard. Study the character of your equipment thoroughly before purchasing, and improve that which you now have.

Management. Keep your property clean. Half of all American fire waste comes from careless accumulation of dirt and rubbish, and disorder. Teach your people cleanliness and order, and organize them to detect and extinguish fire, and how to call the public fire department quickly when necessity requires.—Shoe Retailer.

Knew By Experience.

Said the teacher to the little Hebrew boy: "Ikey, is the world flat or round?"

"It ain't needer vun, teacher," said Ikey.

"But what is it, Ikey," asked the teacher in surprise, "if it is niether round nor flat?"

"Vell!" said Ikey with conviction, "mine fader he says it vos crooked."



Attention Shoe Merchants of Western Michigan and Elsewhere

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

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

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

Rindge, Kalmbach, Logie Company

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

GRAND RAPIDS, MICHIGAN



RETURNED GOODS.

The Paramount Trade Evil of the Nation.

Every decade has and always will have its peculiar trade evils presenting themselves as problems requiring solution. With the altering conditions and ethics of trade there must be vexing questions.

The present finds us in mental conflict over the questions of legislative price maintenance, mail order competition, trading stamps, comparative price advertising, credits, free or charge alterations, deliveries, labor, disputes, etc., etc. None of these has within it elements that threaten the foundations of merchandising. Yet there is one that does, and it behooves us as business men, not to allow derivative problems to blind us to a fundamental evil.

Not within my memory or ken has there been a menace to trade which equals the growing practice of returning merchandise, known as the return goods evil. The law of economics which it violates, is that which was in issue in the memorable political campaign of 1896. It will be recalled that the proponents of a bimetallic standard of money led by Byran were opposed by the supporters of the existing single standard of gold led by McKinley. Without discussing the merits of that issue, I wish to note that the vital question before the voters was whether "free silver" would destabilize our currency. In that stirring campaign, we were all brought to a full realization of the fundamental necessity of keeping the dollar at par, a necessity which both sides recognized. The "free silver" advocates were accused of threatening the fixity of the dollar's value and the fear of this decided the election.

Now through another and far subtler channel, there is working a force that is actually undermining the value of the dollar. That force is the growing tendency throughout all trade to change the psychology of sale, by attaching an expressed or implied reservation of right to trade back. It is the practice of tying to the dollar a string known as the return goods privilege.

A dollar that has a string to it is just as bad as one that has a plug in it.

Meaning of Term.

To preclude any divided sympathies in this question and to compel every thinking man to condemn the return goods practice let me define just what is meant by the term. Essentially the anti-return goods movement is but a protest against the suspension of inviolability of contract. A sale is a contract wherein the seller agrees to deliver a definite commodity for a definite sum of money. Against any invasion of this law by the return goods practice we protest, but with its operation otherwise there is no issue. Therefore we assert that if the seller has delivered the merchandise when and as ordered the buyer has not or should not have the right of return unless expressly provided in the purchase contract. It will be

seen that this does not preclude the buyer from returning merchandise which is other than he has ordered, or which has proven defective or even the actual merchandise purchased if the purchase was made with the express stipulation of such right. It is only desired that both parties stand by their contract.

Trade contracts are entered into with very little formality, and much of their essence is based upon trade custom and here is where the dangerous element enters. The return goods practice is growing so prevalent that it is beginning to assume the dignity of a custom. The introduction of India rubber into sales contracts is what we contend against for with this tendency unchecked a sale will ultimately mean nothing definite. With a string on the dollar, the buyer will be able to pull it back at any time.

The Issue.

The question before every tradesman and ultimately before every citizen in America from the humblest consumer to the greatest king of commerce is, do we want the American dollar leashed?

The extent to which this has already been accomplished is amazing. Figures show that in the dry goods trade from 10 per cent. to 50 per cent. of all the dollars taken in by retail stores have strings attached, that is, from 10 per cent. to 50 per cent. of their total "sales" come back to the store. The cost of maintaining this "service" is in some stores equal to or even larger than the rent. Nor does the string extend only from the consumer to the retailer. The retailer passes the strung dollar to the jobber, the jobber to the manufacturer, the manufacturer to the raw producer and all of them pull the string more or less frequently. This is trading backwards—an unnatural process whereby the commodity demands the dollar instead of vice-versa. The commodity assumes a fixity of value, (the price it originally sold at) and regardless of depreciation through lapse of time, usage, and expense of handling, change in style or popularity, etc., demands that the dollar come down to its level of depreciation and exchange on equal terms.

What this level of depreciation may be, of course, varies under different conditions, but the essential point is that variation is injected and therefore the dollar is variable and unstabilized.

Of the two factors of trade the dollar must be the stable factor and the commodity the variable factor. The dollar is the anchor and if it is shifty the ship of commerce may be dashed against the rocks by wind or wave.

Whether it be the housewife who returns a piece of merchandise after six months use, or a retailer who returns merchandise after he finds he can not use it, the practitioner is committing a serious offense against trade that threatens to demoralize the whole institution.

Sale Must Be Kept Pure.

We must conserve the purity of sale. The consummation of sale is

The Ideal Shoe From a Dealer's Standpoint

H. B. HARD PAN SERVICE SHOE

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

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

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

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

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

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Are You Keen for Real Classy Shoes?

Be one of the "Live Wires" who are getting the Snappy, Classy Gotshall Shoes For Growing Girls



No 202½—Patent Colt Lace, Goodyear Welt, Mat top, 2½ to 7 D wide.....\$2.75

No. 3608—Gun Metal Lace, Goat top, Goodyear Welt, 2½ to 7 D @ \$2.50

Clean, high grade, fine and profitable merchandise. Gotshall's Specialties at Gotshall's Boston Prices.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

the object of trade and when the actual exchange of commodity for money is effected trade is satisfied. The return goods practice does not permit this happy consummation, because a sale is not a sale with the return privilege attached.

Settlement periods and fiscal statements mean nothing under the return goods practice because the final position of the dollar or its value can not be determined. This insidious trade practice substitutes in business the element of conjecture for the element of fact. It makes business undefinable, unmeasurable and unmanageable, in truth it utterly demoralizes it.

The Future Threatening.

Manifest as this evil is to-day its harm will not be fully realized until we reach a declining market. With commodities appreciating there is an automatic influence against trading back, but when prices commence to go down this deterrent will be displaced by a provocative and it is easily imaginable that merchants will be swamped with "come backs" that may effect with other contributing causes a National panic. There certainly exists in present conditions a dangerous element of inflation because many commodities are apparently sold but not actually sold because buyers have "buying" with a reservation. We are fast becoming a Nation of speculators instead of traders. We are putting india rubber into our sales contracts, so we can stretch them to any desired length—when the debtors let go the creditors will get an awful sting.

This is a National question transcending every other economic problem because it violates the first law of trade which requires the security of contract, the fixity of money value and obligation and the preclusion of repudiation.

The trade press and trade organizations and individual merchants should join in agitation against the return goods evil in the hope that we may rouse the National business conscience against trade repudiation and, repudiationists and arrest a spreading evil that is superficially vexatious and fundamentally menacing to the whole institution of trade.

E. C. Riegel.

Importance of the Small Distributor.

Is it not time for manufacturers to pay less attention to large distributors and more carefully look after the wants of the "fellows on the edges?" Has not centralization reached its limit, and is not the present tendency toward decentralization among wholesalers and retailers alike? Consider a few figures: Expenses of department stores now average 266 per cent.; but in cities of 500,000, such stores are burdened by expenses of around 28 per cent.; while in Chicago the figures run from 30 per cent. to 31 per cent. in the "Loop," and the same holds good of New York in the downtown district. This condition in the big centers is offset by averages of 22 per cent. to 25 per cent. in outlying districts and smaller towns. So there is room for a splendid net profit to the smaller stores in the more re-

stricted districts in the margin between their expense accounts and those of the big fellows.

Again, twenty years ago there were very few grocery jobbers in small towns. New York, Chicago, Philadelphia, and other big cities had things their own way, and every factor, including large volume and frequent general turnover, contributed to a low average of expense. Those houses then did business under a burden of about 5 per cent. To-day, New York grocery jobbing houses carry expense accounts of not less than 10 per cent.—some claim even 12 per cent.—while Chicago is probably not far behind, although she has the great advantage of an underground freight tunnel of labyrinthine ramifications. Chicago probably runs between 7½ per cent. and 9 per cent. So the local grocery jobber operating in towns of from 25,000 down to distributing centers with only 1,000 souls, carries an expensive-average of only 6 per cent., and thus occupies an impregnable position under the umbrella of the big-city distributor.

Analysis of the expense account has resulted in some very remarkable conditions. For example, there is the State of Colorado with total population of less than 1,000,000, and with over one-third of her people in the three cities of Denver, Pueblo, and Colorado Springs. Mountain freights are so heavy that it is economical for most grocery jobbers to maintain branch houses, or affiliated connections, at several points. In these circumstances, what chance has the Chicago or New York house, aside from special lines, imported items, and a few private brands? There can be no tonnage, properly so called, for the big fellows.

Hence, dry goods jobbers in St. Joseph, Missouri, and Kansas City flourish under conditions which caused the suspension of one of the oldest houses in New York only a few years ago. One Kansas City grocery jobber has affiliated connections in Pueblo, Colorado, Dodge City, Kansas, and Albuquerque, N. M., if not elsewhere. Meantime, retail stores of very large proportions are developing in the outlying districts of big cities. There is Koch & Co., in 125th street, New York; Wiebolt, Milwaukee avenue, Chicago, and very recently the Robinson Dry Goods Company, one of the strongest and highest grade department stores of Los Angeles, has broken away from the high-rent district and occupies a superb new building at 7th and Grand avenues. Charles Weisbecker, one of the largest food distributors in Manhattan, has stores on 125th street and on Broadway, near 110th street. It is probably true that few stores in New York, taken individually, do a larger business than the two Weisbecker stores considered as units.

In the little town of Madison, Wis., is one dry goods store that would loom up quite respectably beside Gimbel's in Milwaukee; and what is probably the most successful grocery store in the country, considering population and sales, is in Elgin, Ill. With a population of around 28,000, the sales

are close to \$4,000,000 a year—all retail business.

Similar conditions prevail throughout the entire country. Supplies are getting closer to the retailer and consumer. And these changes have occurred within the life-span of men still in the harness. Some of us well remember when a gross margin of 12½ per cent. on groceries was sufficient for expenses and point, whereas the expense account alone of the most efficient grocer of 1916 is around 13 per cent., while the average is 16¾ per cent.

So it should certainly seem as if the most productive field for the manufacturer of to-day and the future, the field the intensive cultivation of which promises richest and most permanently valuable returns, is the distributor, wholesale and retail "on the edges."—Printers' Ink.

A man's sins usually find him in; his neighbors find him out.

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733 Ottawa Ave., N.W., Grand Rapids

GETTING A PROFIT.

Proper Buying and Provision for Turnovers Essential.

One of the lesser 5 and 10-cent store syndicates made \$352,000 net profits last year.

This sounds pretty big. If it were not for the fact that the men operating this syndicate are made out of the same poor fragile clay as the rest of us, some retailers would be disposed to regard the showing as something approaching superhuman. Even as it is, they look upon it as the working of a system in which they, being ordinary sellers of goods, can have no part. They think this syndicate must have some remarkable and hidden sources of supply, from which it can buy goods at a price that gives them a fancy profit. There is something not understandable, something dark, about the thing. There are the glittering profits that are shown up at the end of the year but how those profits are attained is, according to the idea of some, a thing too deep for the average store man to fathom.

But let's dig into the thing a little and see if there really is any mystery, anything occult. Let's peer behind the curtains and see if there is any trace of a gentleman in a flannelette nightgown wearing long whiskers and a cap with stars on it and having a crystal globe in his hand. We see none. Let's listen and see if we can hear the departed spirits rapping on the table. We hear none. Neither do we see any clairvoyant or any gypsy reader of the palm. I guess we'll have to conclude there is nothing supernatural about the thing. So let's investigate in plain United States. Let's look up the figures, the business that brought in these profits.

We find that this syndicate last year did a gross business of \$5,500,000. We figure with a pencil a little bit—not in mysterious signs, not in unfathomable symbols but in plain ordinary one's, two's, three's and four's—and we find that the net profits gained by this syndicate amounted to only about 6 per cent. on sales! Where is the mystery?

If you, Mr. Merchant, made less than 6 per cent. net on sales you would not be very well satisfied. The chances are you make more. The thing behind this syndicate's showing is not mystery. It is not some undue advantage of buying that you do not possess. It is not some wonderful species of retailing that is beyond your reach. It is turnover—the gaining of a compound profit, which is the profit of the turn on the turn on the turn.

This concern simply buys some goods and sells them. It buys some more and sells them. It buys just enough of each line of goods to make its investment stretch out over as many lines as possible. Buying the goods in modest quantities, it can crowd an almost unbelievable number of items into a store. Thus it gets many profits instead of a few and makes every dollar of its capital work to the limit. Instead of having in stock a hundred dollars' worth of one item, it has ten dollars' worth

of each of ten items. Therefore, it makes that hundred dollars bring in ten profits instead of one. That, gentlemen, is the great principle of making a dollar turn.

What seems to be mystery is nothing but hard headed business. And there is not any make believe about it, either.

Turnovers proves itself. It does not ask favors. All it requires is proper application of certain principles which I shall endeavor to touch upon here briefly. Take the case of the gentleman from sunny Italy who sells bananas on the street corner. If he had to bring his bananas from Central America, if he had to conduct plantations, if he had to dicker with fickle governments for concessions and fight with rebellious plantation workmen he would not be able to



G. A. Nichols.

"sella da banan" at 10 cents a dozen or eight for 10 cents. Behind this man is a marvelous system of ships, of capital, of brains that brings the bananas to him as he needs them.

The Jobber's Place in Business.

Right here is a good place to say that somebody has to take a risk in business. Somebody has got to buy in huge quantities. Somebody has to provide the capital, the organization and the skill to bring merchandise from all quarters of the earth where it is made or grown. If the individual retailer had to do this, what chaos would result!

This mighty work that makes possible the prosperity of the retail store is done by the jobber. Modern wholesaling is conducted on a plan of marvelous efficiency. Methods of buying, assembling and distributing merchandise have been worked down to a position of 100 per cent. correctness. The jobber with his millions gets the goods and carries the investment. The retailer with his hundreds or his thousands buys the goods as he needs them, sells them as he buys them, discounts his bills, thus increasing his buying capacity and in it all actually turns his jobber's capital to make a profit for himself.

Let's go back to the gentleman with bananas. He starts in the morning with a bunch of bananas for which he has paid cash. He sells that bunch during the day. Next day he buys another bunch and sells it. Ditto the

next day. Next day or the next or the next he may have worked up his business to a point where he needs two bunches. He is always on the job. So he really turns his stock 365 times a year. In other words, he does a gross business of a good many hundred dollars on an investment of the single bunch of bananas.

Suppose this man should some morning see a favorable opportunity to buy several bunches of bananas at a discount. Should he buy them he might use up all his available capital and that day have nothing but bananas to sell in place of the several lines he had the day before. He might have to have more room in which to display them. It is possible that he would need more help to take care of them.

Now get this: The fact that he had several bunches of bananas to sell in place of the first bunch he had the day before would not enable him to sell any more bananas. Remember always that it is in the selling and not in the buying where the profit is made. He buys a bunch of bananas and his investment is an absolute loss until he sells the bananas. And when he sells them, his profit is not owing to what he bought but owing to what he sold.

If retailers would keep this principle in mind—that profits come from sales and not from purchase—much less complaint would be made about failing to gain an adequate net profit.

In a certain large city there is a haberdasher who does a business of many thousand dollars a year in a little hole in the wall on a side street. He makes more net profit than many a merchant with twenty times his investment in stock. His tiny little cigar box of a store has space for only a few hundred dollars' worth of goods. His investment is just about what he can sell in two days' business. One day's supply he keeps on his shelves. The other day's supply is kept in a storeroom over his selling floor. Every night at the close of a day's business the stock is replenished as it needs from this storeroom and next morning the storeroom is replenished in turn from the jobber's stock. Thus this man is able to make each dollar do the work of twenty. And if I should tell you the number of times his stock turns in a year you would hardly believe it.

This is what can very rightfully be called buying for a profit. Of course, not every man can buy this way. This haberdasher is particularly happily situated, being in close touch with an unlimited supply and having his line limited to quick turning specialties. But the same thing can be applied although in a lesser degree to every business.

No matter whether a man is running a commissary, a department store, a variety store, a hardware store or any other kind, most of his troubles can be summed up in just three words:

Lack of Turnover.

What should be profits is piled up in the store month after month, year after year, in the form of unsalable merchandise. Their so-called profits instead of being put where they can

compound and grow are locked up in merchandise that hangs on and hangs on until these very profits are transformed into actual liabilities.

It would be just about as wise for a man to bury his money under a tree or drop it down a cistern. Or he might hide his money in a barn, as a Kansas farmer did. The farmer had \$300 in paper money that he was very anxious to keep safely. So he put it in the barn. A cow ate it. But the money is just as safe now as it was before—and incidentally it is doing the farmer just as much good in the cow as it did in the barn.

Make your money work. Don't let a dollar of it loaf. And you do let it loaf when you buy unwisely. It is even better to let a cow eat your money than to spend it for goods that are going to litter up your shelves and never sell. When a cow eats the money the money can't hurt you. It actually does hurt you and make you poor when you spend it for merchandise that won't sell. Unsalable merchandise makes the entire store suffer—the good as well as the bad.

I said a moment ago that it was in the selling and not in the buying that you made your profits. You can sell yourself into wealth. You can buy yourself into bankruptcy.

Without wishing to be too personal I believe I can safely say that every merchant reading this article is selling enough merchandise to make him a great deal more money than he is making now. But his profits are lost and are frittered away to an extent through leftovers. Marshall Field said that profits are made on turnovers and profits are lost on leftovers. There is the secret of the whole thing. But a merchant in this situation must not necessarily conclude that he is buying too much merchandise.

It is not the aggregate quantity of merchandise you buy that keeps you from turning your stock often enough. Not enough merchandise is almost as bad as too much. Overbuying can mean buying more than you can sell. Or it can mean buying more at a time than you can turn fast enough to gain an adequate net profit. Or it can mean buying so much of a few items that your capital and selling expense are taken up, thus shutting you out from the great benefits that can be yours through buying many items and getting many profits in place of a few.

Suppose you sell \$50,000 worth of merchandise in a year. You anticipate your probable sales fairly accurately and then place a lump order for enough merchandise to sell for \$50,000. If you have gauged your orders reasonably well you probably sell a greater part of the merchandise—as much as you thought you would. But you have turned your investment less than once. This is an aggravated form of overbuying.

On the other hand, suppose you do that \$50,000 worth of business on an investment of \$5,000. In this case, figuring your gross profit at 30 per cent. on sales, you turn your stock about seven times. In the one case you are a mere plodder. In the other, you are making a satisfactory profit all the while doing the same amount

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To attend the **West Michigan State Fair** as their guest. The Fair opens Monday, September 18th, and continues daily until Friday, September 22nd. It will be the *most wonderful Fair* ever held in the State.

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Come any day you prefer. Come prepared to stay two or three days and while in the city call upon your jobber and be presented with a free ticket to the Fair.

Combine business with pleasure by making an annual visit to Grand Rapids during Fair week for the purpose of seeing the attractions at the Fair and visiting the wholesale houses from which you purchase goods.

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BE
OUR GUEST

of business. This is an extreme case. But it illustrates the point.

You would lose on the \$50,000 investment because you would be forgetting that the number of items always controls the turnover—that every dollar invested in surplus stock cuts down the number of turns. One dozen each of six items will show sales six times as great as six dozen of one item—thus earning six profits instead of one and with the same investment.

The net profit on fifty times \$1,000 is greater than on one time \$50,000. The net profit on a dollar invested ten times is greater than that on \$10 invested once. It is all a question of turnover—making each dollar yield its utmost. In the aggregate the amount of merchandise you buy in a year may not be too great. But you can buy it in too great quantities. It is not a question of how much you buy in a year. Your prosperity depends on how you buy it and when you buy it. The when and how have vastly more to do with the question of overbuying than does the matter of buying too much.

You have so much capital, so much expense. These remain about the same whether the sales be larger or smaller. The more volume of sales you can make without increasing your investment, your expense or your room, the greater your net profit will be. This being so, it should be no trouble at all for a merchant to know the right way to buy for a profit—to know how to have the variety that will enable him to avoid wasting his

store space, his capital or his opportunities. Just a word for variety. Do you know why it is that the well conducted department store makes more money than any other? It is because the department store caters to a greater proportion of its customers' needs. The greatest asset any merchant has is the habit people have of visiting his store. Getting people into the store is the object of all advertising. When you get people there your selling battle is practically won.

Why waste this tremendous asset? And it is wasted beyond a doubt when a merchant is equipped to sell these people only comparatively few things in place of the many they very gladly would buy from him if he had them to sell. But how is a merchant going to spread his investment over enough lines just to cater to his customers' needs if he overbuys to the extent of tying up his capital and his room in the few items instead of the many? On the way you answer this depends the whole proposition of your business success.

The big thing to consider in starting a business—or rather one of the big things to consider—is that of having sufficient capital. But capital without turnover means a loss rather than a profit. This is so because it costs more to handle goods that sell but once a year than it does those that turn twice to a half a dozen or more times a year.

I have been talking a great deal here about turnover. Well, what is turnover? A man starts in business

with a stock of \$4,000 and his gross sales for the year reach \$28,000. How many times does he turn his stock? Some would say seven times. But this is wrong because it is the answer that is gained after dividing the stock at cost into the total sales at retail. It is as proper to say that if you buy a thing for a dollar and sell it for one dollar and fifty cents you would turn the item one and one-half times, whereas you have turned it only once. Some people try to compute the number of turns by dividing their inventory figures into the year's gross sales. It won't work because these two represent entirely different things. Your inventory represents what the goods cost you. Your gross sale figures represent what you get for the goods. If you want to get

at your real turnover for the year subtract your average gross profit from your gross sales for the year. Into this divide the average amount of stock you have been carrying. This will give you the correct turnover.

In the example just stated, the man's gross sales for the year were \$28,000. Let's suppose that his average profit was 30 per cent. Thirty per cent of \$28,000 is \$8,400. In other words, his gross profit is \$8,400. Subtracting the gross profit, or what he made by selling the goods, from what he sold them for, we have \$19,600 as the cost of the goods—the cost of the goods sold that year for \$28,000. His average investment is \$4,000 and if he sold during the year goods that cost him \$19,600 his stock turned just about five times.

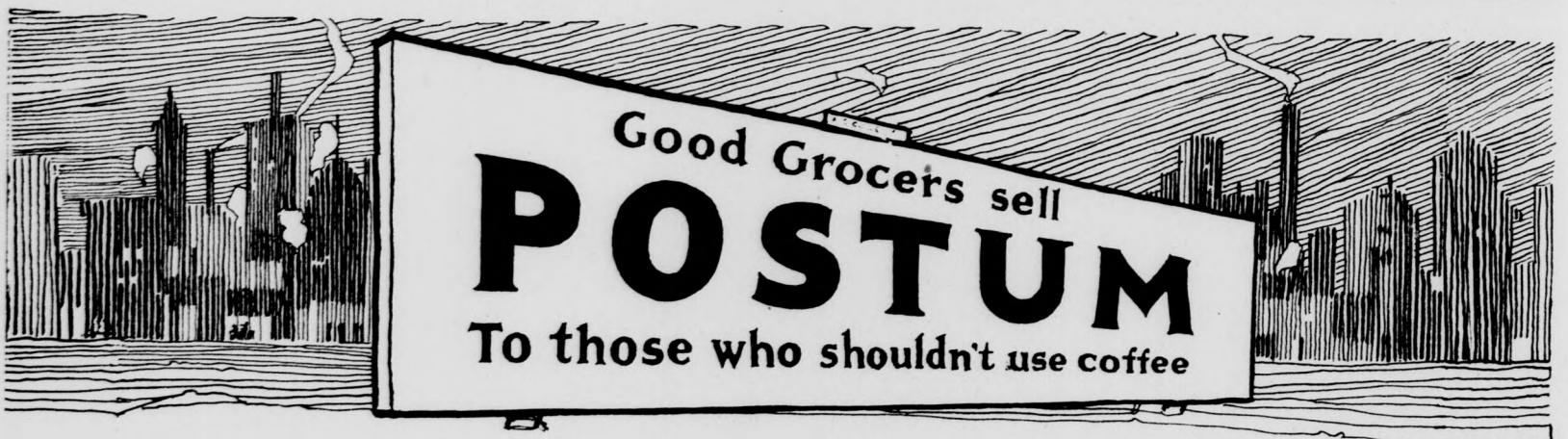
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Postum is a product that fills a specific need; that is supported by consistent and heavy advertising; and that provides a generous net profit for grocers.

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Merit and advertising have established a strong, steady demand—

Sale Guaranteed!

Postum Cereal Co., Ltd., Battle Creek, Michigan

Investment Turned.

I said the stock turned. As a matter of fact, a better expression would be the "investment turned." It is not at all improbable that the entire stock did not turn even once, although some parts may have turned from ten to twenty times or even more. But like everything else in business, you must take the average turn, which in this case would be about five times.

Watch out for the portion of the stock that does not turn at all. You are bound from the very nature of things to have more or less of this. But keep it down to the absolute hard pan minimum. For the portion of the stock that does not turn is what eats up the profits. The cleaner you can keep your stock, the less dead stock you have, the higher your net profits are bound to be, other things being equal.

It is of the utmost importance that you compute correctly the average turn your stock is making or else you are not going to have an accurate idea of what, if any, progress you are making. There is nothing to be gained by imagining that you are turning your capital seven times when you are turning it only four or five. Right buying increases turnover. But there is another thing that increases turnover, and that is keeping down the cost of doing business.

The average merchant takes pride in offering his customers high-grade service. He likes to have little conveniences that make buying at his store easy. This is commendable. But, consider the case fairly and squarely, and you will decide that there are altogether too many frills in the way business is conducted today. Entirely too much money is spent on store service. This thing, though, must be approached with sanity and with an open mind. A great many merchants when they find things are not going just as they should slash wildly and madly at expense. They can see nothing else wrong. As a matter of fact the expense even then may be down to the very lowest mark. Cut the expense, of course, if it is needed. But study the whole situation first and find out exactly if it is expense that is to blame.

It is a pretty safe guess that nearly every merchant can cut certain frills out of his store service without impairing its efficiency to any noticeable extent. Perhaps you insist on having too high grade fixtures. Or you may have costly computing scales and expensive cash registers when others costing you one-fourth or one-half the money would do the work in a 100 per cent. efficient manner. Your signs may be too expensive. Your customers may subject you to petty tyrannies and exactions that add to your cost.

It is refreshing to note that there is a constantly growing tendency to cut down the cost of selling goods. The movement which is gathering force every year is going to succeed because it is eternally and absolutely right. The cost of selling goods must come down. This is one of the ways in which a merchant not only can in-

crease his turnover but can do much to checkmate the constantly rising cost of goods.

I have tried to show you some of the ways to get a profit. And, after all, getting a profit is quite an important proposition. I think I will tax your patience just long enough to say that in the present merchandise crisis it is more than ever the bounden duty of a retailer to give the very closest attention to his profits. Some things you are going to be obliged to sell at certain standard well known prices. People have come to know certain things as 10 cent items, 25 cent items, 50 cent items and so on. You will find it difficult or inexpedient to raise your prices on these regardless of what the merchandise costs you. On some things your profit necessarily must be at the vanishing point. Other things you must sell somewhat below the average profit figure you are aiming at. All this makes it essential that you take advantage of every legitimate opportunity you have to get a fancy profit. Unless you do this you will have difficulty in getting your average profit up to where it belongs.

A safe road to follow in the pricing of goods to get this kind of a profit is to price the goods at what they are worth, disregarding, so far as possible, what you paid for them. Get a profit. This is the big thing behind your and every other business; and buying one's goods so as to make the proper provision for turnover is the biggest thing to do in getting a profit.

G. A. Nichols.

A Fifty-fifty Deal.

A number of politicians were attending a convention in Chicago a short time ago when one of the number was approached by an old acquaintance who was plainly down in his luck. Sliding up to the politician he said:

"Say, Jack, lend me ten, will you? I'm short."

The big fellow went down into his pocket, flashed out a big roll and handed a five-dollar bill to the down-and-outer.

"Say, Jack," said he of the "touch," "I said ten."

"I know you did," replied the politician, "but I think this way is fairer. You lose five and I lose five."

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a cordial invitation to view the Fair as a guest of the Home of SUNBEAM Goods. We will issue cards of admission upon application at our office.

We hope you can so arrange your business affairs as to give at least one day, and more, if possible, to visit not only the Fair, but our plant as well—we will be especially pleased to take visitors through our factory and show rooms.

We will have a Display in the Implement Field, featuring MONEY-MAKER Silage Cutters and Hay Balers and CUTAWAY (CLARK) Disk Harrows, both Tractor and Horse Drawn, and

In the Automobile Section we will display AUTOMOBILE TIRES and TUBES, and a full line of Automobile Accessories.

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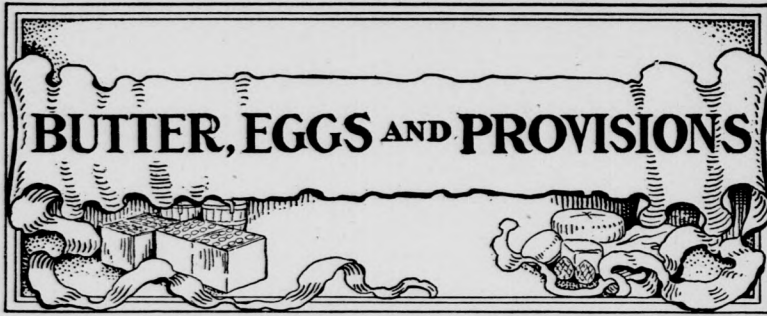
and utilize the facilities of our offices. Baggage can be left and will be cared for; use of Telephone service and other accommodations.

WE WANT YOU TO COME

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COR. SO. IONIA and BARTLETT STS. - GRAND RAPIDS MICH.
2 Blocks South of Union Depot



Michigan Poultry, Butter, and Egg Association.

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

Crusade Against Bad Eggs in Philadelphia.

An active crusade against traffic in rotten eggs has been begun in Pennsylvania, notably in Philadelphia, by Food Commissioner Foust, aided by the Attorney General. It is said that jail sentences will be urged against offenders in every case of conviction. Samples have been taken in a large number of bakeries and stores. In one case the North American reports that a baker having "half a pint or more" of rotten eggs in a can, upon seeing the inspectors coming, "put the can to his lips and drained it to the dregs," but probably most of the Philadelphia bakers would hardly have the capacity to drink up their supply of eggs—good or bad—to avoid danger of prosecution upon testing by the state chemist.

Action by the authorities to suppress the use of bad eggs in food should receive the sympathy and encouragement of the public, including the reputable egg trade. But such crusades should be conducted with a full knowledge of egg trade conditions and an understanding that these conditions are neither at present ideal nor such as can be made ideal except by a slow and gradual improvement. This remark is prompted by a statement in the North American's report that:

"Federal marshals yesterday seized more than 37,000 eggs in cold storage warehouses. It is alleged that more than 5 per cent. of these eggs are rotten."

If all the Pennsylvania egg dealers who have in their possession eggs containing more than 5 per cent. of rots and spots are to be arrested and sent to jail the State will soon be lacking in wholesale egg distributors for most of them will be in limbo and there will be none so daring as to take their places.

Much will have to be done in this country, in addition to prosecution and threats of prosecution on the basis of arbitrary regulations, before the bad egg can be eliminated from commerce up to the normal point of candling and selection in consuming markets. There must first be provided means of artificial cooling at all points from production to distant markets, and while these necessary provisions may be hastened by prosecutions so far as individuals engaged

in egg handling are concerned, they cannot be entirely effective until equally necessary refrigerator facilities are provided by the carriers at all shipping points. Between the packer of eggs in the interior and the dealers who remove the eggs from their original packages for proper assortment for retail distribution or consumption there is a large distributing trade that cannot protect itself from the handling of egg consignments that may contain more or less and often considerable proportions of eggs unfit for food under the conditions now prevailing at the innumerable sources of egg supply and at many points of primary transportation. There would seem, then to be two logical points of vigilance against these bad eggs getting into food channels—first at the points where the eggs are packed in the cases and second at the points where they are taken out of the cases for retail distribution or consumption. It will be many a year before there will be no bad eggs to be disposed of at these points of distribution. The legal means of their disposition are plain enough—or if not at some places they should be made so—and dealers at these points can be held to a strict accountability without injustice if the line between eggs that are edible and those that are inedible can be defined so that the standards of police courts and Governmental prosecutions can be met by tradesmen without the constant necessity of chemical analyses in doubtful cases.

The use of rotten eggs for food is so disgusting and tends to create such vindictive feelings on the part of the public in general that it is perhaps not easy for people outside of the trade to appreciate the difficulties under which the distributing trade is conducted and the danger of applying restrictive laws at appropriate places without a careful discrimination.

When a young man becomes a society leader you will usually find him at the tail of every other profession.

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

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.

Watson-Higgins Milling Co.

Merchant Millers
Grand Rapids, Michigan

Owned by Merchants

Products Sold Only
by Merchants

Brands Recommended
by Merchants



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

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

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

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

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

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

SEND US ORDERS

ALL KINDS FIELD SEEDS

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

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

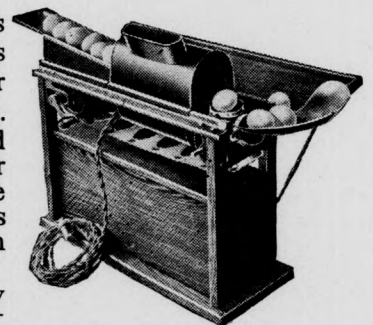
THE weather is hot, eggs are bad, and down goes your profit unless you use our "Electric Daylight" Egg Tester.

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

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

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

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



Great Lakes Traffic.

The getting under way for the season of traffic on the Great Lakes emphasizes the fact that it is not only in faraway Panama that Uncle Sam has a canal which permits a tremendous tonnage of produce to pass. Right at home he has the Sault Ste. Marie canal, or the "Soo," as it is usually known, through which pass the millions of tons of iron ore on their way from the Superior mines to Eastern smelters, and other millions of bushels of grain and barrels of flour from the mills of the Western lake states.

How the Soo and the Panama canals will compare after the conclusion of the war, which is booming the trade of the one and reducing that of the other, it is impossible to say, but it is self-evident on the basis of present traffic that the Soo waterway is incomparably the more important. Even though the latter canal must be closed for approximately four months each year because of ice, while the Panama canal, so far as weather conditions are concerned, can remain open the year round, it had passed during the year ended the middle of September last—when the Panama canal became blocked—over six times as great a tonnage as the isthmian waterway.

The monthly average of the Sault Ste. Marie canal, in fact, was nearly as great as the total for Panama for the year, the respective tonnages being approximately 5,600,000 and 6,700,000. The comparisons are made more significant, it is shown by reports of the United States engineers in charge of both waterways, by the fact that the United States Soo canal must divide traffic with a parallel Canadian waterway only a stone's throw away.—Washington Star.

Model Circular For Use of Egg Buyers.

LIABLE TO ARREST.

We can not buy bad eggs. We are liable to arrest if we handle bad eggs, and you are liable to arrest if you sell bad eggs. Take no chances. The state and Federal pure food officials are watching the eggs which are being shipped to market. Many prosecutions have already been started, and many have been fined for violating the egg law.

We candle the eggs we sell, and we advise you to do the same.

Keep Your Eggs in a Cool Place!

That is the big thing in avoiding eggs loss in hot weather. Gather the eggs daily; in hot weather twice a day. Put them in the coolest place available. Take them to market often. Kill or pen up roosters as soon as the breeding season ends. Sterile eggs keep better in hot weather.

Every Good Egg Is Worth Money

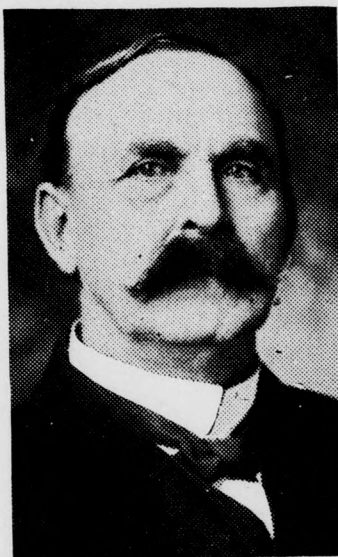
Put one of these slips into the basket, box, tub or egg case in which the farmer brings his eggs to your store. He will find it.

Distribute them to your egg customers.

Leave them on the counter of the store where egg customers can pick them up.

Chicago Produce Men Refuse to Be "Buried."

Vigorous opposition has arisen to the plan for "burying" South Water street, Chicago, by the raising of the grade. The commission merchants have let it be known in high circles that the grade of the street will not be raised without a vigorous fight, as it would be equivalent to driving them out of their places of business. The plan is viewed in some circles as a scheme to force the commission houses out of the district. "They can't make us move, so they are going to bury us" is an expression of the sentiment by one man.



The Original A. J. Shellman.

Authority on all defects of the eyes. Headache, eye strain, dizziness, floating spots before the eyes, blurred and poor eyesight corrected, glasses prescribed. Consultation and examination free. My offices are on the second floor of the Gilbert block over Smith's department store, away from the noise and dust of the street. Citz. 7155, Bell M. 511. I am not connected with any optical store.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.



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

Nice Profit for Dealer

Sold by All Wholesale Grocers See Quotations in Grocery Price Current

Free Tickets For West Michigan State Fair

Sept. 18 to 22



ALL FRUIT and PRODUCE DEALERS

in Western Michigan are cordially invited to come in and get a free ticket of admission to the Fair.

MAKE YOUR HEADQUARTERS WITH US

"The House of Quality"
A. Casabianca & Son

Every Grocer

Should sell at least one brand of Flour packed in the "SAXOLIN" Paper Lined Cotton Sanitary Sack.

34 Michigan Millers Can Supply the Trade

- Alma Grain & Lumber Co., Alma, Mich.
- David Stott Flour Mills, Detroit, Mich.
- Hart Bros., Saginaw, Mich.
- Christian Breisch & Co., Lansing, Mich.
- Shelby Roller Mill Co., Shelby, Mich.
- Allegan Milling Co., Allegan, Mich.
- Grand Rapids Grain & Milling Co., Ada, Mich.
- Valley City Milling Co., Grand Rapids, Mich.
- Darrah Milling Co., Big Rapids, Mich.
- Pickford Roller Mills, Pickford, Mich.
- Watson & Higgins Milling Co., Grand Rapids, Mich.
- Judson Grocer Co., Grand Rapids, Mich.
- Manistee Flour Mill Co., Manistee, Mich.
- Brand & Hardin Milling Co., Saginaw, Mich.
- Beach Milling Co., Holland, Mich.
- J. Hale & Sons, Ionia, Mich.
- A. H. Randall Mill Co., Tekonsha, Mich.
- Sprague & Ward, St. Johns, Mich.
- Utica Milling Co., Utica, Mich.
- Constantine Milling Co., Constantine, Mich.
- Colby Milling Co., Dowagiac, Mich.
- J. H. Gibb & Son, Edmore, Mich.
- Hannah & Lay Co., Traverse City, Mich.
- Commercial Milling Co., Detroit, Mich.
- Kellogg Food Co., Battle Creek, Mich.
- Wenonah Flouring Mills Co., Bay City, Mich.
- Voigt Milling Co., Grand Rapids, Mich.
- Eldred Milling Co., Jackson, Mich.
- Chatfield Milling Co., Bay City, Mich.
- Peck Milling Co., Cassopolis, Mich.
- Argo Milling Co., Charlevoix, Mich.
- L. H. Shepherd Milling Co., Charlotte, Mich.
- Wm. A. Combs Milling Co., Coldwater, Mich.
- Thunder Bay Milling Co., Alpena, Mich.

Ask us about our co-operative advertising campaign for dealers and consumers

THE CLEVELAND-AKRON BAG CO., CLEVELAND

THE MEAT MARKET

An Old-Time Butcher to His Son.

Most men are honest, but a lot of men are weak. It's easy enough for you and me to declare that no man should fall a victim to temptation, and that if he does he must suffer the penalty, but what's the sense of deliberately subjecting a man to temptation and deliberately throwing him in its way?

For that is what the butcher does who never takes any precautions to protect the money which he takes in at his market. Every time that I hear about a butcher who has lost money through the pilfering of an employe, I always want to know whether or not he has taken some precautions before I place the entire blame. For to my mind the man who is the proprietor of a business and who takes no precautions to safeguard his cash must share the blame equally with the employe who pilfers it. That may be a radical statement. I know, but it's based upon the mutual responsibility that must exist between the employer and the employe if their relations are to be successful ones.

Of course I have no sympathy for the fellow who works and schemes long weeks sometimes to reach the cash drawer, despite all the safeguards that are thrown around it by the butcher. He is absolutely dishonest; temptation or weakness can offer no excuse for his crime. He deserves all he gets and the sooner he gets it the better it is for himself and for all the rest of us.

Take a case that I heard of not long ago. The master butcher in the case was one of those fellows who still continues to use the old-fashioned cash drawer. Into that went all the money that came in, and every night he used to empty it into his pockets and take the day's receipts home with him. He never had any use for such a thing as a cash register or other such safeguards; to him such things were no more than an additional expense without any corresponding profit to him.

"I know what I take in," he would declare, "and I don't need any expensive new-fangled notions to tell me what it is, either."

This fellow did a fairly good business and netted quite a bit of profit every week. A couple of months ago, however, he began to notice that his weekly surplus was showing rather a marked falling off. He couldn't account for it. He was buying just as much meat as he ever did, his volume of trade was holding up to its normal levels for all his meat was moving readily, and he was getting good prices, yet the surplus he was

drawing from his market was showing a decided decrease. There was a mysterious leak somewhere, but where he couldn't determine.

Finally he took a balance. His surplus was \$20 less than it should be. The next week he did the same thing. A \$15 shortage showed. The third week things came out all right, but in the meantime he remembered that he had told his clerks about the matter. Putting two and two together he came to the conclusion that one of them had been tapping the till. He had no way of telling which one it was, of course, but he was absolutely certain that this was the cause of the falling off.

Determined to discover the guilty party, he said nothing more, but continued to strike his balances at home, without the clerk's knowledge. For three weeks things were all right, but the fourth and fifth weeks showed shortages again. Evidently the clerk was back to his old tricks.

Of course the master butcher could have remedied the whole matter by discharging both of his men, but he did not feel that he ought to consider either of them guilty until they were shown guilty. He did begin to enquire into their lives quietly. He soon discovered that one of them was living on a scale that would not have been possible had he simply his salary to depend upon. This confirmed his belief. Calling this man aside he accused him of it, and after a few denials the man finally admitted that he had taken the money. The butcher had to be content with discharging him, for he could have made no case in court if the man had denied his confession.

Now to my mind this butcher was as guilty as the man who had taken the money. It was up to him to protect what was his own. To-day he does it, and he also runs his market on a decent accounting basis. The money that he lost through the pilfering of his clerk was a good investment for him, for it taught him to run his market right.—Butchers' Advocate.

Pickle for Extra Mild Cure.

Pickle to produce this article should register about 72 deg. on the salometer. The sweetening in this pickle should be about 750 pounds of cane sugar and 150 pounds of saltpeter to the mixing vat of 2,000 gallons. The 750 pounds of sugar are put into the mixing tub and the 150 pounds of saltpeter dissolved in warm water with the plain pickle and the whole agitated and then run down to the curing vat until the vat is two-thirds full, when it is diluted with

fresh water to the required strength. The pickle, taking into consideration the amount of sugar and the amount of salt contained in it, is usually as mild as can be used with safety as a curing agent.

Headcheese Without Pig Skins.

It will not be necessary to use pig skins or rinds if you follow this formula: To twelve salted pig heads use ten pounds of beef cheek meat, meat hearts or neck trimmings. Cook and then cut into dice or narrow strips, adding a few pigs' tongues cooked and cut into strips. For 100 pounds of meat use eight ounces of pepper, three ounces of coriander, two ounces whole mustard seed, one ounce cloves, and one ounce cinnamon. Mix well and add some of the broth in which the meat has been cooked. Stuff into beef bungs, drop into the kettle for fifteen minutes, then into cold water for fifteen minutes. Press tightly between boards.

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



Your Trade will Repeat MAPLEINE Flavoring

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

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



Mr. Flour Merchant:

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

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

Purity Patent Flour

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

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



"The Line Is Busy"

EIGHT billion and a half telephone calls were answered last year in the Bell System. It is not surprising that some telephones were found to be busy.

It's a mistake to think that, to save herself work, the operator reports the line busy when it is not; it's more work for her to notify you that the line is busy than it is to give you the number.

Busy men have busy telephones. It is unavoidable that you may sometimes have to knock more than once at their telephone door.



Michigan State Telephone Company

Pennsylvania Merchant Writes Michigan Friend From Border.

El Paso, Texas, Sept. 10—Your letter and money order received. It is beyond my ability to express my thanks, as it certainly is appreciated. You know we get 50 cents per day, whether we earn it or not, and months having thirty-one days we are paid on the basis of a thirty day month. A man without a country is pitiful, but one without a cent is beyond comprehension. Luckily for me, I have not been going to town much. Our Colonel is rather a precise gentleman and we are held under more restrictions than either the artillery or infantry. We are obliged to be in quarters at 9 p. m. and yesterday he issued a new order allowing no passes except from 6 p. m. to 9 p. m., so that all men drill and we haven't time to spend much money.

We finally have received our horses, so you will have to take back your statement regarding "walking cavalry." Have been drilling with our horses for the last week, although drilling is merely walking the horses in a square or circle to break them in. Presume it will be two weeks before we drill in troop formation. As a whole, the horses are fair, but some are pure broncos. The European war evidently took the best horses. The cast-offs, along with some good horses, Woodrow got for us.

No doubt you are aware the Pennsylvania is the only complete State division here on the border. Our Major General evidently wanted to display his outfit to the regulars, so he had a grand review last Saturday. It took the division two hours to pass his staff and reviewing stand. Approximately 14,000 men were in line. Infantry and artillery passed first, we laying off to the side, seeing most all of it. It sure was a fine sight. The whole division is together on a mesa, eight miles out of El Paso, as level as a floor in three directions, Mt. Franklin looming up about three miles west, so we have plenty of good drilling ground. Nothing growing on it but cactus, horned toads and snakes. For two miles you can walk through nothing but company streets. The weather is fine now. The Michiganders are out just in the opposite direction from El Paso.

In all probability you have been down through this section and know the nature of the country. The first two or three weeks the temperature was up to 130 deg. every day and with sand storms mixed in, but they really did not affect us very much. One night it started blowing, keeping up all night. Needless to say I slept through it, but it got on my tent mate's nerves so he could not sleep. You can imagine how we looked with about two inches of dust all over us in the morning. Now the weather is fine—very few sand storms—although maybe we are accustomed to it. The nights are fine. We are using blankets every night. This certainly is a fine experience and the hardships the papers paraded when we first reached here were all bosh. As for me, I have stood it fine. I have not missed a meal or felt the least bit sick in any way and find I have gained five pounds.

Several weeks ago we had a rain, which flooded our grounds with six inches of water. Rained for about two hours and with the water coming off the mountains made a small sea of our camp. Our tent sets a little high and while the water came in on our floor it didn't touch our cots. Our regiment, as a whole, sets high, compared to the infantry, the water all draining down to the infantry, where they had over four feet. Michigan, too, got it, so, no doubt, you have already heard of it.

I miss our automobile, especially at nights. The evenings here are fine, although the roads outside of El Paso are fierce, due to the ruts made by the large motor trucks. The dust

is ten to twelve inches deep. El Paso itself is a fine city. You would be surprised, but it reminds me in a way of Grand Rapids, if they only had more lawns and trees. Fine bungalows and lawns where they are able to grow any grass. You will see in some sections the finest kind of bungalows and nothing but stones for a lawn. Some manage to have a lawn and they appear to value each blade, as they are continually watering. It is quite a problem to get the grass to take a start. Ned.

Pickled Lamb Tongues.

When the tongues are pickled they should be put up in a white wine vinegar and handled as follows: After they are sufficiently chilled they should be scalded enough to take off the outer film or skin. This is scraped off with a hand-scrap or knife, the tongue being then trimmed, cutting off any part that is discolored or any loose pieces. Cook the tongues until they are sufficiently soft to pull out the bones readily. No special time can be fixed upon for this work, as the time of cooking varies according to the conditions of the animals from which the tongues are taken. It is well in cooking them, however, to keep the lamb and sheep tongues separate.

After they are cooked and the bones at the roots of the tongues pulled out they are ready for pickling. They

should at first be put in a forty-five-degree vinegar for at least twenty-four hours. They are then ready to be packed in packages for shipment, using forty-degree vinegar by adding full strength fresh vinegar to the pickle, which was first used.

Freezing Livers.

Livers should be trimmed as soon as they are taken from the animal, care being taken that in cutting the gall-bag that they are not contaminated by it. Let them hang in cooler for twenty-four hours at a temperature of from 33 to 36 degrees Fahrenheit. Before exposing to the outside temperature, they should be thoroughly wiped to remove any surplus moisture that may be left on the surface. The vital point is to keep them dry. Before freezing livers they should be properly chilled and dried. Freeze at as near a temperature of zero Fahrenheit as possible. If frozen quickly they retain their natural color, whereas if they are put in a higher temperature and freezing is delayed, they will have a dark appearance when they are thawed out.

There is no place like home—according to the glowing description given by the man who is trying to sell his.

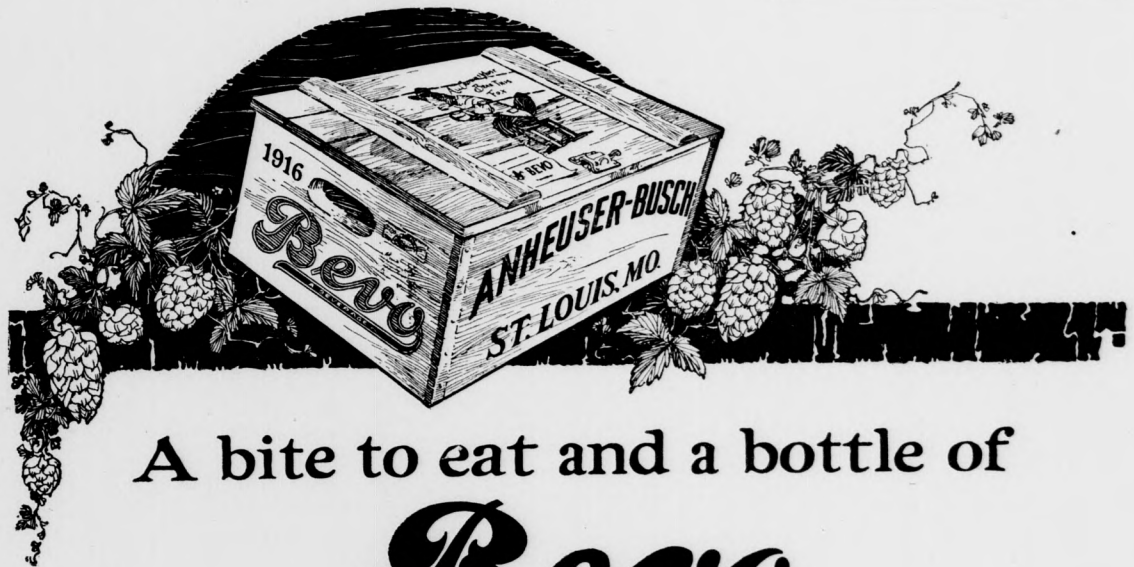
J. C. Herkner Jewelry Co.

GRAND RAPIDS, MICH.

Visitors in the city during Fair Week should visit our store and see some of the latest creations in Jewelry and Silverware.

114 Monroe Ave.

121 Monroe Ave.



A bite to eat and a bottle of

Bevo

A BEVERAGE

Bevo is the one soft drink that goes perfectly with a meal—or a sandwich. The flavor is delightful—with just the touch of bitter from the Saazer Hops that adds zest to the meal.

A pasteurized beverage in sterilized bottles—sure to be pure—something one cannot be sure of in all water or milk. Grocers sell Bevo by the case. Yours can supply you—
Bevo is served everywhere, 10 cents a

bottle, at inns, restaurants, groceries, department and drug stores, picnic grounds, baseball parks, soda fountains, dining cars, steamships and other places where refreshing beverages are sold. Look for the Fox on the crown top of every bottle.

Guard against substitutes. Have the bottle opened in front of you first seeing that the seal is unbroken and the crown top bears the Fox.

ANHEUSER-BUSCH, ST. LOUIS



Anheuser-Busch Branch

Distributors GRAND RAPIDS, MICH.



Duty of Banker to Nation and the World.

A great planet rolling through space toward eternity suddenly became endowed with the spirit of man, and the brute forces of its nature, which had hitherto blindly crushed and ground each other, were gradually chained to the uses of this new power. This man had vast and unseen problems to solve that grew with the generations, and when they seemed about to overwhelm him, he would rise to a higher and still higher plane, and again and again could cast his mind over the ages, and rejoice in his great advancement. The philosophies of life were early discovered, but so close to nature was this primitive man that he must needs crush and grind himself, even as the elements were wont to do, as he strove to purify his existence. So we may look back upon seething masses of struggling men, with the blackness of envy and hatred upon them, or toward periods of peace and contentment, which tell of the growth of brotherly love, and that uncover the progress of the world as it makes for that goal, which is still only a dream in the soul of man.

And what of the future? Are we so blind, because of our personal existence, that we cannot see that centuries ago men taught peace and goodwill on earth with the same conviction, and even greater power, than is true to-day? Have we any reason whatsoever for believing that our world of the present, which represents only an atom in the cosmos of life, is even remotely near eternal peace? Cannot we instead clearly see inevitable struggles for unknown generations between man and man, as destiny goes on its way?

And what has our Nation that other nations lack that will protect it from the baser attributes of man, while they still exist even as they exist to-day? We have helped chain those elements that baffled the early peoples of the earth, and filled them with fear and consternation, but we still use them to kill, and have called upon the lightning to take the life of man, because that man has himself, when free done murder.

Since the birth of this Nation no period of two score years has passed that has not seen it at war, and has the time yet come when even the pacifist will not strike his brother if in anger? While struggling for ideals, we must not neglect facts, and willful ignorance will neither save our sons from destruction nor our daughters from travail, if we measure our duties by our desires.

The last to be discovered, our con-

continent is peculiarly protected, both by the great oceans that separate it from the old world and by its peoples, which, in our own country, include representatives from all nations, but so intermingled that no geographic line separates one from another, and no lust for territory can exist among them. Even so, our danger is great from both within and without, and thinking men shrink from contemplation of that which may happen, if we continue in our irresponsible way.

From within our greatest menace comes from the abuse of our public forum. We allow the dishonest and self-seeking, on the plea of the right to freedom of speech, to breed distrust, envy and hatred in the minds of the people. Have not those who read and listen the same right to demand truth as those who write and speak have to demand free speech? It is because of our fear of autocracy that we have neglected to analyze the real meanings of freedom of speech, and in so doing we have overlooked the fact that the autocracy of the mob is the most dangerous form of the abuse of the power of might. Does not freedom of speech actually mean the right to express one's opinions based on fact, and is there, or can there be any justice or right, or even necessity under our constitution in allowing the demagogue or the ignorant to use false statement on which to base argument for discrediting, from the public forum, certain of our peoples or our customs? The writer or speaker who is allowed by the people to express his opinions from the public forum should be held to as strict accountability in his statement of fact, upon which his logic is based, as is true in the case of the public statements of corporations or banks.

The public can discover false logic, whereas it is only the exceptional individual who can check up false statement. The result is that good logic based on misrepresentation is injurious to the people, and leads them far from truth, and toward anarchy, and much of the discontent of the present day can be traced directly to dishonest teaching.

Some day the public forum will not be open to those who abuse it, and the people will demand truth of those who would teach them, but whether it comes before a period of chaos has developed depends upon our willingness to meet the problem face to face, and then upon our courage to fight for that which we know to be right.

We require men who would care for our dollars to take a charter from the state, and we appoint other men

We Invite Correspondence

and personal interviews relative to investments. You can purchase our

6%

Gold Bonds by mail as readily as in person

Write or call up for particulars

THE MICHIGAN TRUST CO.

OF GRAND RAPIDS

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED



CAMPAU' SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK CITY TRUST & SAVINGS BANK ASSOCIATED

to examine their acts for the protection of the public, but he who would take our conscience into his keeping is allowed to steal our contentment at will, either to further his own base purposes or because he is personally ignorant or unfit. Is one so much less valuable than the other? Can dollars buy happiness while discontent lasts? It would seem as though the charters might better be required of those who would use our public forum for the purpose of forming our public opinion, and if proper examiners were appointed, not to object to opinions but merely to check the statements of fact upon which they were based, it is just possible that our dollars would be safer, and our people might get visions of real happiness.

It is worth thinking over, and also this—who would be injured, and who could honestly object, if the people should some day awaken, and while according freedom of speech, demand truth of all who would use the public forum—congressmen, legislators, politicians, agitators, reformers, and all who speak or write for the public? It sounds almost like the millennium, which only goes to show how far away we are from the control of our public opinion.

We are building a fool's paradise, and every class is being played against every other class—farmer, laborer, middleman and employer—to the detriment of all and the happiness of none.

From the outside the menace is just as great, and it may be, as has happened before many times in history, that the external danger will ultimately solve the internal problem.

Commercial power has been the dominant power for many centuries, and we find ourselves to-day fast approaching a premier position in a world of trade and commerce. The United States produces a trifle over one-fifth of the gold mined each year, and over one-quarter of all the silver. Its foreign trade is second only to that of Great Britain. Growing 70 per cent. of the world's cotton, it supplies to other nations about a half billion dollars worth of raw cotton annually. From a production of about 60 per cent. of the world's copper and nearly 45 per cent. of its pig iron, it furnishes other countries with over \$100,000,000 worth of copper, and two to three hundred millions in iron and steel and their manufactures. Although growing three-quarters of all the corn, it exports comparatively little, but from one-quarter of the world's supply of wheat it ships great quantities, and also many barrels of flour made from it. Over one-third of all tobacco is grown in this country, and a little larger proportion of all coal is mined here, and they are exported in large amounts. Nearly three-quarters of the oil comes from the United States, and it is shipped to almost every country on the globe, the total value of refined and mineral oil exported being in excess of one hundred million dollars.

Other great values in exports are represented in shipments of meat and dairy products, hides and leather

goods, and in miscellaneous manufactures.

Our 230,000 miles of railway, which is a mileage approached by no other country in the world, enables us to carry these vast productions to our ports with speed and certainty, where the ships of other nations pick them up and carry them to foreign countries.

If we received payment in gold for these commodities it would take many times the annual production of the world to settle the exports of a single year. In round figures, \$350,000,000 in gold is mined outside of the territory of the United States each year. If payment were confined to gold, our total exports would be limited to \$350,000,000 annually, provided all the gold mined in the rest of the world would be spared in this country. Such use of gold would destroy its value, and it would become entirely useless as a reserve upon which to base credit. We could export only about one-eighth of our annual total, if we received in payment all the gold produced in the world. As under present monetary systems the other nations require a large proportion of the gold produced, if we depended upon payment in gold for our exports our foreign trade would practically disappear.

What then is it that we receive for our exports that causes the great desire to increase their total that is being expressed throughout the length and breadth of the United States to-day? What we want in return is nothing more nor less than the goods of other nations, and increasing our exports enables this country as a whole to import from all parts of the world those things which are not among the resources of our people, or that may be better or cheaper made because of the difference in the temperament and customs of those of other nations, or the special developments peculiar to them.

Among those things not found, or impossible to obtain, in the United States in sufficient quantities to serve the needs of our people are many of the gums and roots and chemicals of various kinds, imports of which total nearly one hundred million dollars—cocoa and chocolate, which is imported to the value of about twenty million dollars. We import over one



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hundred million dollars worth of coffee each year, and nearly twenty million dollars of tea. Rubber is another commodity that cannot be produced in this country, and our imports run close to one hundred million dollars annually. We buy from other countries over one hundred million dollars of silk and its manufactures, and while we grow a small amount of cane sugar in our Southern states, yet our imports of such sugar exceed one hundred million dollars. Fruits and nuts of the kinds that do not grow in the United States to any extent are imported in totals running close to fifty million dollars.

Many of these articles require for their production the climate and conditions of the torrid zone, and come from countries either in that zone or near it. It might be of interest here to recall the home of some of these products. Our cocoa, for instance, comes from the West Indies, Santo Domingo, Brazil and Ecuador—coffee, from Brazil, Columbia and Central America—rubber, from Brazil, the East Indies, Mexico, Central America and the Straits Settlements—cane sugar, from Cuba, Porto Rico and the Philippines—fruits and nuts, from Central America and Brazil.

Among other commodities that are not raised or found in this country to any extent we obtain tea from Japan and China—silk, from Japan and Italy—spices, from the Indies—fibres, such as manila, jute and sisal grass, which comes from the Philippines, India and Mexico respectively, and which are imported in the raw and manufactured state in totals averaging close to seventy-five million dollars annually—precious stones, from Africa, Brazil, India, Columbia, Ceylon, Burma—tin, from the Straits Settlements and Great Britain—tobacco, from Cuba and Turkey, and wool from New Zealand and Australia, Uruguay and Argentina.

Many of these commodities do not reach us direct, but are imported from the country of production to the European countries, principally Great Britain, where they are prepared for the market, or actually manufactured, and shipped to us.

In addition to the articles mentioned are many others brought from the countries which excel in their manufacture, or where their peoples are able, because of special conditions, to make them on a better basis than is possible with us.

While our tourists absorb a large total from the credits made by our exports, it is incidental, and in part actually representing imports.

In the light of these facts it is not difficult to see why we desire to increase our exports, for it means that we are able to obtain from the rest of the world many things necessary

for our comfort and convenience. It also represents an exchange of labor for labor, each being applied in its own country to the production of those things most natural to it.

A tariff is placed upon imports for protection and for revenue by many of the countries of the world. When for protection it is to enable home labor to supply its own market, and in this country to allow the laborers in a protected industry to obtain a wage that will make it possible for him to live in the manner of our people.

When tariff for protection is carried to the extent that enables the development of an industry in one country to the exclusion of the article from another country, where all the natural conditions favor its production, it means an economic waste, and as the destiny of population increases in the more recently discovered countries, necessity will gradually eliminate such tariffs.

When the tariff protection is required only because of a difference in the character of labor, the waste is not as evident, and in a country such as the United States, it has unquestionably made possible the employment of a great part of our people. As time goes on the tendency will be to lower such tariffs, for the great increase in the world's trade in recent years, that will unquestionably receive a tremendous impetus after the present war has run its course, will gradually work to level world conditions. Such tariff, however, will probably be legitimate for many years to come, if scientifically applied.

In this connection it is interesting to note the "antidumping" plans being talked over in this country.

How is Europe going to pay her debt to us after the war, if we will not take her goods? In making foreign loans we have in effect been loaning goods for other goods to be returned when opportunity makes possible, and if we would sell to the world, we must buy from the world, or the world cannot trade with us. In extending our commerce we must realize that the world's markets are ours only so long as our market is theirs. It is right that we should work for the world's trade with all our energy on the broad basis of reciprocity, but if we hope to build our trade through crippling our best customers, it is only a question of time when we will find that we have made a serious mistake. We should take great satisfaction in seeing the trade of Great Britain, France, Germany and other countries grow, and their wealth increase, for it means ability to buy from us, and will represent increased prosperity in every land.

If, on the other hand, our competi-

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BOTH PHONES 4391

tion is unfair, and at the same time we are building up our own trade we are trying to destroy that of our neighbors, our prosperity will be temporary and false.

If we develop our resources and our talents to the uttermost, and make merit the foundation of our salesmanship, we will help key up the whole world to better and better forms of production, and each will have to depend upon its excellence in the things that it is best fitted to produce for its trade, and we will be working toward the greatest economy of production possible, which will mean the largest return to humanity in the conveniences and luxuries of life, and the opportunity to enjoy them.

An attitude of money swaggering and contemptuous superiority can only stir up envy and hatred, and our natural resources are so great that those less fortunate are apt to desire our fall without any provocation on our part. As man is still constituted, the strengthening of our commercial position is certain to develop friction, and if we continue large in words and small in our physical power, we can be certain that we will meet with disaster. Even though we win in the end, if we are caught unawares, the destruction we must endure may exceed that of the warring nations today.

But the circuit of the earth has been made, and can we not fairly hope that our destiny may be to lead in the ways of peace and prosperity. A composite people having the multiplied experience of the ages would seem well fitted to arbitrate the world's differences, and to show by example the power of square dealing.

Let us hope that our wisdom will so grow that we can successfully meet the crises sure to confront us as time goes on. Let us all strive to make of our Nation, the last that can be discovered, the key to the world's prosperity, and the leader in all that tends to develop in man those things worth while that make for peace and happiness. Fred I. Kent.

Receivers May Liquidate Williams Bros. Business.

The Security Trust Company, of Detroit, receiver of Williams Brothers Company, pickle packers, has lately discovered that running a pickle plant at this time of year takes money. It has recently been before the Federal Court in Detroit, seeking permission to borrow a large sum of money for the purpose of purchasing the raw materials contracted for several months ago, and to the end of satisfying the court on the company's condition, submitted the following statements of July 14:

Cash on hand in banks	\$ 8,829.11
Accounts receivable	100,301.64
Stock—raw and finished	390,055.51
Detroit real estate	463,004.00
Country stations and equipment	164,354.06
Detroit plant equipment	144,334.00
Prepaid insurance	969.84

Total

\$1,271,848.16
The total known liabilities are 758,287.18
\$513,560.98

"Commencing about August 1," says the receiver, "the crop of cucumbers, tomatoes and other vegetables put up by the company's plant is purchased from the growers and taken

into the collecting stations scattered over the State of Michigan within the short period of less than three months. Practically all of the raw material for the year's business is thus purchased during that time. To care for this crop, to convert it into a salable condition, and to otherwise protect and conserve the property and business, it has become necessary for the receiver to borrow. This has been arranged by means of receiver's certificates, the issuance of which has been authorized by the court after due notice to all creditors and a full hearing in open court, to the amount of \$200,000, if this sum be required.

"Unless the assets are to be sold as a going business, liquidation will be an enforced policy which, to realize to the best advantage for all concerned, will require several months. For this reason no order for creditors to file claims has yet been made by the court. This matter will be taken up a little later, at which time the receiver will send the creditors blanks for proving claims, with proper instructions regarding the same. Full information as to the condition of the receivership estate will be at all times willingly given to creditors who are urged and requested to co-operate with us in the conservation of the business and assets and the ultimate (if not sooner sold) liquidation."

Necessity for Knowledge on Food Values.

While complaint is being made of the high cost of living, dietary experts are suggesting that the people of the United States are using no judgment in the purchase of foods, and that they would be much better off, physically and financially, if at least as much attention be paid to relative human food values as is paid by the stock raiser to the food of his cattle. Pamphlets have been issued bearing on this question.

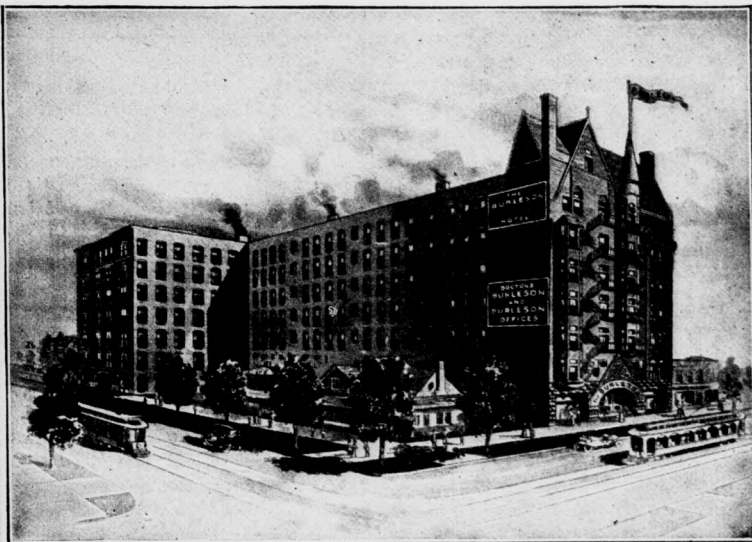
The human body is likened to an engine, and it has the same need for wise selection in the fuel employed to produce energy. It is suggested that our present popular rations are as extravagant and impractical as would be the burning of mahogany, walnut and rosewood to produce steam for an engine.

The average workman requires 3½ ounces of proteins, 3⅓ ounces of fat and 17⅓ ounces of carbohydrates to answer his daily needs for energy and tissue building. The majority of people satisfy their hunger without any regard for scientific food rations. The carbohydrates, like potatoes, wheat, corn and oats, produce heat and energy; the proteins, like eggs, milk, gluten and flour, produce muscle and repair tissues; fat is burned in the body and produces power; plenty of water helps digestion and distributes food material to all parts of the body.—Modern Miller.

The Soul Triumphant.

I lift my cap to Beauty,
I lift my cap to Love;
I bow before my Duty,
And know that God's above!
My heart through shining arches
Of leaf and blossoms goes;
My soul, triumphant, marches
Through life to life's repose.
And I through all this glory
Nor know nor fear my fate—
The great things are so simple,
The simple are so great!
Fred G. Bowles.

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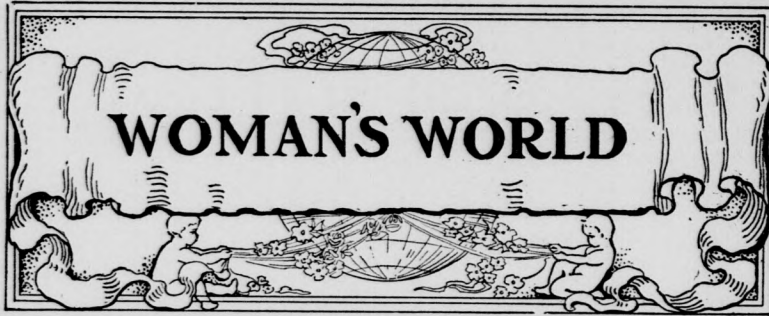
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City or Small Town as Place of Residence?

Written for the Tradesman.

As a place of residence what does the small town have to offer in comparison with the large city? Can a family who have been dwellers in a metropolis, find a happy, satisfying life in a village or a small town? For the past few weeks the Quintons have been considering and discussing these questions, not in an abstract way, but for very personal and practical reasons.

The father, who is 55, the two sons of 28 and 26, both married, and an unmarried daughter of 21, all hold positions with the N and K Manufacturing Company. The father is an assistant superintendent, the older son is an overseer in the shipping department, the younger has charge of a certain branch of the mechanical work, and the daughter is a stenographer. All feel that they have assured places and all are drawing good salaries. For the younger people there is opportunity for promotion. The management of the N and K always has liked the Quintons and seems disposed to do well by them.

Recently the N and K have decided to move their works to Holton, a town of about fifteen hundred inhabitants, which number may be increased to two thousand by the coming of the N and K. There are several reasons for the change. The shipping facilities are unusually good at Holton, while supplies of one very important raw material always have been obtained from that vicinity. Land has become very valuable in the city, so they have sold their old site at a price that buys all the space they possibly can use in Holton, and leaves a handsome sum to put into the business.

The N and K Company want the Quintons to stay with them and the Quintons feel that there are excellent reasons why they may better hold on to their positions. They have looked about to see what chance they would have to get in with other firms in the city. The young people likely could secure places. Indeed the sons have each had an offer from a manufacturing concern recently organized. But this new business is somewhat of an experiment, and anyway the pay proposed is not nearly so large as the salaries they are getting from the N and K. A change of employers at best would mean considerable financial sacrifice and a loss of the favor and prestige earned by years of faithful and competent service. The only possible objection to remaining with the N and K is that it will necessitate moving from the city that has

been their home for over twenty years, and living in Holton. Not unnaturally they feel averse to doing this.

Of their friends, some flatly advise them to stay in the city at all hazards; others, realizing more fully the perils of "quarreling with one's bread and butter," still regard the prospect of their going to Holton with ill-concealed pity.

"It always seems to me that living in one of those little places is the next thing to being buried alive," comments one. "When I am traveling I often look out over the village as we stop at some little station, and I just wonder how the people who have to stay there manage to stand it. I should suppose their brains would dry up and rattle like seeds in a gourd. I can understand how a family may get a back-to-the-land craze and want to get out on a farm, but no village life in mine."

Another acquaintance, a woman who is quite literary in her tastes, talks loftily of the "small town atmosphere," as if breathing it for a few years must result in provincialism and narrow-mindedness.

Only one of their circle of close friends makes any suggestion that there may be compensation in Holton for all they must lose by going there. This is Mr. Bartlett, a shrewd observer and a man of especially wide and varied experience. He was their guest last Sunday when the elder Quintons had the sons and their wives over to dinner.

"You may find it far pleasanter out there than you think," he began. "I was raised in a large city but from the time I was 20 until I was 35 I lived in three different villages, two of them places much smaller than Holton. Those were pleasant years and I always have regarded them as profitable in more ways than one." The Quintons looked interested and Mr. Bartlett continued—

"That superiority which so many city people affect, is, it seems to me, largely a delusion. Some of the brightest, broadest-minded, best informed and most widely traveled men and women that I ever have known have been village residents. The small town atmosphere—taking the term in its usual sense of disparagement—is now little more than a figment of a certain class of metropolitan imaginations. For genuine provincialism and restricted mental vision, look to the confirmed city dweller rather than to the resident of a small town.

"In a small place every right-minded citizen feels a sense of responsibility for local conditions. You can't

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shirk this as we so easily do in a large city. If a corrupt gang gets control in your village, you feel obliged to take hold and help oust the rascals. If unsightliness prevails in the streets and yards and alleys, you join with others in a movement to make your town a village beautiful. The public spirited and patriotism which develop in the small town are good for one. I like better a place like Holton, that is off by itself and must stand on its own feet, than a suburb which is simply tributary to a big city.

"There are small towns and villages which are dead—in which no person of judgment would care to locate. There are those which are objectionable in other ways. But the right sort of town furnishes to persons of medium ability—and that is all most of us have—better opportunity for development in resourcefulness, initiative and force of character than does the big city.

"Socially the advantage lies with the small place. You don't have to be a millionaire to be as good as anybody. You ladies will soon be leaders of the most exclusive set in Holton.

"As to the objection of which many make so much, that in a small town everyone knows everyone else's business, was anyone ever seriously injured by practicing the circumspectness of conduct that naturally comes from realizing that one's actions are watched closely by neighbors and acquaintances. Neighborliness grows and flourishes in the little town. If you are sick or meet with some misfortune, you have the sympathy of the entire community. And for those who are down and out—whether the loss has been of money or of good name—I have seen far more of genuine kindness and charitable consideration in the small town than in the big city.

"Some city people in moving to a small town, do not hit it off well with the people there, and so do not come in for the friendliness that easily might be theirs. The small town resident will not stand for airs and snobbishness on the part of a newcomer. Nor will it answer to try to run things before others are persuaded of our fitness to do so. The man or the woman who lacks tact and adaptability, or who affects a haughty, distant manner, is likely to be given a cold shoulder. But persons who are willing to take their proper level

and who meet advances half way, will find warm hearts and a cordial welcome.

"Not the least of the advantages that the small town has to offer is that you are near your work and don't have to spend a good part of each day on the street cars. Amusements are not so good, there are fewer distractions, but there are not so many ways to spend money. You escape the dirt and noises of the city. You have more opportunity to read and to think. You go to a smaller church and probably listen to a less brilliant preacher, but you are more likely to make some growth in the Christian graces. When the pros and cons are all summed up, I find cause for regret, not that many must spend their lives in small places, but that conditions now tend to give villages and towns a less proportion of the whole population than formerly."

Whether their old friend has so imbued the Quintons with his wisdom and philosophy that they will be able to overcome their deeply seated prejudice in favor of city life, remains to be seen. But is there not a great deal of truth in Mr. Bartlett's view of the matter? Do persons who are well situated in a small town have any real reason to envy their city friends? And may not city people who move to a little town, find compensation for the pleasure and advantages which they leave?

Quillo.

The Perfect Day.

She always kept everything perfectly clean

From the cellar clear up to the top; For neatness and order she surely was keen

And no one could get her to stop Her husband could never find comfort at home

For fear he would muss up the place Where his wife, with a broom and a duster would roam

With a stern sort of look on her face.

She never had time to be reading a book, She never had time for a call, Instead she was scrubbing some corner or nook

Or sweeping the stairs or the hall. She swept all her beauty and gladness away.

She swept all the joy out of life Until she became an automaton gray, A cleaning machine—not a wife.

She scrubbed all the love from the heart of her spouse, Her children were playless and glum, She had her reward—an immaculate house

Where nobody ever would come. She swept and she dusted and scrubbed like a slave

Till she swept herself into the tomb, And the monument now at the head of her grave

Is a duster, a brush and a broom!

Berton Braley.

Prejudice is the daughter of ignorance.

Neal Institute, Formerly at 71 Sheldon Ave., Has Moved to 534 Wealthy Street, S. E.

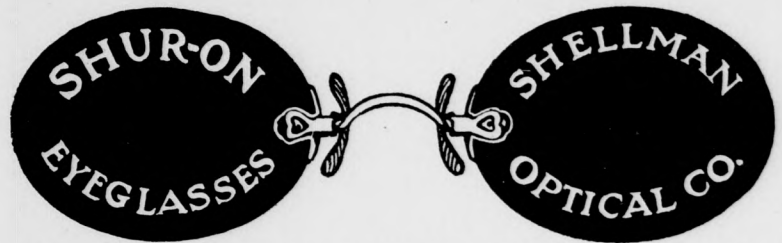
The Neal 3-day liquor cure given by skilled physicians. Hundreds are taking treatment and all desire for liquor or drugs is taken away and perfect health restored.

When at the State Fair come and investigate us thoroughly. Do your duty to yourself, family, friends and business. Your better self tells you to take this treatment, it is quick and safe, with an absolute guarantee.

NOTICE—The Neal 3-day liquor cure can now be taken at HOME if desired. Any member of the family can administer this course of treatment safely and with satisfactory results.

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Story of a Dry Goods Dealer's Romance.

Chapter VII.

Written for the Tradesman.

Without betraying by any sign or token that he had noticed her pallor and attributed it to some wrought-up condition of her nerves, Elsworth Seaton Moore drove on in silence, giving the little lady in black time to regain her composure. In the meantime his thoughts reverted to the occupants of the disabled car, and he wondered if they would secure another machine and continue the chase. Something within him seemed to voice a wish that they would. It occurred to him that it was rather a picturesque thing to be motoring madly through the streets of a city, accompanied by a charming little stranger in black, and followed by some one—maybe a jealous lover, or the little lady's own husband for aught he knew or cared. Well, if they were following he meant to make it as interesting for them as possible, so he increased his speed, although in so doing he fully realized that he was exceeding the speed limit by a good, wide margin.

Ah well, what's a little old fine anyway? To one as solidly prosperous as Elsworth Seaton Moore, dry goods dealer of Centerville, not much assuredly. Indeed the mere possibility of being reported and made to pay a fine for this deliberate violation of city ordinance was pleasing rather than otherwise, for it would be but an incident in a day of memorable happenings. Of course he was an out and out ally of the little lady in black—and had been from the moment he had handed her into the car. That she somehow felt it to be imperative to cover the distance to her home as speedily as possible, she had given him to understand. He also knew that her nerves had been, a lit-

tle while back, in such a wrought-up condition that the sharp report of a blow-out in the car back of them had, for the nonce, bowled her over. To Moore it was relatively immaterial as to why she was in such a desperate hurry. She might, for aught he knew, be the innocent victim of some dire plot, or a fugitive from justice—oh, perish the thought, not that! But even so, he was her loyal ally; and, in her good cause, he would himself become a speeder.

Now does any one feel disposed to break in with denunciation of the excellent gentleman who occupies so conspicuous a place on the stage of this narrative? If so, please don't do it, for the writer doesn't like to be interrupted; moreover it's all going to end charmingly, as you will agree when we get around to it. Are you inclined to be scandalized at actions apparently contrary to the habits of a staid and respectable citizen? Tush! Likewise piffle! What is mere staidness and conventionalized, surface-deep respectability when the gods of love and of chance are calling? If you hastily charge our hero with conduct unbecoming a sober and respectable person, it is evident you do not in the least comprehend the workings of the masculine mind. From the time knighthood began to flower even unto the present, it has been a thing accredited of men and gods to champion the cause of the fair lady in distress. Espouse her cause at once! Fly immediately to her relief, and get her out of the clutches of her pursuers; afterwards, when the facts are at hand, there's time enough to make up your mind whether you should or you shouldn't—but either way you'll be glad you did your bit as a knight-errant.

From Hopple street west there is a gentle rise, which, in the course of a mile or so, amounts to perhaps suf-

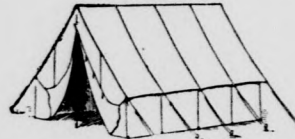
ficient elevation to justify the name West View. Although not accounted Centerville's most aristocratic and exclusive suburb, it is nevertheless a good average community, for which no apology need be made. Elsworth Moore was by no means a stranger to this locality, having frequently motored thereabout; so he made no mistake in turning west on Edgewood avenue. Broad, straight as an arrow, and sentineled on either side by handsome residences, Edgewood lifts its asphaltan shoulders proudly against the western sky-line. The easy grade seemed fairly to whet the appetite of his engine as the big, smooth-riding car bounded forward. And it was well that it did, thought Elsworth Moore, as, on glancing back, he saw a taxi far down the avenue fairly burning up space, and quickly judged that the person or persons in the taxi didn't intend to abandon the chase just yet.

"All right," said Elsworth Seaton Moore, half aloud, "it's a clear field and no favorites."

"Beg your pardon," said the little lady in black.

"I think we are being followed by

TENTS



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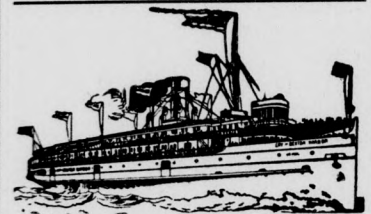
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Grand Rapids, Mich.

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a taxi from now on," announced Elsworth Moore. "Want me to evade them, d'you not?"

"Oh!" she exclaimed, "please do, if you can."

"Very well, then, you command and I obey orders. And like this, please: if I'm to keep on, say 'straight ahead!' At the middle of the block before a turn, say, 'Left' or 'Right,' as the case may be, and the number of squares. See?"

She nodded, leaned forward towards the wind-shield, and the excitement was on. Their team-play was perfect. Her orders came in even tones, quickly followed by his wordless and unhindered execution of them. It was a zig-zag course she chose, and, although the taxi-driver was a good hand at the wheel, he was handicapped by the other's lead, and soon lost sight of his quarry. But Moore was the kind of a man to play it safe, so the big car held on at a lively clip, neatly making the corners and deftly swerving around streetcars and vehicles, inevitably drawing the gaze of the populace.

As the good car sped on, followed no doubt by a determined taxi-driver (although for the present lost to view), Elsworth Seaton Moore could not help thinking this thing that was so new to him was not so radically different from that to which he had long been accustomed. For modern business is a race; and in dry goods lines, as in other branches of retailing, there is always the fellow who is hot on your trail. And between you and him—or them, as the case may be—it's a race. Now in the race for business Elsworth Seaton Moore had, as we have seen, been able to give a good account of himself. He led his nearest competitors by a comfortable margin. At the same time he stoutly resisted the inclination to slow down and take it easy.

It's this just, ubiquitous and wholesome rivalry that serves to relieve the world of business from the curse and blight of tedium and degeneracy. There were other dry goods dealers in Centerville besides Elsworth Moore, and good ones, too—bright, capable and ambitious fellows, who were bending their efforts to get forward, and, if possible, occupy first place in the race for trade. Fortunately for everybody concerned, most of them were willing to run the race

according to the rules of the game. Competition, although keen, was honorable.

But this is just an aside. And while we have paused to put it across, Mr. Moore's car has slowed down and come to a stop in the center of the block south of Pell Place, on Brighton street. This, explained the little lady, was not her home; that was half a square further on, at the southwest corner of the street. But she had better get out here, she urged; and he, would he kindly drive straight on? He would, of course; and how could she ever thank him sufficiently for his kindness? And she hoped he would not be fined for speeding; and if he was, would he kindly call up her husband and let him make good the fine? And he told her to forget it. But, as he helped her out of the car, he handed her one of his cards; and she told him her name.

And was this the anticlimactic ending of his adventure, he thought, as he jumped into the car and started off on high; if he then mused that the incident was a trivial one, he had occasion to reverse his opinion some five minutes later, when his car was brought to a quick stop at the sharp command of a police official on a motorcycle.

"What's the charge, officer?" enquired Elsworth Seaton Moore nonchalantly.

"First charge, speeding," informed the officer, "and maybe a more serious one. But you'll hear about that in due time." And the officer in a very officerlike way, proceeded to take the offender's name and address. Already he could see the plot thickening, and the sensation was not unpleasant to the adventurer.

Charles L. Garrison.

Quick Work on Retail Dry Goods Store.

No greater expedition in the construction of a large permanent building was ever accomplished in this city than in the case of the new Steketee building, on Monroe avenue. Hauser, Owen & Ames have crowded the work through in a manner calculated to excite the admiration and secure the commendation of all concerned.

Possibly the explosion of the theory that two can live as cheaply as one is responsible for a good many divorces.

Silver Too Costly.

It was a local train. The ancient engine having wheezed laboriously over equally ancient rails, jolted to a restful stop at no place in particular. Time passed tediously. Some of the passengers looked anxiously out of the windows, while others drew their hats down over their eyes and tried to forget it. When a half hour had elapsed the brakeman came along.

"Hi, brakeman," said a querulous-voiced old man, "as near as you can tell, what's the trouble?"

"We're taking in water," was the explanation.

"Well, why on earth don't you get another teaspoon?"

A distant manner doesn't lend enchantment to one's view of friendship.



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Washing Machines and Vacuum Cleaners

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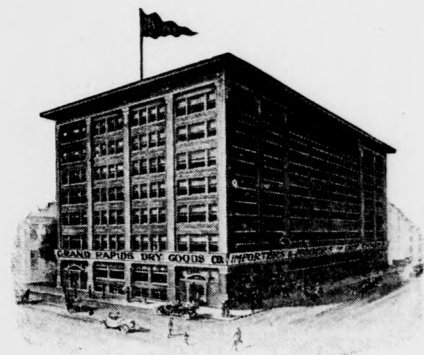
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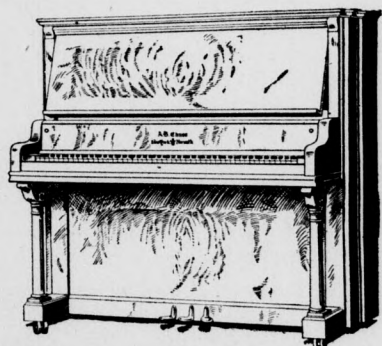
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ESTABLISHED 1873

THE VELVET TOUCH.

Work With Others in Spirit of Constructive Optimism.

Most of the readers of the Tradesman are engaged in a business which requires your dealing with another chap, a man who necessarily does not want to do the thing that you want him to do. I have been wondering whether any of you have analyzed the viewpoint of the man you deal with. I wonder whether any of you have ever had a motion picture of the mental, the physical and the esthetic activities of your customer. You sell goods to him; and sometimes you advertise effectively; but sometimes you feel that all of your selling and advertising are inefficient. You don't know the reason for your inefficiency any more than you know the reason for your efficiency. What I have said gives me a reason to parade before you for a little while this morning as a perfectly average American citizen who buys goods that your customer buys, who looks at his tradespeople exactly as your customers look at you.

I have a wife who is the business manager of our family, thank heaven. We have two children. We live exactly as you people do when you are surrounded by your own home environments. We start the morning in a sanitary way, using as much water as you do. We are served our breakfast by a young woman called Annette. She can not cook nearly so well as the chef at the Southern station in Asheville, N. C.; she isn't very well educated, but we like her. Her disposition has got the right turn to it. We have never seen her raise her hand or her voice in anger at the children. She surely controls them with kindness. When breakfast is over I kiss as many of my family as time will permit; I walk seven blocks to a place where I can get means of transportation to the city. Suddenly thrust upon my consciousness is the choice between three ways of getting to the city, and I have to solve that problem. I climb on to a carriage or a car in which I am treated in a way that smooths me down the back. I get a seat on the train, but I pay twice as much as I would if I came to the city in some other way. The train crew know me and I know them. If I have forgotten my ticket I am neither thrown off of the train nor flayed from head to foot by a glance or by a word. The man who dealt with me the day I forgot the ticket gave me credit for being moderately honest. He got my viewpoint; he kept me from getting sore at the institution he represented; and because he acts that way and his fellow laborers act in the same way, I take that method of transportation. The paper that I read is on one side of the political fence and I am on the other. The managing editor's religion, if he has any, is this brand and mine is another. Neither of these considerations cuts any ice with me at all. I read the paper and boost it to audiences like this, because it has a tone of optimism that makes you feel that the editor and his associates have got

the other fellow's viewpoint. When you read that paper you feel that there is a constructive instead of an eternally destructive element behind it, and even though they attack some pet theory of yours or throw a brick at a candidate of whom you are a disciple, yet they do it in a way that keeps you on their circulation list. At noon I sit at a table in a restaurant of a certain hotel, surrounded by an atmosphere that does me good. My food digests more easily because I am in a pleasant frame of mind. The people who waited upon me acted as if I were a human being and showed some traces of humanity in their own visages. If any of the food does not suit me, the man who waits upon me is more likely to discover that fact than myself, and he will say, "If that is not satisfactory,



Anderson Pace.

we will exchange it." That is the reason I go there. When I go home at night and have to decide between two institutions near my home, I never hesitate, but I go to the smaller and poorer equipped store, because I know the man at the head of it. He has a personality that suits me. He has solved the problem of making the purchase of a postage stamp on credit a pleasure for the buyer. He runs a drug store.

At this moment the institution I am connected with is working on a tremendously interesting piece of work. We have been delegated to develop a relationship between the public and the railroads that will make for team work in the State of Illinois. Our order said, "Find out for us what the other fellow thinks about us. Find out the criticisms he has to make of us; learn the good things he has to say about us; but by all means solve the problem of developing co-operation that has two sides to it." That means give and take from both sides; that will result in team work aiming toward greater prosperity in the State of Illinois. Never have I been brought so close into contact with the innate selfishness of human beings as I have on this job. Never have I seen the naked prejudice of the other fellow in such a way. In this instance the other fellow isn't dealing with an individual; he is dealing with a soulless corporation. Team work between the various elements that go

to make the industrial fabric can never come until all sides get the viewpoint of the other fellow. You can not do that by sending out an office boy to use bigotry and arrogance when he is dealing with a man that you are trying to win to your view of the case. I know a railroad president who considered it worth while to go from Chicago to New York State in order to tell a complaining shipper face to face that the claim he had for \$2.75 on a barrel of apples was a justifiable claim and that it was worthy the attention of the president of the road, who had come to that town personally to sign the check to pay off the claim. Another railroad president I know lives in a small town on the road, and travels up and down that single track system shaking the hands with the people who can either cause great trouble or bring great profits to his institution. The velvet touch is not simply a practice for the individual; it is a practice for a municipality. The velvet touch can not always be applied in one direction. If you have ever examined a monkey as closely as I have you know that you can not rub him the same way that you can rub a cat, because his hair, like a man's, grows up the arm, while the cat can be stroked this way without exciting it.

That same figure can be applied to the human race in the same way, even though all of us have skins of about the same texture. To apply that to the town you live in is as important as it is to apply it to your business. Do you know whether the traveling man or the transient comes to your town or leaves it with pleasure? Do you know whether he is glad or sorry over leaving your town? What people think of a town is determined by the individual on the street, by the clerk in a store. Here we have a slogan, "I will," that has been changed to "We will." If there is anything that a citizen of Chicago can be proud of, it is not the lake that preceded him by hundreds of centuries; it is not the equable summer climate that we usually have here; it is not the massive buildings that make the streets look like canons; the thing that we take pride in is the spirit of Chicago, getting together at one end of the rope and pulling with all your might until you and the other fellows have pulled the other end over and have gained the victory.

Have you ever thought that it would be wise to start in this country a species of organization without membership dues, without pledge cards, but composed of a lot of people who would say, "I sincerely, thoughtfully and earnestly pledge myself to do one thing for this country every day I live?" Do you think that would be a good thing if the people lived up to it? The one thing might be kicking a banana peeling off of a hard pavement or reporting an insanitary spot in an alley.

The last thought that I want to leave with you is the idea that you and the other fellow, whether he be your competitor, the man who sells you goods, the politician who rules

your state, or the ordinary, common, undefined citizen who walks your streets—the best thing you can do is to work with each one of these people in a spirit of constructive optimism, and not in a spirit that is exemplified in some of the dirty newspapers of the country which feel it their duty to reach out their filthy, clawing hands and drag down anybody whose prominence and ability have put him on a pedestal, where he becomes as fair a mark as you have ever known for blackmail and other schemes to ruin his character.

Every one of us ought to say, "I will pledge myself to try to do something constructive for the other fellow, for my town, my state, my country, every day of my life, if it be only a helpful, optimistic thought."

Anderson Pace.

The Goal of Fifteen-Cent Cotton.

The goal of 15 cent cotton, thought impossible until after the end of the war, has been reached. Not only is 15 cent cotton a certainty, but further rises are expected, in spite of the reaction bound to follow in the wake of the continuous rising market.

Fifteen cent cotton, if we in Montgomery can speak selfishly, greatly helps this city overcome the unfavorable crop conditions, which two weeks ago brought gloom to the business circles. It is certain that we are to have a short crop—perhaps the shortest crop in a quarter of a century—but every business man knows that money has been plentiful in this city every time cotton has been 15 or 16 cents, no matter what the crop conditions have been.

Cotton seed is also bringing an excellent price and right now a bale of cotton, including the seed, is worth approximately a hundred dollars. Any sort of cotton crop, in which a bale of cotton represents a hundred dollars is bound to mean considerable ready money for spending in the fall months.

Cotton is worth \$6.25 a bale more than it was on Monday. If, say Montgomery should receive 50,000 bales of cotton this season, the value of that crop in one week has increased by \$350,000. It is no wonder that our merchants are feeling the invigoration of a better business spirit.—Montgomery Adviser.

Retailers and Bad Debts.

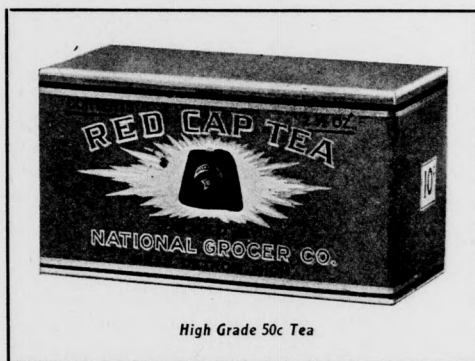
J. M. Hager, representative of the Harvard Bureau of Business Research, who has been busy in California, addressing the retail grocers' associations in the larger cities, states that the result of the research work of the Bureau throughout the country shows that there is a great diversity in the percentage of losses from bad debts, just as there is a great diversity in cost of doing business, net profits, etc.

In response to a question put to him by a grocer at the meeting held in San Francisco, he replied that the Bureau research shows that the lowest loss from bad debts is 0.1 per cent. on the net sales, the highest 2.2 per cent. and the average 0.5 per cent. The standard attained by the more efficient stores is 0.2 per cent.

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High Grade 50c Tea



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Michigan Retail Hardware Association.
 President—Karl S. Judson, Grand Rapids.
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 Treasurer—William Moore, Detroit.

What Some Dealers Think About Stove Selling.

Written for the Tradesman.

The man who does things is usually the man best posted upon how to do them. The merchant who has wrestled with the various problems attendant on successful stove selling has views upon these problems which, even if they may not be universally applicable, nevertheless have a great deal of value.

Here are some views picked up from successful stove dealers:

"Don't overtalk the customer," is the advice of one stove dealer. There's two ways in which you can overtalk him—or her.

"One way is to wade up to your neck in stove technicalities. It is easy to bewilder a man or a woman with talk about drafts and temperatures and this thing and that. But the customer isn't interested in the make of the stove for its own sake. What interests him is the results he can secure. Tell him for instance what your best kitchen range can do for him in the way of saving fuel, saving labor and saving stomach trouble. Less expense, less waste of time and better cooking—these are three range results the very mention of which will make the average customer sit up and take notice.

"When you have driven home these points it is all right to go into the technicalities. But do it sparingly. Use the technicalities just to prove your main important points. The technicalities are the background merely against which to paint an outstanding picture of what a modern efficient cooking range will do for a household.

"That's one point where you can overtalk the customer. The other lies in talking too much and incessantly. The wise salesman gets the customer talking as soon as possible, and gives him free rein. Pretty nearly every customer has objections to make to your range or heater. Let him get them off his chest. When he's done that, he won't take them so seriously himself; and when you know what they are, you're in a better position to explain them away. The way to land a game fish is to play him. Let the customer talk all he wants to. Give careful attention to every point he raises. Don't side-step his questions, but answer them explicitly. And all the while see that you work toward the ultimate clinching of the sale. If possible, keep one strong point in reserve for the crucial moment."

Says another dealer:

"Don't give away the coal scuttle. Sell it. In other words, after you have sold your stove, sell the accessories too. If you don't, you are not making what you should of your opportunities.

"To get down to cases: every coal range or coal heater needs a coal scuttle. If you sell the buyer a scuttle you won't have him back next day complaining that you should have given him one with the stove. Then, too, there is the job of setting up the stove. Your men can do this work in less time and can do it better than the purchaser himself. He will appreciate having a dirty, messy task taken off his hands. And, while you are at it, find out if he has other stoves to put up.

"Then there is stove pipe. Many buyers of stoves use old pipe with new stoves. Frequently this old pipe is as full of holes as a sieve. This is dangerous with coal. It will pay the stove buyer to let you go over this old pipe and replace the defective lengths; and he will let you if you approach him right.

"With the wood stove you may sell an ax; also a hatchet for chopping kindling. Perhaps the purchaser has an ax which needs a new handle. Sell him one, and the fitting of it. Then there is the matter of a stove brush, and stove polish. There is the ash sifter for the coal stove—the coal shovel—the ash shovel—and so on. The list of accessories reaches out. You may as well sell them as give them away; and you can sell them if you take the trouble to suggest them.

"This accessory trade can be made an important item in the store department."

The mail order problem doesn't trouble this dealer.

"My advice is, don't cut your price to meet the mail order house," he says. "Instead, compare the stoves.

"I make it a point to get a line on the range the mail order house is featuring in its current catalogue. I have the catalogue right here in the store. I get hold sooner or later of a good share of the stove prospects in town. A good share of these prospects sooner or later see this catalogue and put it up to me, that So-and-So in Chicago is selling the same stove for ten dollars less than I ask.

"Let's compare the stoves," I urge, and take down my mail order catalogue. I take the customer down to where my range is standing on the floor and I go over it item by item, comparing it in every detail with the catalogue stove. I compare weight of metal, and size of oven, amount of ornamental nickel work, general appearance, wearing value, fuel economy, and every other item that interests him in the least. If I can't outpoint the catalogue house with

my stove prospect at my elbow and my stove right under his eyes, it's time for me to quit selling stoves and go to the poor house.

"But the point is: to do effective selling you must get the stove prospects into your store. This in turn means that you must advertise and reach out for them and grab them, and pull them in. They won't come just for you sitting still. I make a note of every prospect who comes to the store and fails to buy at the moment. I have the clerks on my staff turn in the names of people with whom they come into touch. I have a cook book compiled that I give to anybody who will give me the name (with further particulars) of a prospective heater or range purchaser. I put on displays and run demonstrations and play the game for all it is worth. Where I can get in touch with a prospect personally I'll go a few blocks or sometimes a good many blocks out of my way to do it. Maybe I push the thing too hard, but I don't think so."

Keeping the customer satisfied is an important item in the view of one leading stove merchant. He feels that his duty isn't done when he sells the range or heater.

"I invariably say: this stove is guaranteed not to go wrong. If anything about it at any time seems to be giving dissatisfaction, just remember that we're back of it and we'll make it right.

"Now, to begin with, my leading line—my only line—is one selected for qual-

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EVEREADY FLASHLIGHTS

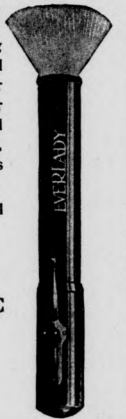
are made in 75 styles, among which your customers are bound to find some that just meet their needs. Vest pocket lights, tubular pocket lights, home lamps, hand search-lights, fountain pen lights, guest candles and flashlight clocks are just a few of the many kinds.

The EVEREADY Line is a real profit maker.

LET US TELL YOU MORE ABOUT IT

C. J. LITSCHER ELECTRIC COMPANY

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



Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

ity. I sell goods that I can count upon to satisfy my customers if they are properly handled and looked after. Improper handling is the reason for 90 per cent. of the dissatisfaction experienced with even inferior stoves. My verbal guarantee, personally given with every new stove we send out, means that if there is any trouble, the customer will come right to us and demand satisfaction.

"What a nuisance?" you say. But it isn't a nuisance; it's a great help. For instance, a lady complained that her biscuits cooked on top but were soggy on the underside. She kept the flues cleaned regularly and was sure the fault was in the range. I investigated. She told me not to bother cleaning it out at the bottom, as she had done that a few days before. She had cleaned it through the opening under the oven door, but had forgotten that there was a flue door in the ash box. I found it packed solid with ashes; it hadn't been cleaned since the range was bought. Now, that range is working like a charm. That customer is perfectly satisfied, has had no more trouble, and is one of the best advertisements we have. It's that kind of service that helps to keep our stove customers satisfied; and a satisfied customer is the very best sort of advertisement."

This merchant keeps a list of all customers to whom he has sold stoves or ranges. As opportunity offers, he enquires regarding them. He keeps in touch as closely as possible with every customer; and can invariably refer a doubting prospect to a stove customer who is thoroughly satisfied.

Victor Lauriston.

Anti-Trading Stamp Law for N. Y. State.

At the recent convention of the New York Retail Grocers' Association at Ithaca it was decided to urge the enactment by the Legislature of a new law against trading stamps, some of the main provisions of which are as follows:

Every person, firm or corporation who shall use, and every person, firm or corporation who shall furnish to any person, firm or corporation to use in, with, or for the sale of any goods, wares or merchandise, any stamps, coupons, tickets, certificates, cards, or other similar devices which shall entitle the purchaser of such goods, wares or merchandise to procure from any person, firm or corporation, any goods, wares or merchandise, free of charge or for less than the retail market price thereof, upon the production of any number of said stamps, coupons, tickets, certificates, cards, or other similar devices, shall, before furnishing, selling or using the same obtain a separate license from the county clerk of each county wherein such furnishing or selling or using shall take place, for each and every store or place of business in that county, owned or conducted by such person, firm or corporation, from which such furnishing or selling, or in which such using shall take place.

An applicant for such license shall pay to the county treasurer of the county for which such license is sought the sum of six thousand dol-

lars. Receipts therefor shall thereupon be issued and upon presentation thereof to the county clerk of the same county, he shall issue to the applicant a license to furnish or sell, or a license to use for one year, the stamps, coupons, tickets, certificates, cards, or other similar devices herein mentioned.

Such license shall contain the name of the grantee thereof, the date of its issue, the date of its expiration, the town or city in which and the location at which the same shall be used, and such license shall be used at no place other than that mentioned therein.

Every person, firm or corporation who shall offer or deliver with goods, wares or merchandise, bargained and sold or to be sold, any premium or prize or any article of value in the nature of a premium or prize, or who shall sell or give or offer to sell or give any goods or other articles of value in the nature of a bonus, prize or premium in consideration of the purchase of or agreement to purchase any goods, wares or merchandise, or who shall sell or offer to sell any article of value in the nature of a bonus, prize or premium in connection with the sale, or offer to sell any goods, wares or merchandise and as an inducement to purchase such goods, wares or merchandise shall before performing such acts or any of them, obtain a separate license from the county clerk of each county in which such offering, selling or delivering shall take place.

An applicant for such license shall pay to the county treasurer of the county for which such license is sought the sum of \$6,000. A receipt therefor shall thereupon be issued and upon presentation thereof to the county clerk of the same county, he shall issue to the applicant a license to offer or deliver or sell for one year, premiums, prizes or articles of value as inducements in connection with the purchase or sale of goods, wares or merchandise. Such license shall contain the name of the grantee thereof, the date of its issue, the date of its expiration and the name of the county in which such acts shall be authorized.

Penalty: Any person, firm or corporation violating any of the provisions of this article shall be guilty of a misdemeanor.

If any clause, sentence, paragraph or part of this act shall for any reason be adjudged by any court of competent jurisdiction to be invalid, such judgment shall not affect, impair or invalidate the remainder of the act, but shall be confined in its operation to the clause, sentence, paragraph or part thereof directly involved in the controversy in which such judgment shall have been rendered.

Progressiveness.

To be progressive simply means to stop marking time and go ahead. Either way wears out shoe leather but the "go ahead" way supplies new and better shoes.

You grasp an idea while it is new in the public mind and you supply—or create—a public want. Result is profit for you.

You sense the public demand a bit before its full stock is felt and practice preparedness. Result is a tribute to your alertness and a feeling by your customers that your store is a good place to shop.

You successfully dodge the merchandise morgue and your stock is fresh and clean. The steady staple numbers are given new life by the appearance of some of the newer lines. Result is the attractiveness of your store.

But behind your progressiveness there must be the progressiveness of some jobber or manufacturer in whose judgment and ability you have confidence.

Even a prohibitionist makes no kick about the horn of plenty.

Value and Quality

Are the two essential things to consider in the purchase of JEWELRY.

The low prices and guaranteed quality of our merchandise is sure to interest the careful buyer.

We Invite You to Come in and Look Around

Jos. Siegel Jewelry Co.
82 Monroe Ave.
Grand Rapids, Michigan

Always Ready

To buy or sell store fixtures. BARGAINS in "USED" Cases, Scales, Coffee Mills, Safes and Office Desks.

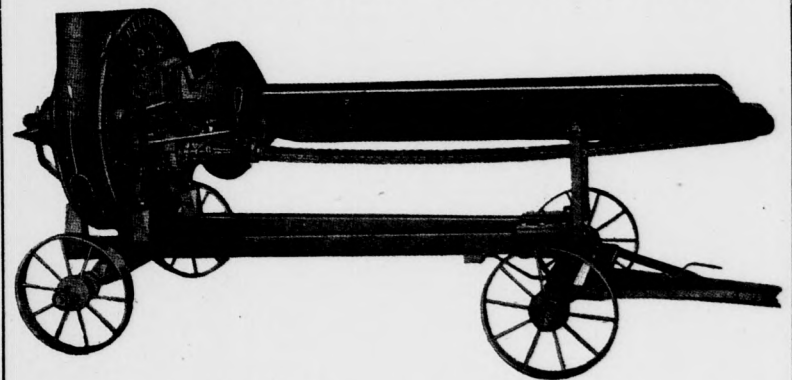
We also deal in new fixtures and our prices are the lowest in Western Michigan.

We buy merchandise stocks complete.

Get in touch with us if you want to sell.

Grand Rapids Store Fixture Co. 7 Ionia Ave., N. W.

The Genuine "DICK'S" "BLIZZARD" ENSILAGE CUTTERS



We can still ship any size promptly from Grand Rapids.

We will show all sizes at the West Michigan State Fair.

Clemens & Gingrich Co.

Distributors for
Central Western States

MAIN OFFICE
1501 WEALTHY ST.

GRAND RAPIDS, MICHIGAN

AUTOMOBILES AND ACCESSORIES

Street Railways May Enter Jitney Business Shortly.

Several English street railway, or "tram," companies are finding the use of motor omnibuses profitable as feeders or auxiliaries to their mail service, and at the last annual convention of the American Electric Railway Association, held in San Francisco, it was decided to investigate the possibilities of supplementing the regular street car service with motor busses in this country.

Thus, the final outcome of the fight that the street car companies everywhere have made against the jitney bus may be adoption of regular busses by the companies themselves.

The motor bus section of the Sheffield Corporation Tramways in England earned a gross profit of \$26,850 during the business year ended March 25, 1916. The company operated twenty-one busses in regular service on ten routes totaling thirty miles in length, five of which extend for a considerable distance beyond the city limits. More than half a million miles were traversed by the busses during the year.

The Birmingham Corporation Tramways earned a profit of more than \$50,000 in the year ended March 31. Its forty-one motor busses carried 6,300,000 passengers and covered 938,226 miles, earning a gross average revenue of nearly 25 cents per bus-mile, while operating expenses averaged less than 18 cents per bus-mile.

Other English systems operating motor busses are the York Corporation Tramway Department (four), Oldham County Borough (three) and Bournemouth Corporation Tramways.

All of these municipally owned services are finding that the motor bus is giving them a new lease of life, for without spending large sums on permanent track and overhead equipment, fresh revenue is brought in. The busses, while not always showing profits themselves, increase the traffic on the rail lines.

A year ago the United Railways & Electric Co., of Baltimore, organized the Baltimore Transit Co. and began operating twenty-five twelve-passenger busses to determine their desirability.

Dealers to Be Big Factor in Tractor Field.

Men of experience in the automobile field, many of whom entered motoring as a business from the field of cycling, are turning to farm tractors, now opening with a rush.

When the tractor show was held in Kansas City during the same week as the automobile show, the object was easily found when every effort

was made to secure the services of practical automobile men as salesmen and to place the agencies for tractors with automobile dealers of established reputation and business. There were many large contracts closed at this time and a number of automobile men were instrumental in inducing dealers in their field to enter the new line of business.

At the many motor tractor demonstrations held during the year, the most active men have been graduates of the automobile world whose knowledge of the business has enabled them to score successes among the trade of the country, and more particularly the automobile trade.

In one large agricultural area an automobile dealer reported at a recent tractor demonstration that, having sold over 75 per cent. of his automobiles to the farmers he had taken up the tractor business and was selling to all the motoring farmers tractors which would enable them to drive the horse still farther to the rear. There is considered to be no more logical person to handle the farm tractor in agricultural states than an up-to-date automobile dealer.

Not all automobile dealers, however, will be tractor dealers. Some are not qualified for the work. Some handle cars that do not suit the agricultural trade, others are not capable of handling farm business.

The fact remains that where it was expected that most of the tractor selling would be done by implement dealers throughout the country the automobile people are taking so strong a foothold in this field, which will bring them even larger returns than they have ever obtained from the automobile.

Chicken a la Car.

A stranger, arriving in a small town, hailed a passing resident and enquired:

"Can you direct me to a place where they take boarders?"

"Hemmandhaws keeps 'em," the man replied.

"Is that a pretty good place?"

"Fair to middlin'."

"Have chicken very often for dinner?"

"Reg'lar and unexpected."

"What do you mean by regular and unexpected?"

"They have chicken reg'lar every Sunday—"

"I see—"

"And they also have it when an automobile unexpectedly kills one in the roads."

Some people can best make their presence felt by their absence.



Hills Melt

before this powerful car — and they are mostly taken in high gear.

Phelps Auto Sales Co. DISTRIBUTORS

New Location: 131 MICHIGAN ST.
GRAND RAPIDS, MICH.

See us at the Fair with a striped chassis and the new winter car.

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

The Best Time

to stop tire trouble is before it begins.

The Best Way

is to install MAXOTIRES in your casings while they are in good condition.

Maxotires Are Built

just like the carcass of a tire and are made to protect the tube from fabric breaks and rim cuts, which are the sole causes of blow outs.

Maxotires Will Enable You

to get all the miles out of the casings you are now throwing on the junk pile—tires you couldn't wear out because they gave out first.

Maxotires Will Be

on exhibition at the north end of the Auto Building at the Fair. Don't fail to inspect them.

THE UNION SALES CO.

"A SMALLIDGE CONCERN"

9 OAKES ST., S.W. Citz. Phone 8880 GRAND RAPIDS

BANKRUPTCY MATTERS.

Proceedings in the Southwestern District of Michigan.

St. Joseph, Sept. 4—Maynard J. Teed, formerly engaged in the retail meat business at Benton Harbor, filed a voluntary petition and was adjudicated a bankrupt and the matter referred to Referee Banyon. The schedules of the bankrupt show no assets above his exemptions, except the sum of \$168.38, which is claimed as part of his exemptions. The following are listed as creditors:

Swift & Company, Chicago,	\$377.49
C. L. Applegarth Co., Baltimore,	74.50
Parks Wendzel Co., Baltimore,	13.95
South Bend Bread Co., South Bend,	17.92
Charles W. Triggs, Chicago,	12.17
Loose Wiles Biscuit Co., Chicago,	3.31
Grand Rapids Butchers Supply Co., Grand Rapids,	8.90
Haegar Coffee Co., Bangor,	6.00
S. Islander & Co., Chicago,	45.21
John F. Jelke Co., Chicago,	3.96
Pentecost Bros., Chicago,	17.45
Armour & Co., Chicago,	279.29
Morris & Co., Chicago,	240.49
Vette & Zunker, Chicago,	53.76
Arnold Bros., Chicago,	69.27
C. H. Hammond & Co., Chicago,	84.24
Kingan & Co., Indianapolis,	127.52
Sulzberger & Co., Chicago,	47.25
J. S. Hoffman, Chicago,	24.07
Friedman Mfg. Co., Chicago,	7.65
Illinois Casing Co., Chicago,	17.80
Independent Packing Co., Chicago,	128.28
David Sax, Benton Harbor,	40.00
Benton Harbor & St. Joseph Gas Co.,	14.30
Michigan State Telephone Co.,	13.70
Hall Hardware Co., Benton Harbor,	8.00
Peters Hardware Co., Benton Harbor,	23.90

News-Palladium Co., Benton Harbor,	4.50
W. S. Waite & Co., Benton Harbor,	30.60
Hipp, Enders & Avery, Benton Harbor,	29.25
Arthur Higman, Benton Harbor,	22.00
Benton Harbor Paper Co., Benton Harbor,	4.99
Benton Harbor Produce Co., Benton Harbor,	12.00
City of Benton Harbor,	4.00
Farmers & Merchants Bank, Benton Harbor,	100.00
H. O. Wilson, St. Joseph,	9.29
St. Joseph, Press, St. Joseph,	3.60
	\$1980.84

September 5—In the matter of Ezra V. Hayden, bankrupt, of Porter township, Van Buren county, the first meeting of creditors was held at Pew Paw. No claims were proved and after the examination of the bankrupt by the referee an order was made that no trustee be appointed; also that the bankrupt be allowed his exemptions as claimed. The first meeting of creditors was then adjourned without delay.

September 6—In the matter of the Spencer & Barnes Co., a corporation, bankrupt, of the city of Benton Harbor, a special meeting of creditors was held at the referee's office and the trustee's second report and account were approved and allowed. A second dividend of 10 per cent. was declared and ordered paid to all unsecured creditors whose claims were filed to date.

Sept. 7—In the matter of Elmer E. Stamp, bankrupt, of Cassopolis, the final meeting of creditors was held at the referee's office and the trustee's final report and account were approved and allowed. A final dividend of 9.1 per cent. was declared and ordered paid on all unsecured claims. The final order of distribution was entered for the payment of administration

expenses. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge and cause having been shown, it was determined that no such certificate be made. The trustee was authorized to interpose objections to the bankrupt's discharge. The final meeting of creditors was then adjourned without day.

Sept. 8—In the matter of the Ross Cabinet Co., bankrupt, of Otsego, the final meeting of creditors was held at the referee's office and the trustee's final report and account were approved and allowed. A final dividend of 3.33 per cent. was declared and ordered paid on all unsecured claims. The final order of distribution for payment of administration expenses was entered. Creditors having been directed to show cause why a certificate should not be made recommending the discharge of the bankrupt, and no cause having been shown, it was determined that such favorable certificate be made. The trustee was authorized not to interpose objections to the bankrupt's discharge. The final meeting of creditors was adjourned without day.

Sept. 9—In the matter of Bert Reuben, bankrupt, of Paw Paw, the trustee filed his final report and account, showing total receipts of \$872.10 and disbursements of \$461.87 and balance on hand of \$310.13. The final meeting of creditors will be called in a few days.

When Politics Is Treason.

An exceedingly grave situation confronted the country. In some respects, the strike of railroad employes, threatened to be inaugurated Sept. 4, would have been worse than war with a great power. The situation was, unfortunately, complicated by the fact that this is a presidential year, and it was extremely difficult to

obtain action free from partisan considerations. What the country demanded was that there should be no truckling to the unjust demands of labor nor granting of any unjust claim on the part of railroads. It also demanded that the President act without regard to the possible effect on his political fortunes and that the opposition party in Congress do its full duty, whether it helped or marred the success of the party at the November election. The man who subordinates his country to his party is a traitor.

The backbone of the Debs strike of 1894 on the railroads was broken by Grover Cleveland. The same stern devotion to duty and unflinching courage was needed as never before Sept. 1 and 2, but, unfortunately for the cause of freedom and democracy, they were lacking in our chief executive.—Iron Trade Review.

I Don't Mean To Be Mean But—

There is no one so tall that he couldn't be taller;
 There is no one so small that he couldn't be smaller;
 There is no one so thin that he couldn't be thinner;
 There is no one so fat that he needn't have dinner;
 There is no one so mild that he couldn't be milder;
 There is no one so wild that he couldn't be wilder;
 And so on and so forth, this, that and the other,
 But, just for the fun of it, here goes another:
 There is no one so keen that he couldn't be keener—
 But there are folks so mean that they couldn't be meaner!
 Arthur J. Goodhart.

The last step in a questionable undertaking may be a lockstep.

THEY do me wrong who say I come no more
 When once I knock and fail to find you in;
 For every day I stand outside your door,
 And bid you wake and rise to fight and win.
 Wail not for precious chances passed away,
 Weep not for golden ages on the wane;
 Each night I burn the records of the day,
 At sunrise every soul is born again.

Walter Malone.

Don't bewail your "Luck" because you didn't buy Ford, Hupp, Reo Chandler, Buick, Saxon or Continental stocks when they were within your reach and capitalization was low. A greater opportunity is knocking right now.

The greatest improvement in the greatest profit paying industry in the world offers you an insider's opportunity.

The Clark-Anderson—the greatest motor in the world—offers you a chance to make up for your disappointment from other opportunities lost through indifference and lack of courage.

The chances are better than 100 to 1 in favor of a phenomenal success.

Universal Valveless Four-Cycle Motor Co. Grand Rapids, Mich.

Gabby Gleanings From Grand Rapids

Grand Rapids, Sept. 11—Very few men have ever died of too much cheerfulness, but we sure will be some glad when friend Haight gets back on the job. Our column was short of items in last week's issue because the other helper failed to write any copy.

We noticed quite a few of the boys last week were still wearing straw and Panama hats. Duck them, fellows, for if we see any more this week we will get right up in "open meeting" and give names.

Last week in Traverse City the first early peaches were coming in and this week shipping will get started in good shape, with prospects of a pretty fair crop. The recent rains and absence of frosts so far gives promise of a good crop of late potatoes and at the prospective good prices you can read nothing but prosperity for Northern Michigan this fall and winter—the largest resort business in history, an excellent cherry and peach crop and now coming a good potato crop is sure putting a smile on every merchant's face.

So many resort people wanted to get out of Frankfort Saturday, Sept. 2, that it was necessary to make up an extra to carry the baggage. Had it not been for the threatened railroad tie up many people would have stayed for at least two weeks longer in the resorts. This is true from Mackinaw Island all the way down to St. Joe and it took away many thousand dollars from the resorts.

A little boy's version of a hypocrite was "a boy who can go to school with a smile on his face." How about the traveling man who smiles when everything goes dead wrong? That is called optimism. In one store this past week we saw in one place of business, "If you have nothing to do, don't do it here." On the screen door of a clothing store was the card, "Pull—don't knock."

Now that the hot weather has subsided and the members are back from their vacation, let us renew our old-time enthusiasm and amble up to the Council rooms Oct. 7. Grand Rapids Council, which has been slumbering during the hot summer months, should get busy and put some of her old time "pep" into this October meeting. Not only has the proper spirit been lacking, but the membership has fallen off slightly, due to the fact that new members have not been secured in numbers sufficient to offset the deadwood that always has to be removed whenever an assessment is called. Now is a good time for those ten captains to get busy, buckle on their armor and go out in quest of new members. There are two meetings left before the period of contest is ended—October and November. Up to date H. D. Hydorn and L. V. Pilkington are tied for first place, H. W. Harwood and his team are second, while C. C. Perkins and J. H. Schumacher are tied for third position. There is plenty of time for some of those who are far behind in the race to take the lead if you will only get busy. Let us make our membership 500 by the end of the year. There is a lot of good material to work on. All they need is to have the many reasons for becoming a member explained to them and they will join the biggest and best fraternal insurance organization of traveling salesmen in the world.

At the last meeting of Grand Rapids Council the following committees were appointed by Senior Counselor Borden:

Dance—E. W. Smith, with power to select his assistants.

Hotel and Transportation—John D. Martin and Charles C. Perkins.

Parade, Badge and Uniform—H. W. Harwood.

Don't forget to pay your assessment No. 133 which expires Thursday, Sept. 14.

N. H. Graham has taken up his abode, temporarily at least, in Grand Rapids and left this week for an extended business trip in the East. We hope Nate and his family will like it well enough here so they will make it permanent.

It is strange how many traveling men have trade to see in their home towns on circus day. That was true in Traverse City Thursday of last week and also in Grand Rapids Monday. Buffalo Bill's show is making this neck of the woods.

Activities for the winter season began in Absal Guild Ancient Mystic order Bagmen of Bagdad Saturday evening, Sept. 9. Admitting the fact that 80 per cent. of the regular officers were conspicuous by their absence, yet there was enough "has beens" there to enable Great Ruler Bradfield to fill all the stations and still an "audience" left. W. E. Mellinger, chairman of the ways and means committee, outlined some of that committee's plans for social activities the coming winter and they sure "listened good" and will bring results in membership to Absal Guild. In the absence of Captain Burgess, of the Patrol of the Kings Guards, First Lieutenant H. W. Harwood will begin active operations. A call for drill will be made very soon and at the October meeting Second Lieutenant H. F. DeGraff will give some talk on Patrol activities and its benefits to Absal Guild. Right here we want to make it known good and loud that an invitation is extended to all members of the Bagmen and all members of Grand Rapids Council to meet with the Patrol and drill and it sure will stimulate and ultimately be the means of bringing good results for a marching squad for Grand Rapids Council. All Bagmen are U. C. T.'s at heart and soul in the future of good old No. 131.

E. Stott was appointed a committee of one to formulate plans for a Grand Council Convention Club and more will be told about that later.

H. W. Harwood was one of the eighty-two passengers in the coach on the G. R. & I. that jumped the rail and turned completely over on the night of Sept. 2. Harry gave a very graphic description of the thrilling experience and hopes it never will be his to go through with again, yet he came out of it without any broken bones and, in fact, was the first person to get out of the coach and was instrumental in getting assistance from Kalkaska and Mancelona and assisted in getting out the wounded in the coaches. Had the train been made up with wooden coaches, it would have been one of the worst accidents and holocausts in the history of Michigan. Every traveling man, every friend of the traveling man, every friend of humanity should holler loud, holler often and keep persistently at it until every road is fully equipped with life protecting steel coaches. Keep at it, boys—keep at it Mr. Editor—keep at it everybody. They are the only mode of travel in this rapid age that offers you any chance for your life in the event of an accident. Ja Dee.

He Paid the Penalty.

"I took my girl to the ball game yesterday."

"Yeah?"

"Uh-huh! I bet her a pound of candy against a pack of cigarettes on the game."

"Who won?"

"I did."

"Did she pay up?"

"Say, what kind of a cheap skate do you think I am. Why, the girl felt so bad about losing that I had to buy her two pounds of candy and swear off smoking cigarettes for life before I could cheer her up."

Use Half as Much

Champion Motor Oil

as of other Oil

GRAND RAPIDS OIL CO.

Week's Special in Used Autos

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

Dwight's Used Auto Ex. 230 Ionia, N. W.

United Trucks

1½ to 6 ton all worm drive

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

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

The United Motor Truck Company

Grand Rapids, Michigan

If you need anything for

Your Automobile or Carriage

Let us serve you.

Allen & Dorthy

236 IONIA AVE., N.W.

GRAND RAPIDS - MICHIGAN

Automobile Necessities

Factory Distributors for

Diamond } Pneumatic Tires and Tubes
Congress }
Swinehart }

Swinhart Solid Truck Tires
Eveready Non-sulphating Storage Batteries
Weed Chains

Champion }
Mosler } Spark Plugs
A. C. }
Red Head }

Rayfield Carburetors
American Eveready Flashlights
American Eveready Flashlight Batteries
Tuthill Titanic Springs
Simplex Automobile Jacks
Atlas Mfg. Company Tire Hobs
Interlocks and Reliners
Hill Smith line of repair parts for Ford cars
Stewart Warner complete line of accessories including repair parts
Thermoid Brake Lining
WHOLESALE ONLY

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

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

HAVE YOUR TREAD-WORN OR RIM-CUT TIRES MADE INTO ONE GOOD ONE BY US.

SAVES 75% OF TIRE COST

THE ECONOMY SYSTEM

LOOK FOR OUR BOOTH AT WEST MICH. STATE FAIR IN AUTOMOBILE BUILDING.

GRAND RAPIDS DOUBLE TREAD TIRE CO.

214 DIV. AVE., S. - BELL MAIN 4052-W. - GRAND RAPIDS, MICH.

THE HAYNES

America's Greatest "Light Six"

Two Models—Three Body Styles

Model 36—America's Greatest "Light Six"—5-passenger Touring Car, 121-inch wheelbase..... \$1,485

Model 37—The "Light Six"—7-passenger Touring Car, 127-inch wheelbase 1,585

Make the Haynes Exhibit your headquarters while at the West Michigan State Fair

The Haynes Agency

512 Division Ave., South

Successors to The Grand Rapids Saxon Company

The Haynes Automobile Company

Kokomo, Indiana

Boomlets From Bay City.

Bay City, Sept. 11—The Wright Carson Co., Gladwin, is erecting a store building at Winegars. When completed, it will be stocked with a general line of merchandise.

D. Mills, Gladwin, who has been engaged in the mercantile business for more than twenty years, has decided to retire from business and has sold his stock to Miller Bros, and B. C. Henderson, the former having purchased the dry goods and shoes and Mr. Henderson the grocery stock.

H. O. Whitney, formerly of Rhodes, has recently opened a new store at Highwood. He will carry a general line of merchandise. H. O. is a hustler and is making the other merchants in that section of Gladwin county sit up and take notice.

Grant Martindale, owner and proprietor of the Atlanta Hotel, died very suddenly Tuesday night after a short attack of pneumonia.

Franklin E. Parker, a prominent lumberman of this city, was shot down in the street Sunday night by unknown parties and died Monday evening. The murder is surrounded with mystery and no clue to the murderer has been discovered. The Board of County Auditors has offered a reward of \$500 for information leading to the capture of his slayer. Chief Davis believes the party or parties who committed the deed are still in the city. In addition to the above, private subscription has raised the reward to \$3,000.

Frank Wolfson, of Hale Lake, has erected a new store building at Long Lake and in a few days will open the door ready for business with a full stock of general merchandise. Mr. Wolfson, until recently, was in the employ of Joseph Pearlman, of Hale Lake.

Memorial services were held by Bay Council Sunday afternoon in the Council chamber. The programme was good, especially the memorial address delivered by Rev. Fredrick Allen, pastor of the First Baptist church. The solo by Counselor G. H. Bonhajo and instrumental music by Mr. Osgood were well received and highly appreciated.

Six new names were added to Bay Council's membership list at its regular meeting Saturday night.

One hundred workmen, members of the carpenters' union, reported for duty Saturday at 7:30 a. m. and commenced the erection of the big tabernacle in which the Bromley revival meetings are to be held. The building has a ground space of 108 x 120 feet and will be ready for the opening service next Sunday morning. The meetings will continue for several weeks. The workmen donated their services, as did a large number of citizens.

After reading Wilkie White's humorous letter in regard to the nomination for Governor, which he would accept under certain conditions, I am of the opinion that the Democratic party could do a worse thing than place his name on their ticket in case Mr. Bender resigns. The traveling men's influence has a great deal to do in shaping legislation in the past and it is about time they were represented in State affairs. How would this ticket do?

Governor—Wilkie White.
Lieutenant-Governor—James M. Goldstein.
United States Senator—Mark S. Brown.

This ticket would be a sure winner. W. T. Ballamy.

Flakes From the Food City.

Battle Creek, Sept. 11—The water has claimed two more of Battle Creek's well known and highly respected business men. This makes a total of four who have been lost in this way and all who have been taken away were life long residents of Battle Creek and known by almost everybody in town. Robert Bock, of the

Bock-Walker Hardware Co., and Frank Hamilton, of Bauer & Hamilton, dealers in sporting goods were two of those drowned. A son of Mr. Hamilton was included in a fishing party on Houghton Lake and during a severe storm they were all lost. Mr. Bock and Mr. Hamilton were members of nearly all of Battle Creek's sporting fraternities, besides being Masons and Eiks. Battle Creek as a whole will mourn the loss of these two men, for they were public spirited to the highest degree. As individuals we business people feel we have lost two honest, co-operative, always liked, business associates. They were buried Sunday and Monday, respectively, the services being in charge of the Masonic and Elk lodges.

W. A. Young, of Bellevue, has sold his grocery stock to Fred Lamphere, who will continue the business in the Young store.

Battle Creek has been entertaining the Grand Lodge of the Knights of Pythias the past week. Some 500 delegates were in attendance and, according to those interviewed, everybody's heart was filled with good cheer and his stomach with Battle Creek's world renowned foods.

Three candidates for next meeting night in Battle Creek Council. We believe in starting early and avoiding the rush.

It will be well for sinners to bear in mind that Billy Sunday will be in Detroit for a time.

A handsome new business block has just been completed here with accommodations for seven ground floor stores and numerous offices in its upper stories. The block is known as the McCauley block and is one street back from Battle Creek's busiest four corners, on Main street, East. We need it, for nearly all the stores are rented now.

While passing remarks about stores we are moved to brag a little and speak of the Binder Bros. meat market. This is the finest market of its kind in the State and thirty years of honest dealing has built it. A beautiful white tile finish bedecks the interior and with fine fixtures, pleasant salesmen, good goods, honest prices—well, there is no more to say!

His intentions were good any way! So we say of John O. McIntire, manager of the Purity Candy Co., who undertook to land F. C. Emery, local cigar manufacturer, and the writer home a few evenings ago from Bellevue, where we were calling on the trade. John has a ford car and very kindly offered us a ride home. Of course, we accepted. We were getting along nicely at about blank miles an hour when a satanic noise sounded from the rear tire and we stopped. But we were on our way again in the course of an hour after putting a new tire on twice and blowing up two inner tubes. But we very gratefully acknowledge that not once did John lose his temper and endeavor to remark to the Maker about fords.

Well, winter is coming on now and material to write about will be less scarce we hope. We will see more of the boys anyway and for another six months will enjoy those effervescent, trouble banishing council meetings that No. 253 is famous for. We like visitors, too!

Otto L. Cook.

Complimentary.

Gebhard Von Bluecher, the famous Prussian general field marshal, had as surgeon major of his army a man who was very homely, but extremely proud and vain.

One day Bluecher entered the surgeon's tent and found him standing before a looking-glass arranging his toilet and admiring himself generally.

"Doctor," said Bluecher, laughing,

"I suppose that you are the luckiest man in the world."

"How's that, sir, may I ask?"

"Why, here you are quite in love with yourself, and you haven't a single rival."

The jewelers of the United States have been holding their annual convention in Minneapolis and issuing edicts for the coming year. They say the wrist watch will be more used than ever, and class it as a necessity instead of a luxury. Feminine readers may be interested in the jewelers' announcement that lavalieres, earscrews and brooches will be worn more generally, although male readers may wonder how that can be.

BANKRUPT SALE OF IMPLEMENT STOCK.

The bankrupt stock of L. L. Winslow at Saranac, Mich. consisting of farm implements, gas engines, cream separators, harnesses, blankets, robes, etc, inventoried at \$5350.00 will be sold at public auction on Saturday, Sept. 16th, 1916 at 1:30 p. m. at the store at south end of Bridge street in said village of Saranac.

Sale will be for cash and will be immediately confirmed.

The inventory will be on file at the store in Saranac on Sept. 15 and 16 for inspection.

For further information address,

E. D. Collar, Auctioneer,

7 Ionia Ave., N. W., Grand Rapids, Mich.

Carbide Sealer Cures Punctures While You Ride

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

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

ODEN CARBIDE PAINT CO. Oden, Michigan

UNITED LIGHT & RAILWAY CO.

- 5% BONDS
- 6% PREFERRED STOCK
- 4% COMMON STOCK

The securities of this company are a purchase at the present time. Call us for information regarding earnings and future prospects.

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DOLLAR DAY GLASSES

Let Us Make Your Glasses

DOLLAR DAY GLASSES

Tell Your Friends to Come
A Dollar doing more than Double Duty

Read Carefully: Buy a pair of lenses or complete glasses at our regular prices.

Pay a Dollar More and Get an Extra Pair of Lenses.

(This offer does not include Kryptok lenses)

Williams Eye Glass Shop

216 Monroe Avenue

Grand Rapids, Michigan



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

Pickings Picked Up in the Windy City.

Chicago, Sept. 11—Chicago during the last week has been entertaining the Spanish War veterans. The city has been decorated accordingly and at one of their meetings each delegate expressed his wish to again go to the front if called on by the Government. Each delegate the writer talked to seemed well pleased with the way Chicago had received and entertained them.

Michigan friends of William Clinckock will, no doubt, be glad to learn that he has again opened up a first-class barber shop at 104 West Madison street, corner of Clark. This is but a step from the Morrison Hotel, where he has been conducting a shop for some years back.

Politics in Chicago are getting pretty warm as primary day draws nearer. The candidates are throwing the mud so fast that one would think there was a small riot going on.

One of Chicago's small prosperous business men is F. F. Boudevin, located at Irving Park boulevard, and Lawndale avenue. Mr. Boudevin is a Michigan product, coming to Chicago some four years ago, opening up at above address a very fine cigar, candy and stationery store.

All schools in Chicago were opened on Tuesday, Sept. 5, from the first grade up. Some 400,000 children reported for classes. Each child, little or big had to have a doctor's certificate as to his or her health. This was caused on account of so much infantile paralysis.

R. W. Faulkner, of Charlevoix, proprietor of the biggest little restaurant in Chicago, located at 225 North Clark street, has returned from spending a few weeks with his family in Michigan. While at home he got so impressed with the old town that he has offered his Chicago restaurant for sale and will return to Charlevoix for good.

One of Chicago's improvements now being worked out is the widening of Twelfth street, from Michigan boulevard, to the Western city limits, giving the city one more driveway, East and West, which is something needed for years back.

B. F. Carr, for many years night clerk and manager of the Morrison Hotel, has taken over the management of Hotel Warner, at 33rd and Cottage Grove avenue on the South Side. Mr. Carr will be pleased to meet his old friends at his new address.

All Chicago theaters are now opening up for the winter season. It is

reported that the plays showing at all the houses are very good and well worth seeing.

Mayor Thompson is now revoking the licenses of all saloons found open on Sunday. No excuses are accepted, the Mayor making the statement that they have had plenty of time to discover what his order means. So Chicago is now quite dry on Sunday.

The automobile accidents seem never to run out in Chicago. There is hardly a night or a day but what there is one to three killed, caused from fast driving, skidding and turning corners with too much haste. Let us hope the people driving cars come to their right senses and not try to tear up the roads.

Senator Taggart, of Indiana, is entitled to the thanks of his State and Illinois, indeed of the whole country, for introducing in the Senate a measure looking to the conversion of the dunes along the south end of Lake Michigan into a National park. These wonders have been attracting more and more attention for some years and steps should be taken to preserve them from the invasion of commerce or vandalism and provide better facilities for seeing them.

Quite a big project is taking shape in Seventy-first street. It is proposed to duplicate at that place Wilson avenue. It is said that twenty-two feet will be added to each side of Seventy-first street from Stony Island avenue east to the South Shore Country Club. The Illinois Central, which runs in Seventy-first street, will be elevated on a structure of unique and beautiful design. It is said that the movement is making much progress and that the railroad is in hearty sympathy with the project. It is said that many pieces of real estate have been placed under contract of sale recently as the result of the proposed improvement. Sales are said to include the holdings occupied by the Wanderers' Cricket Club.

Contracts for the purchase of nearly 1,000 acres of attractively wooded land in outlying parts of the county, for use as part of Cook county's forest preserve, have been signed and it is expected that the first sections of the outer park belt will be thrown open to the public within a few weeks. Surveyors are at work mapping out the boundaries of lands already acquired, and as soon as that work is completed the land will be dedicated to the perpetual use of the public. The first tract to be opened comprises 400 acres of timbered land lying between the Dundee road and the south boundary of Lake county, which was bought for \$90 an acre. Another tract in the same vicinity comprises about 150 acres on the Dundee road on both sides of the Desplaines River, purchased by the forest preserve board for \$192.50 an acre. About eight miles northwest of the city limits is a small tract of about sixty acres, lying along the east and west banks of the Desplaines River, and partly fronting on Milwaukee avenue, which was acquired at an average of \$75 an acre. Considerable property in this neighborhood will be acquired for the preserve district either by purchase or condemnation. The first step in the establishment of a forest preserve in

the exceptionally beautiful territory lying southwest of the city in Palos and Lemont townships has already been taken. A parcel of about 80 acres on the south side of the Sag valley, nearly immediately south of the Town of Willow Springs, has been placed under contract of purchase by the preserve district at \$132.-50 an acre. Charles W. Reattoir.

Only Once.

"Only once." It doesn't matter much, you say; it was only once. But it does matter.

There was the grocery boy who carried the basket of eggs very carefully. But he dropped it—only once.

There was the man who walked the tight rope over Niagara. But he slipped—only once.

There was the chauffeur who took a chance crossing in front of the oncoming train. But he did it—only once.

Napoleon had the success habit. He lost a battle—only once.

The salesman had the big order nearly won. But he lost it—only once.

The devil of it is that "only once" gets to be a habit—and a fatal habit.

Definition of Men.

A little girl wrote the following composition on men:

"Men are what women marry. They drink and smoke and swear, but don't go to church. Perhaps if they wore bonnets they would. They are more logical than women and also more zoological. Both men and women sprung from monkeys, but the women sprung further than the men."

HOTEL CODY

EUROPEAN
GRAND RAPIDS, MICH.

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

THE RATHBONE HOUSE AND CAFE

Cor. Fulton and Division

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

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

The Hotel Geib

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L. F. GEIB, Propr.

AMERICAN PLAN

Artesian Water Steam Heat

\$2 Per Day

Sample Room in Connection

Hotel Charlevoix

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EUROPEAN PLAN

Absolutely Fire Proof

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

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The Cushman Hotel

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The Leading Hotel of Northern Michigan

Petoskey has excellent railroad and boat facilities

Make the Cushman your headquarters while working this entire region

\$2.50 and up

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All Meals 50 Cents

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Grand Rapids, Mich.

Rates without bath 50, 75 and \$1.00

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A PERSONAL Invitation From Butler Brothers

MERCHANTS visiting the State Fair will find it to their advantage to inspect the remarkable showing of Holiday Goods in our Grand Rapids sample rooms, 216 Pearl street. We cordially invite you to let our Mr. Manson show you the cream of the season's offerings. If you have been fearing you would have to select your holiday goods this year from a sparse, poorly balanced line you will be agreeably surprised when you see what we have to offer. Our holiday line is also ready for your inspection in Detroit at 158 Jefferson Avenue East. You will make a serious mistake if you commit yourself in the matter of Holiday Goods until you see the strength of our importance and compare our prices.

Grand Rapids Sample Rooms
216 Pearl Street

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Exclusive Wholesalers of General Merchandise

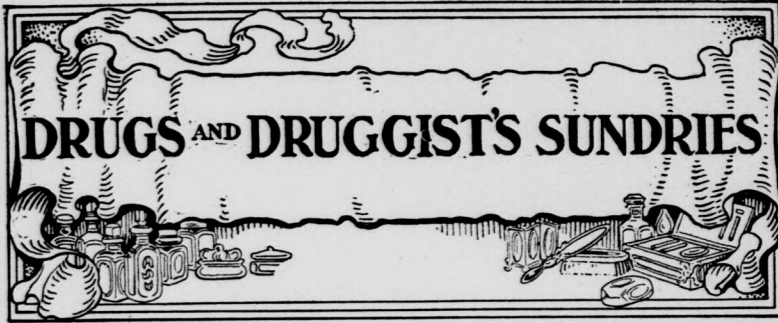
NEW YORK

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ST. LOUIS

MINNEAPOLIS

DALLAS



The Hyoscine-Scopolamine Controversy.

The hyoscine-scopolamine controversy is a singularly futile one, nevertheless it will go on until the crack of doom. There are two reasons for this. In the first place, it is impossible to start from an agreed point. The British Pharmacopoeia of 1898 committed us to the statement that hyoscine and scopolamine are identical, and the 1914 edition perpetuates that statement. The chemist maintains that the Pharmacopoeia is right, while the physiologist tells us that it is wrong. Until one of these parties convinces the other that there is something more important on the one hand than chemistry, and on the other than physiology, we shall not be able to "start fair." In the second place, it has not been possible for some years to obtain a guarantee from the dealer that what he sells as hyoscine is obtained from henbane, although it is not so difficult to get a scopolamine guaranteed from scopola. This was the case long before the war, and

it is still more so to-day. I believe it is a fact that while the principal manufacturer of alkaloids on the continent got double the price for hyoscine that he charged for scopolamine, he would not give any guarantee that the hyoscine was a pure henbane alkaloid.

Some Hunches for the Fountain.

It is a good healthy working hunch that:

Unless your customer is a fingerprint expert he will get no joy out of the sight of greasy finger marks on the glasses.

Cleanliness is next to godliness; and it wouldn't be surprising if it came first in importance at a soda fountain.

Flies look better on a sheet of fly paper than on a sundae. At that price they are not objects of beauty.

Even to a grouch, a fountain with a cheery air of invitation is irresistible.

Clean washed eggs piled up in a bowl and fresh fruit tastefully arranged in dishes are not the worst

kind of fountain decorations. It is good to anticipate a dish in which you know you'll get fresh eggs or fresh fruit.

The slogan of a successful fountain should be—quick and cheerful service.

The fountain is not the clearing house for your moods or troubles.

Satisfied customers are the best advertisements. A knock may be a boost but it is better not to depend upon it.

You are never going to make money off a specialty if you do not bring it to the notice of your customers.

If you smile at the world, the world will smile back at you. Friendliness is a mighty fine thing. It is worth a goodly amount in dollars and cents if it is constantly on tap at your fountain.

Cherry and Maple Extracts for Syrup.

In giving the cherry flavor the natural juice should be used. This is prepared as follows: Crush black, sour cherries with the stones to pulp, set aside in a covered vessel so that it will be at a temperature of about 20 deg. C., and stir frequently. From time to time filter a small quantity of juice and when this no longer produces a cloudiness with half its volume of alcohol, the entire quantity of juice is to be strained with expression and filtered. An artificial maple flavor may be obtained by using aqueous extract of guaiac wood. The wood, finely rasped, is boiled down to the condition of an extract. This is shaken up with ether, or a mixture of alcohol and ether, to get

rid of the resinous matters taken up in boiling. Some manufacturers attain the desired end, although not so completely, by adding cold water to the aqueous extract while still hot, which causes the resinous matter to precipitate. After standing a little the clear extractive is poured off and is ready for use. It is said that when a proper mixture of cane syrup and glucose is used the imitation of the maple flavor is so near as to puzzle an expert.

Malt and Hop Tonic

"Made of purest hops and malt—
Guaranteed without a fault."



Grand Rapids
BREWING CO.

For Sale by all Wholesale Druggists

OUR SALESMEN ARE COMING



With the Criterion Wall Paper Line (OUR MASTERPIECE)

If our salesman has not called on you in the past send us a post card and we will instruct him to do so.

HEYSTEK & CANFIELD CO. - GRAND RAPIDS, MICH.

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	DECLINED
Cheese Farina Hominy Barley Fibre Pails	Some Washboards

Index to Markets

By Columns

Col	1	2
	AMMONIA 12 oz. ovals, 2 doz. box 1 60	Clams Little Neck, 1 lb. 1 25 Clam Bouillon Burnham's 1/2 pt. 2 25 Burnham's pts. 3 75 Burnham's qts. 7 50
A	AXLE GREASE Frazer's 1 lb. wood boxes, 4 doz. 3 00 1 lb. tin boxes, 3 doz. 2 35 3 1/2 lb. tin boxes, 2 dz. 4 25 10 lb. pails, per doz. 6 00 15 lb. pails, per doz. 7 20 25 lb. pails, per doz. 12 00	Corn Fair 85@ 90 Good 1 00@1 10 Fancy @1 30
B	BAKED BEANS No. 1, per doz. 45@ 90 No. 2, per doz. 95@1 40 No. 3, per doz. 1 35@1 75	French Peas Monbadon (Natural) per doz. 1 75
C	BATH BRICK English 95	Gooseberries No. 2, Fair 1 35 No. 2, Fancy 2 50
D	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Hominy Standard 85
E	Foiler's Summer Sky, 3 dz. cs. 1 40 Summer Sky 10 dz bbl 4 50	Lobster 1/4 lb. 1 75 1/2 lb. 2 90 Picnic Flat 3 10
F	BREAKFAST FOODS Apetizo, Biscuits 3 00 Bear Food, Pettijohns 2 13 Cracked Wheat 24-2 2 90 Cream of Rye, 24-2 3 00 Quaker Puffed Rice 4 25 Quaker Puffed Wheat 3 45 Quaker Brkfst Biscuit 1 90 Quaker Corn Flakes 1 75 Washington Crisps 1 85 Wheatena 4 50 Evaporated Sugar Corn 90 Grape Nuts 2 70 Sugar Corn Flakes 2 50 Holland Rusk 3 20 Krinkle Corn Flakes 1 75 Mapl-Flake, Whole Wheat 3 60 Minn. Wheat Cereal 3 75 Ralston Wheat Food Large 18s 2 25 Ralston Wht Food 18s 1 45 Ross's Whole Wheat Biscuit 2 70 Saxon Wheat Food 2 80 Shred Wheat Biscuit 3 60 Triscuit, 18 1 80 Pillsbury's Best Cer'l 1 35 Post Toasties, T-2 2 60 Post Toasties, T-3 2 70 Post Tavern Porridge 2 80	Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1 1/2 lb. 1 60 Soused, 2 lb. 2 75 Tomato, 1 lb. 1 60 Tomato, 2 lb. 2 80
G	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Mushrooms Buttons, 1/2s @25 Buttons, 1s @40 Hotels, 1s @34
H	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Oysters Cove, 1 lb. @ 75 Cove, 2 lb. @1 40
I	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Plums Plums 90@1 35 Pears in Syrup No. 3 cans, per doz. 1 50
J	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Peas Marrowfat 90@1 00 Early June 1 10@1 25 Early June sifted 1 45@1 55
K	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Peaches Pie 1 00@1 25 No. 10 size can pie @3 25
L	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Pineapple Grated 1 75@2 10 Sliced 95@2 60
M	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Pumpkin Fair 80 Good 90 Fancy 1 00 No. 10 2 40
N	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Raspberries Standard @
O	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Salmon Warrens, 1 lb. Tall .. 2 30 Warrens, 1 lb. Flat .. 2 45 Red Alaska 1 85@1 95 Med. Red Alaska 1 40@1 45 Pink Alaska @1 20
P	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Sardines Domestic, 1/4s 3 75 Domestic, 1/2 Mustard 3 25 Domestic, 3/4 Mustard 3 25 French, 1/4s 7@14 French, 1/2s 13@23
Q	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Sauer Kraut No. 3, cans 80 No. 10, cans 2 30
R	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Shrimps Dunbar, 1s doz. 1 25 Dunbar, 1 1/2s doz. 2 40
S	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Succotash Fair @90 Good @1 20 Fancy 1 25@1 40
T	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Strawberries Standard 95 Fancy 2 25
U	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Tomatoes Good 1 20 Fancy 1 50 No. 10 3 75
V	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	Tuna 1/4s, 4 doz. in case ... 2 60 1/2s, 4 doz. in case ... 3 60 1s, 4 doz. in case ... 5 60
W	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	CATSUP Snider's pints 2 35 Snider's 1/2 pints 1 35
X	BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 1 95 Large, 2 doz. box 2 40	CHEESE Acme @21 1/2 Carson City @21 1/2 Brick @25 Leiden @15 Limburger @25 Pineapple 40@60 Edam @85 Sap Sago @30 Swiss, Domestic @20

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CHOCOLATE Walter Baker & Co. German's Sweet 24 Premium 35 Caracas 28 Walter M. Lowney Co. Premium, 1/4s 35 Premium, 1/2s 35	CONFECTIONERY Stick Candy Pails Horehound 11 Standard 11 Standard, small 12 Twist, small 12 Cases Jumbo 11 1/2 Jumbo, small 12 Big Stick 11 1/2 Boston Sugar Stick .. 15
CLOTHES LINE Per doz. No. 40 Twisted Cotton 1 00 No. 50 Twisted Cotton 1 40 No. 60 Twisted Cotton 1 75 No. 80 Twisted Cotton 2 00 No. 50 Braided Cotton 1 45 No. 60 Braided Cotton 1 85 No. 80 Braided Cotton 2 25 No. 50 Sash Cord 2 25 No. 60 Sash Cord 2 75 No. 60 Jute 90 No. 72 Jute 1 10 No. 60 Sisal 1 00	Mixed Candy Pails Broken 11 Cut Leaf 12 French Cream 12 Fancy 14 Grocers 8 Kindergarten 12 Leader 11 Monarch 11 1/2 Novelty 13 Paris Creams 17 Premio Creams 10 Royal 10 Special 10 1/2 Valley Creams 15 X L O 8
COCOA Baker's 39 Cleveland 41 Colonial, 1/4s 35 Colonial, 1/2s 33 Epps 42 Hershey's, 1/4s 32 Hershey's, 1/2s 30 Huyler 36 Lowney, 1/4s 37 Lowney, 1/2s 37 Lowney, 5 lb. cans .. 37 Van Houten, 1/4s 12 Van Houten, 1/2s 13 Van Houten, 1s 65 Wan-Eta 36 Webb 33 Wilber, 1/4s 33 Wilber, 1/2s 32	Galvanized Wire No. 20, each 100ft. long 1 90 No. 19, each 100ft. long 2 10 No. 20, each 100ft. long 1 00 No. 19, each 100ft. long 2 10
COCOANUT Dunham's per lb. 1/4s, 5 lb. case 30 1/4s, 5 lb. case 29 1/4s, 15 lb. case 29 1/4s, 15 lb. case 28 1s, 15 lb. case 28 1/4s & 1/2s, 15 lb. case 27 Scalloped Gems 10 1/4s & 1/2s pails 16 Bulk, pails 16 Bulk, barrels 15 Baker's Brazil Shredded 70 5c pkgs., per case 2 60 36 10c pkgs., per case 2 60 16 10c and 33 5c pkgs., per case 2 60 Bakers Canned, doz. 90	Specialties Pails Auto Kisses (baskets) 13 Bonnie Butter Bites .. 17 Butter Cream Corn .. 15 Caramel Bon Bons 15 Caramel Dice 13 Caramel Croquettes .. 14 Cocoanut Waffles 14 Coffy Toffy 15 National Mints 7 lb tin 20 Empire Fudge 15 Fudge, Walnut 16 Fudge, Filbert 15 Fudge, Choco. Peanut 14 Fudge, Honey Moon .. 15 Fudge, White Center 15 Fudge, Cherry 15 Fudge, Cocoanut 15 Honey-suckle Candy .. 18 Red Maroons 15 Iced Gems 13 Iced Orange Jellies .. 15 Italian Bon Bons 13 Jelly Mello 13 AA Licorice Drops 5 lb. box 1 25 Lozenges, Pep 14 Lozenges, Pink 14 Van Houten, 1s 14 Manchus 14 Molasses Kisses, 10 lb. box 13 Nut Butter Puffs 14 Star Patties, Asst .. 14

4

CONFECTIONERY Stick Candy Pails Horehound 11 Standard 11 Standard, small 12 Twist, small 12 Cases Jumbo 11 1/2 Jumbo, small 12 Big Stick 11 1/2 Boston Sugar Stick .. 15	McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all or- ders direct to W. F. Mc- Laughlin & Co., Chicago. Extracts Holland, 1/2 gro. bxs. 95 Felix, 1/2 gross 1 15 Hummel's foll, 1/2 gro. 85 Hummel's tin, 1/2 gro. 1 43
COCOANUT Dunham's per lb. 1/4s, 5 lb. case 30 1/4s, 5 lb. case 29 1/4s, 15 lb. case 29 1/4s, 15 lb. case 28 1s, 15 lb. case 28 1/4s & 1/2s, 15 lb. case 27 Scalloped Gems 10 1/4s & 1/2s pails 16 Bulk, pails 16 Bulk, barrels 15 Baker's Brazil Shredded 70 5c pkgs., per case 2 60 36 10c pkgs., per case 2 60 16 10c and 33 5c pkgs., per case 2 60 Bakers Canned, doz. 90	CONFECTIONERY Stick Candy Pails Horehound 11 Standard 11 Standard, small 12 Twist, small 12 Cases Jumbo 11 1/2 Jumbo, small 12 Big Stick 11 1/2 Boston Sugar Stick .. 15
COCOANUT Dunham's per lb. 1/4s, 5 lb. case 30 1/4s, 5 lb. case 29 1/4s, 15 lb. case 29 1/4s, 15 lb. case 28 1s, 15 lb. case 28 1/4s & 1/2s, 15 lb. case 27 Scalloped Gems 10 1/4s & 1/2s pails 16 Bulk, pails 16 Bulk, barrels 15 Baker's Brazil Shredded 70 5c pkgs., per case 2 60 36 10c pkgs., per case 2 60 16 10c and 33 5c pkgs., per case 2 60 Bakers Canned, doz. 90	CONFECTIONERY Stick Candy Pails Horehound 11 Standard 11 Standard, small 12 Twist, small 12 Cases Jumbo 11 1/2 Jumbo, small 12 Big Stick 11 1/2 Boston Sugar Stick .. 15

5

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CONFECTIONERY Stick Candy Pails Horehound 11 Standard 11 Standard, small 12 Twist, small 12 Cases Jumbo 11 1/2 Jumbo, small 12 Big Stick 11 1/2 Boston Sugar Stick .. 15	CONFECTIONERY Stick Candy Pails Horehound 11 Standard 11 Standard, small 12 Twist, small 12 Cases Jumbo 11 1/2 Jumbo, small 12 Big Stick 11 1/2 Boston Sugar Stick .. 15
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6

Table with 2 columns: Item Name and Price. Includes categories like Sugar, Butter, Soda, Oyster, Specialties, CREAM TARTAR, DRIED FRUITS, EVAPORATED MILK, FARINACEOUS GOODS, PEAS, SAGO, FISHING TACKLE, Cotton Lines, and Linen Lines.

7

Table with 2 columns: Item Name and Price. Includes categories like FLAVORING EXTRACTS, FLOUR AND FEED, WINTER WHEAT, MOLASSES, MUSTARD, OLIVES, PEANUT BUTTER, PETROLEUM PRODUCTS, PICKLES, FRUIT JARS, GELATINE, GRAIN BAGS, HERBS, HIDES AND PELTS, and POLES.

8

Table with 2 columns: Item Name and Price. Includes categories like Tallow, Wool, HORSE RADISH, ICE CREAM, JELLY, JELLY GLASSES, MAPLEINE, MINCE MEAT, MOLASSES, MUSTARD, OLIVES, PEANUT BUTTER, PETROLEUM PRODUCTS, PICKLES, FRUIT JARS, GELATINE, GRAIN BAGS, HERBS, HIDES AND PELTS, and POLES.

9

Table with 2 columns: Item Name and Price. Includes categories like Smoked Meats, Sausages, Beef, Pig's Feet, Tripe, Casings, Uncolored Butterine, Canned Meats, Deviled Meat, Ham, RICE, ROLLED OATS, SALAD DRESSING, PETROLEUM PRODUCTS, PICKLES, FRUIT JARS, GELATINE, GRAIN BAGS, HERBS, HIDES AND PELTS, and POLES.

10

Table with 2 columns: Item Name and Price. Includes categories like Mackerel, Lake Herring, SEEDS, SHOE BLACKING, SNUFF, SODA, SPICES, Whole Spices, RICE, ROLLED OATS, SALAD DRESSING, PETROLEUM PRODUCTS, PICKLES, FRUIT JARS, GELATINE, GRAIN BAGS, HERBS, HIDES AND PELTS, and POLES.

11

Table with 2 columns: Item Name and Price. Includes categories like Oolong, English Breakfast, Ceylon, TOBACCO, Plug, STARCH, SYRUPS, TEA, and Scraps.

SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes categories like Smoking, CIGARS, TWINE, VINEGAR, WICKING, and WOODENWARE.

13

Table with 2 columns: Item Name and Price. Includes categories like CIGARS, TWINE, VINEGAR, WICKING, and WOODENWARE.

14

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

15

TELFER'S COFFEE

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

AXLE GREASE



1 lb. boxes, per gross \$ 70. 3 lb. boxes, per gross \$ 23 10.

BAKING POWDER

10c, 4 doz. in case 85. 15c, 4 doz. in case 1 25. 25c, 4 doz. in case 2.00. 50c, 2 doz. plain top 4 00. 80c, 1 doz. plain top 6 50. 10 lb. 1/2 dz., pln top 13 00. All cases sold F. O. B. jobbing point. Special Deal No. 1. 12 doz. 10c, 12 doz. 15c, 12 doz., 25c 49 20. Barrel Deal No. 2. 3 doz. each 10, 15 and 25c 32 80. With 4 dozen 10c free. 1/2 Barrel Deal No. 3. 6 doz. each, 10, 15 and 25c 24 60. With 3 dozen 10c free. Half-Barrel Deal No. 3. 4 doz. each, 10, 15 and 25c 16 40. With 2 doz. 10c free. All barrels sold F. O. B. Chicago.

Royal

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

FITZPATRICK BROTHERS' SOAP CHIPS. White City (Dish Washing) 210 lbs. 3c per lb. Tip Top (Caustic) 250 lbs. 4c per lb. No. 1 Laundry 88% Dry 225 lbs. 5 1/2 c per lb. Palm Soap 88% Dry 300 lbs. 6 1/2 c per lb.

The Only Five Cent Cleanser



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

FOOTE & JENKS' Killarney (BRAND REGISTERED) Ginger Ale. An Agreeable Beverage of the CORRECT Belfast Type. Supplied to Dealers, Hotels, Clubs and Families in Bottles Having Registered Trade-Mark Crowns. A Partial List of Authorized Bottlers: A. L. JOYCE & SON, Grand Rapids and Traverse City, Mich.; KALAMAZOO BOTTLING CO., Kalamazoo, Mich.; KILLARNEY BOTTLING CO., Jackson, Mich.

16

Roasted Dwinnell-Wright Brands



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

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

SALT



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

SOAP

Lautz Bros. & Co. [Apply to Michigan, Wisconsin and Duluth, only.] Acme, 70 bars 3 05. Acme, 100 cakes, 5c sz 3 60. Acorn, 120 cakes 2 50.

17

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

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

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

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

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

Soap Compounds Johnson's Fine, 48 2 3 25. Johnson's XXX 100 5c 4 00. Rub-No-More 3 85. Nine O'Clock 3 50.

WASHING POWDERS. Gold Dust 24 large packages 4 30. 100 small packages 3 65.

Lautz Bros. & Co. [Apply to Michigan, Wisconsin and Duluth, only]

Snow Boy 100 pkgs., 5c size 3 75. 60 pkgs., 5c size 2 40. 48 pkgs., 10c size 3 75. 24 pkgs., family size 3 20. 20 pkgs., laundry size 4 00.

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

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

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

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

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

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

For Sale—One set tinner's and plumbing tools and stock; well established business in town of 1,500; fine opening for young man; cheap rent. Address A. L. Cates, Yale, Michigan. 477

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

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

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

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

Salesmen—Our Improved Honey Comb Chocolate Chip deal to retailers and jobbers pays big commissions as a sideline. Increase your earning capacity \$75 to \$250 per month. Excellent opportunity to build up profitable business. Samples and particulars freely furnished to men who mean business. "Taylor-Made." Battle Creek, Michigan. 482

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

For Sale—Grocery stock in small country town. Telephone exchange in connection. Good farmers trade. Have other business to look after. Address No. 473, care Tradesman. 473

To Rent—Two brick stores, newly re-finished for dry goods, shoes, furnishings or clothing. Best business opportunity in Michigan. If interested and mean business write Box 162, Richmond, Michigan. 460

For Sale—Spring wagon with top, wood sides, driver's seat, brake, pole, shafts, condition good, price \$65. One 7 1/2 H. P. A. C. Motor, 3 phase, 60 cycle, price \$120. One 3 H. P. second-hand gasoline engine, in good condition, price \$55. One 4 H. P. oil engine, new, price \$145. One 7 H. P. new, gasoline engine price \$155. One 20 H. P. Callahan gasoline engine, good condition, price \$260. "M" Engineer, Box 4, Station "U" Cincinnati, Ohio. 462

Business Opportunity—Chance to engage in coal, wood and building material. Cream buying in connection. Splendid chance to get started on small capital. Fine Northern Michigan resort town of 500. Investigate at once. Address No. 463, care Michigan Tradesman. 463

For Sale—Restaurant, confectionery and ice cream. Michigan town of 6,000. Good business; up-to-date place. Have other business. Address No. 464, care Michigan Tradesman. 464

For Rent—Very reasonable, two story brick stores, 20x118 and 40x118. Best location in a good live town of two thousand inhabitants. Located in the heart of the best farming section in the State of Michigan. Great opportunity for moving picture, furniture or five and ten cent stores. Long lease if desired. For further particulars write to D. Seitner, Canton, Ohio. 466

For Rent—Store room 20 x 140, right in the heart of the shopping district. First-class location for ladies' ready-to-wear, millinery or any other business. Address Welker's, Fort Wayne, Indiana. 468

Wanted—To buy, an undertaking business that can show good business. Michigan location preferred. Box 282, Manton, Michigan. 469

Wanted—Want to correspond with merchant who has good clean running stock and willing to sell right. 1037 E. Main St., Galesburg, Illinois. 446

For Sale—Fine stock of groceries with all the latest up-to-date fixtures, good location and doing a yearly business of \$43,000. Reason for selling have other business which requires my time and attention. Address Postoffice Box 77, Hillsdale, Michigan. 448

For Sale—National cash register and paper baler nearly new, office safe, twelve iron couch trucks, six wood, nine iron Eureka table racks, lace curtain rack, glass and wood caster cups, one hair picker. Furniture wagon and horse. Address No. 447, care Michigan Tradesman. 447

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

For Sale—Clean stock general merchandise and new building 28 x 50 with flat above in small town surrounded by good farming country. \$3,500 takes everything. Poor health cause of selling. No. 439, care Tradesman. 439

For Sale—Bazaar stock in town of 2,500 population. Large trading territory. Three factories. Will sell invoice price about \$2,000. Address No. 451, care Tradesman. 451

For Sale—Stock dry goods, groceries and fixtures on account of other business. In coming oil town. Invoice about \$2,500. Box 151, Morrison, Okla. 411

THE WORLD'S GREATEST SALES CONDUCTORS—Offer you the services of men who have had extraordinary success, in handling both large and small stocks in the United States and Canada. There is no sales promoter operating in the world to-day can furnish you with the references we can. We not only sell your stock—but we sell it at a profit during one of our personally conducted sales. We handle Department Stores, Clothing Stores, Shoe Stores, Furniture Stores and General Stores, and no town or stock is too large or small for us to handle successfully. You pay us absolutely nothing until we have sold your stock at a profit. Write to-day for free plans and information. LYNCH BROS., 28 So. Ionia Ave., (Wm. Alden Smith Bldg.) Grand Rapids, Michigan.

For Sale—\$7,000 stock dry goods, shoes, groceries and crockery. Well assorted. A1 condition, best location in town. Good farming country. Good trade. Liberal terms or will consider real estate. Address N. E., care Tradesman. 418

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

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

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

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

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

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

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

For Sale—Old established furniture and rug business. City 10,000. A1 trade. Will sell part or all of stock. Must sell account ill health. F. S. Gutschow, Mt. Clemens, Michigan. 410

For Sale—Meat market in Kalamazoo. Good location. Owner wishes to retire after 12 years successful business. Doing good business. Well equipped market. Address No. 398, care Tradesman. 398

Business Wanted—Owner will exchange clear farm and town property for a going business. What have you? Confidential. Address 419, care Michigan Tradesman. 419

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

For Sale—Best grocery and meat market in Northern Michigan. Will sell below inventory about \$6,000 stock. Located at one of the finest summer resorts in the United States. Doing \$70,000 business a year. Good reasons for selling. Apply owner, Box 84, Charlevoix, Michigan. 338

For Sale—Store building located on main street. Good living rooms overhead. Basement and barn. Good location for any line of business. Will bear investigation. Terms easy. J. W. Cazier, Conklin, Michigan. 386

Store For Sale Or Rent—In first-class location in center of town and center of business. Size 25 x 65, two stories and basement. Balcony from first floor. Splendid opening for dry goods and millinery, clothing or general stock. Write to H. L. Cornwell, Lawrence, Michigan, at once. Building ready for occupant September 1. 424

For Sale—Dry cleaning and dyeing establishment. Auto delivery, dry cleaning equipment, etc. If business is new to buying party am willing to teach all the necessary particulars for running business successfully. P. O. Box 203, Muskegon, Michigan. 426

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

Collections—Our collection service covers the entire country. List your past due accounts with us for collection. Claim sheet and rates on request. The Arthur Mercantile Agency, Terminal Building, Coffeyville, Kansas. 444

For Sale—Meat market and grocery. Only market in town of 700. E. C. Lindsey, Litchfield, Michigan. 455

Factory For Sale—The plant and equipment of the Come-Packit Furniture Company at Ann Arbor. Also a large supply of furniture, furniture in process and lumber. For further particulars address F. A. Stivers, Ann Arbor, Mich. 437

For Sale—\$10,000 stock general merchandise, in town of 600 Northwestern Ohio. Excellent trade, good reasons for selling. E. C. Lindsey, Litchfield, Michigan. 454

Merchants Relief—This little book is a volume of information, and will be sent free to any merchant who desires to reduce stock, clean up odds and ends or sell his stock complete. W. D. Hamilton, Galesburg, Illinois. 452

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

Bakery For Sale—Last ten years average sales \$9,000 to \$11,000 per year. Further information address Fred Lagesen, Pentwater, Michigan. 457

HELP WANTED.

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

GOOD DRUG CLERK AT ONCE—Experienced young man. Must be strictly honest, industrious and reliable. Good habits and references. State particulars and salary required. F. R. Skinner, St. Charles, Michigan. 483

Conservative
Investors

Patronize

Tradesman
Advertisers

Grand Rapids Safe Co.

TRADESMAN BUILDING

Dealers in Fire and
Burglar Proof Safes

WE carry a complete assortment of fire and burglar proof safes in nearly all sizes, and feel confident of our ability to meet the requirements of any business or individual.

Intending purchasers are invited to call and inspect the line. If inconvenient to call, full particulars and prices will be sent by mail on receipt of detailed information as to the exact size and description desired.

Trade At Home Campaign.

Calumet, Sept. 11—The Calumet-Laurium Business Men's Association is planning a big trade at home advertising campaign, the purpose of which will be to show residents of the community the advantages to be gained through trading at home and buying and demanding home made and manufactured goods wherever possible. Several lines of goods are manufactured right here in the copper country and the Association members believe that the infant industries should be patronized and encouraged by the people of the community.

A big boosting campaign for the trade at home idea will be run during the holding of the fair of the Keweenaw Agricultural Society at the Colosseum rink Sept. 20 to 23, inclusive. During that time the Association proposes to distribute 10,000 buttons, which will bear the words, "Trade at Home," or "Buy at Home." The Association will have a prettily decorated booth at the fair which will help advertise home merchants and industries and from which will be distributed the "trade at home" buttons.

The committee in charge of plans for the "trade at home" campaign is made up of James F. Wiggins, Jerry J. Sullivan, William M. Lyon, William J. Reynolds and George T. Miller.

For several weeks the Association members have been discussing the advisability of merchants of the community holding their fall openings at the same time. The committee named to take charge of the "trade at home" campaign has been authorized to visit the various merchants and secure their opinions on the matter.

This idea is successfully carried out in most of the larger cities.

BUSINESS CHANCES.

For Sale—A new stock of dry goods and furnishings in one of the most prosperous towns in Michigan. The reason for selling on account of sickness. The

best prospects for a hustler. Address No. 486, care Michigan Tradesman. 486

For Sale—Drug and grocery store in thriving Northern village of 500. No other drug store. For particulars address No. 487, care Michigan Tradesman. 487

For Sale—Hotel St. Joe, Colon, St. Joseph Co., Michigan, ideal location be-

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

A Partner Wanted—To conduct and

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

When you attend
the
**West
Michigan
State
Fair**

Do not fail to
visit us and in-
spect the finest
**Show Room of
Plumbing Fix-
tures in the
State.**



Also our immense stock of **PIPE, FITTINGS**

PLUMBING and HEATING SUPPLIES

See our

Pneumatic Water Supply Systems and Private Electric Lighting Plants

GRAND RAPIDS SUPPLY CO.

56-70 Ellsworth Ave.

Two blocks west of Union Depot

Grand Rapids, Michigan



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

Barney says—

I forgot to say anything about the Fair in our ad.

By Golly, I want every one of our customers and friends

to come in and see us and let us show them how we

roast our coffee.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

P. S.—Make our office your headquarters

THE PROMPT SHIPPERS