

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS ST. 1883

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 4, 1917

Number 1763

Wake Up, Mr. Merchant Here Is Your Opportunity Positively the Most Successful Special Sale Conductors in America at Your Service

We furnish more bona fide references than all others in the business combined

The oldest in the business who personally conduct their own sales

Our mode of conducting sales is far different from all others

Many years of experience places us foremost in the advertising world where no deception or misleading statements are used to pack your store with eager buyers. All advertising matter must meet with your approval before going to press. You place the selling price on all goods to be sold; you handle all money taken in at your sale. We conduct your sale under your name, so in the eyes of the people we act simply as salesmen. We are not trade wreckers but

Reliable Business Developers, Stock Reducers and Cash Realizers

We increase your future business by bringing to your store people who were never there before. (Your competitor's customers.) Who by new business tactics and honorable dealings together with the courteous treatment they all receive at our sales, make them life-long customers. DON'T BE MISLEAD—Use the same careful methods in securing the services of sales experts as you do in employing your clerks. We have conducted sales for some of the largest and best merchants in America.

Write, phone or call, and we will gladly furnish you, without obligation, any information you desire in regard to having a successful sale conducted on your stock. Please mention size of stock when writing.

Below is a partial list of our references—write them:

Men's Clothing Stores

F. O. Lindquist, Grand Rapids, Mich.
McQuillan & Harrison, Jackson, Mich.
I. Gudelsky, Muskegon, Mich.
Star Clothing Co., Grand Rapids, Mich.
H. C. Jorgensen, Cadillac, Mich.
Edward Lonergan, Bridgeport, Conn.
M. Katz & Son, Grand Rapids, Mich.
Man From Michigan, Muskegon, Mich.
National Clothing Co., Grand Rapids, Mich.

Wholesale Houses

August Bros., Rochester, N. Y.
Steifill, Strauss & Connor, Rochester,
Solomon Bros. & Limpert, Rochester,
Practical Clothing Co. New York,
Strouse & Bro., Baltimore, Md.
Hayes, Levi Co., New York.
Edson Moore & Co., Detroit.
I. Strauss & Son, Cincinnati, Ohio.
Worden Grocer Co., Grand Rapids,
Sonneborn Clo. Co., Baltimore, Md.
Hirth-Krause Shoe Co., Grand Rapids,
Mich.

Department Stores

J. P. Ryan, Bangor, Mich.
Blood & Hart, Marine City, Mich.
Mills & Healey, Grand Rapids, Mich.
Walsh & Meyer, Savannah, Ga.
A. B. Case Co., Honor. Mich.
Speyer Co., Kalamazoo, Mich.
DuGuids Department Store, Goble-
ville, Mich.
Chas. B. Eddy, Hart, Mich.
Chas. E. Norton Co., Grand Rapids,
Mich.

Citz. Phone 2713

JOHN L. LYNCH SALES CO.

Bell Phone 860

28 South Ionia Avenue

Wm. Alden Smith Building

Grand Rapids, Michigan



Ramona is ready, after weeks of preparation, to welcome recreation and pleasure seekers. Dancing Thrillers, Refreshment Booths, Rowboats and Canoe docks freshened, brightened and made more fascinating than ever.

LIVE WIRE COLLECTION SERVICE

No collection, no charge

We begin where others leave off

We work just as hard on claims of \$1.50 as we do on larger claims

Prompt Reports and Remittances

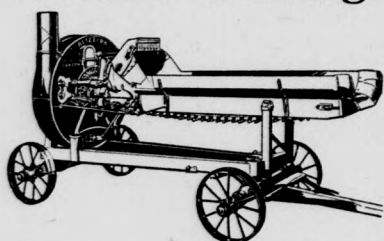
PURVIS MERCANTILE AGENCY

99 Fort Street, W.

DETROIT

Dick's "Blizzard" Ensilage Cutters

Made in
Eight Sizes
to Suit
Every Need



SAFEST,
LIGHTEST-
RUNNING,
MOST
DURABLE.

See our full line on display at COLISEUM ANNEX, Commerce Ave.

Where we have temporary offices until our new building is completed.

CLEMENS & GINGRICH CO.

Wholesale Distributors

Grand Rapids, Michigan

Pere Marquette Railroad Co.

DUDLEY E. WATERS, PAUL H. KING, Receivers

FACTORY SITES

AND

Locations for Industrial Enterprises in Michigan

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

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

Address

GEORGE C. CONN,

Freight Traffic Manager,

Detroit, Michigan

Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
Minneapolis, Minn.

Judson Grocer Co.
The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN



Franklin Package Sugars Pay You A Profit

These "ready-to-sell" packages save you the labor and time required to put sugar in bags, save you the cost of the bags and twine and loss by overweight.

You can supply the sugar wants of all your customers with Franklin Package Sugars because they include all varieties. Every package is guaranteed full weight. Franklin Granulated Sugar is sold in 2 and 5 lb. cartons and 2, 5, 10 and 25 lb. cotton bags.

"A Franklin Sugar for every use"

Granulated, Dainty Lumps, Powdered,
Confectioners, Old Fashioned Brown

The Franklin Sugar Refining Company

PHILADELPHIA



MICHIGAN TRADESMAN

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 4, 1917

Number 1763

SPECIAL FEATURES.

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HOW WE CAN MAKE GOOD.

After twelve weeks of war our navy has failed to solve the one paramount problem before it, namely, the safe-guarding of American munitions and American food cleared for English ports. Not only has the U-boat menace not been checked, but its tool has recently become as alarming as at any time in the past. The arrival at a French port of several units of Pershing's army has demonstrated that the supplies could have been safely transported also.

Shortly after the declaration of war it was announced that two engineers had simultaneously evolved the project (which had been approved by the naval authorities at Washington) of meeting the U-boat menace by building supply ships faster than they could be sunk by the Germans. The supply of enemy torpedoes was limited, was argued, and a submarine without torpedoes would be like a copperhead snake with its fangs drawn. If a farmer whose field was infested with copperheads should conceive the idea of sending so many farm-hands into it as would exhaust the virus of the snakes, should they all be struck, the parallel would be complete. Fortunately for American naval policy, this plan has not yet been carried very far.

In the opinion of the Tradesman the only way to prevent the sinking of our food and munition ships en route to our Allies is to protect them. A number of supply ships, with sufficient sea room between them, can sail together conveyed by destroyers. The United States and its Allies have enough freight carriers left, if they are protected, and our navy will not begin to grapple effectively with the U-boat menace until it has abandoned the policy of replacing torpedoed ships by rapidity of building.

The traditions of the American navy demand an attack against a German submarine base. Shades of Perry and Farragut and Dewey! shall the exploits of our navy in English waters continue to be limited to burning the brine in brilliant dashes to rescue survivors from torpedoed merchantmen?

Had those responsible for our naval policy begun three months ago to de-

velop a system of "heavily guarding" our food and munitions bottoms, the plan would have been devoid of the heroic and the dramatic feature. But competent naval authorities assure us that such a plan would have "made good."

American troops in France mean something more than relief for the French on the actual battle line. With that must come a proportional improvement in the economic situation. More Frenchmen can now be spared for agriculture, with a consequent increase in the nation's food resources, and the increased supplies will be for the use of the people of France. Our own army is to be fed and supplied directly from home. The conflicting requirements of the army and of food production have constituted a problem which the French government has been able to deal with only by half-way measures. There have been serious debates in the Chamber over the release of men of the classes before 1890 for work in the fields. Comparatively small though the American army on the Continent may be for some time to come, the number is not negligible in view of the fact that the French government has been sending back men from the army to the fields in meagre thousands. The release of even twenty thousand French agriculturists would be an appreciable gain.

The talk that the war and the loan issues would create inflation, sprang up suddenly and suddenly faded away. The belief had not perished; it had become obscured. It was thrown into the background by temporary concern over the success of the Liberty Loan, the money market, price fixing, the excess-profits tax. It is again making its appearance, and not without reason. The banks do not have to carry a reserve against Government deposits. Their legal reserve requirements against other deposits have been reduced. New York members of the Federal Reserve system, whose legal reserve was formerly 18 per cent., can now keep 13 per cent. at the Federal Reserve Bank, and as much or as little in their own vaults as they choose. Formerly Federal Reserve notes did not count as legal reserve. Now they can be kept in the banks' own vaults, and will at least serve as actual reserve. And on top of these changes are the immense credits created by banks that subscribed to the loan, and the payments which the Government is beginning to make to manufacturers.

A folding bed must be pulled down before it can be done up.

The less a man knows the more suspicious he is.

LABOR UNSETTLEMENT.

The chief feature at the moment is the wide labor unsettlement. This is extremely serious while it lasts, but it is to be remembered that England had to pass through the same phase when it first entered the war, and it is so serious now that a settlement must soon be found. The first advance in raw materials was of the greatest benefit. It increased the value of inventories and stimulated production, but it has now reached a point where it is not an unmixed blessing. In the first place, the cost of raw material is now so high and so erratic that it is next to impossible to figure on finished goods, and therefore to manufacture with confidence. Secondly, the cost has advanced to such a point where it very materially limits normal consumption. Third, such a high cost ties up too much capital in inventories. Some day these will have to be marked down severely. We mention this merely as one of the most difficult features. The situation is so mixed that it is open to a number of interpretations. There is no question but that war is the most destructive of all influences, and its price must some day be paid for marketwise, as it is now being paid for in lives and in money. The fact that men are being taken by the tens of thousands from productive occupations to that of destruction limits the output, and is one of the most important influences in maintaining high prices. The influence of war is always towards inflation, and so long as it lasts it means high prices for commodities and, therefore, in a general way, for stocks.

Elsewhere in this week's paper appears an advertisement for the Worden Grocer Company, in which Frederick C. Beard, the long-time retail grocer, states that he turns his grocery stock twenty-three times each year. Mr. Beard is the soul of honor and no one who knows him would question his word for an instant. The Tradesman agrees with the terse observation of Old Barney to the effect that Mr. Beard has solved the problem of successful merchandising—"keeping stock down and sales up." There is not one merchant in a hundred who has learned this lesson as Mr. Beard has learned it through long and sometimes exasperating experience.

The workman who walks away from his place of employment on the stroke of the quitting bell never gets anywhere in this world. If he leaves his work before washing his hands he is a sloven whom no one cares to help or encourage. If, on the other hand, he has washed his hands, brushed his clothes and combed his hair on

his employer's time, so as to be ready to jump when the bell strikes, he is a petty thief, because he has misused time he is paid for to devote to his own personal uses. No employer ever gives such a man a passing thought, except to make a mental notation that the workman is entitled to no consideration, so far as advancement is concerned. A man who is unfaithful in small things would be a dangerous employe to entrust with larger responsibilities where the opportunities for betrayal of trust are greater and the damage to the business through incompetence and indifference is more serious.

The Tradesman commends the suggestion of its Traverse City correspondent that the hotel keepers in every town will find it advantageous to mark the automobile roads by signs at every road intersection, giving the distance to the town in which the hotel is located as well as the distance to other towns in the immediately vicinity. The unfortunate effect of the lack of such information is clearly disclosed in the communication of Mr. Follmer, published in the Tradesman of last week. If the local automobilists in each town do not see the necessity of such action, which, of course, would be entirely gratuitous on their part, it would be well for the landlords to avail themselves of the advertising advantage such a system of placarding the roads affords.

Closely bound up with the subject is that of restricting, through embargoes, all exports to neutral European countries of foodstuffs and goods of various character which eventually find their way into Germany in some form vitally necessary to her. As matters are shaping themselves, it is highly probable that there are serious times ahead for the small nations surrounding Germany who have grown fat on their trade, both licit and illicit, with her. Now, that our Government evidently intends to exercise to the full its pressure along economic as well as along military lines, the help of the United States to neutrals will be the highest character imaginable, and to that extent will help shorten the war.

There has been such a strong demand for copies of the Tradesman containing the report of the Merchants Congress that the edition is nearly exhausted. Those who are still without copies of the Garver talks for permanent preservation can obtain them from the Worden Grocer Company, the Hazeltine & Perkins Drug Co. and Herold-Bertsch Shoe Co. These houses procured quantities of reprints from the Tradesman report for distribution among their customers.

Wafted Down From Grand Traverse Bay.

Traverse City, July 2—In an article entitled "Mark the Roads," in last week's Tradesman, by C. C. Follmer, were some very good things, worthy of consideration by the different business men in the small towns along the auto roads. We have personally interviewed one or two of the few men who have tried out this form of advertising, particularly hotel men, and they say in every case it has shown a marked increase in business. One advertiser has had signs placed on the main roads one mile apart, out for a distance of nine or ten miles, which read: "7 miles, 6 miles, 5 miles," etc., to his hotel, and he finds, in many cases, parties will stop over for a meal or a night's lodging, who had intended to go farther. Here is where continual suggestion comes in, as you cannot have a hotel sign staring you in the face every mile for an hour without thinking of something to eat, and the next thing is to become hungry. If every hotel man in the small town would adopt this system of advertising, which would cost but a small sum—as from twenty to forty signs would do the business—there would be no lost auto parties and the advertiser would reap his reward.

We are pleased to note that Charles Ehrenberger and little son, who were run down by an auto some weeks ago, severely injuring both, are on the road to recovery.

Fred C. Richter has purchased a new ford roadster to make his territory with. We expect Buhl & Sons will have to double their force in the house to take care of the increase in orders.

We notice the question asked in the last issue of the Tradesman "Why is business not better?" The law of supply and demand has something to do with this. Not long ago prices on certain articles of food stuff, for instance, sugar and flour

were soaring daily, and predictions were being made every day, that flour would reach \$20 per barrel and other things along the same line. At this time the ultimate consumer, who had the money—and most of them had it—bought from six months' to a year's supply and some of them for two years ahead, at a time of year when they had never done such a thing before. Under ordinary conditions, people do not lay in a supply until after harvest, and, consequently, jobbers and manufacturers were not prepared in many cases to take care of this rush of business at that time. Results: High prices prevailed for a time. Now no one is buying, prices have declined and business is punk.

Mrs. Fred C. Richter entertained about forty of the ladies of the White Shrine of Jerusalem at her home on Union street, last Thursday with a social afternoon. Refreshments were served, a 10 cent collection taken, and the money turned over to the Red Cross. Every one had a very enjoyable time.

C. G. Sherwood, manager of the Hannah & Lay flour mill, has discovered that a broken front spring on a car doesn't assist in driving over the roads between Traverse City and Petoskey. This, no doubt, explains why some of the party thought that the water or coca cola had made him reckless. S. B. T.

You Yourself.

Your greatest problem is yourself. You are also your greatest treasure. If you can get yourself determined upon—find out what you are and what you are for—and if you can discover and develop the elements of value in your nature, your life will take on the beauty of orderliness and your need of the savings bank will be less and less, for you will be your own riches. Richard Wightman.

F. C. BEARD, Grocer
PHONES | BELL MAIN 2705
CITIZENS 34184 | 1504 Wealthy Avenue

City June 23- '17.

Barney

I notice in the Tradesman what a general dealer told you about his stock and business when you took him through your building the other day.

I have a stock of groceries of about \$1000.00 sold out for \$23000.00 thereby turning my stock over twenty three times, and made near 3000.00 Is that a fair showing for a Grocer? I would also say I have bought goods of the Worden Grocery Co for thirty two years

F. C. Beard

Barney says—

I well remember when Fred Beard started in the grocery business as a young man at Morley. He has always been a keen buyer and close seller. He has surely solved the problem of retail merchandising—keeping his stock down and his sales up.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



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



The New Cereal Beverage

Which is Having a Wonderful Sale

Every merchant in Michigan who handles soft drinks will be interested in this remarkable new beverage as it is meeting with great success in its introduction to the public. A big sum is being put into advertising which means that the demand will be continually on the increase. The advertising will appear in the newspapers, on the billboards and in every store window. Every merchant should procure a share of the profits on Vita and you should take advantage now of our liberal money back order plan.

Money Back Trial Order Plan

You take no risk in sending in your order on the attached coupon. You have no chance to lose as our agreement is to take off your hands any unsold portion any time within three months from date of order.

Remember, this trial order plan is for your protection and we are assuming the entire risk.

Free Advertising Helps

When we ship your order we will send you FREE a complete set of advertising cards and hangers for your windows and counter or fountain.

Hang this advertising up in a prominent place so that customers can see them. It will help to sell the goods you order and let customers know you have the new beverage to offer them.

Large Bottle Retails at 10 Cents

PETERSEN BEVERAGE CO.
GRAND RAPIDS, MICH.



Cut out and mail today.

Petersen Beverage Co.,
Grand Rapids, Mich.

Gentlemen—You may enter our order for.....cases (2 dozen each) @ \$2.20 with rebate of \$1.00 upon the return of the empty bottles and package.

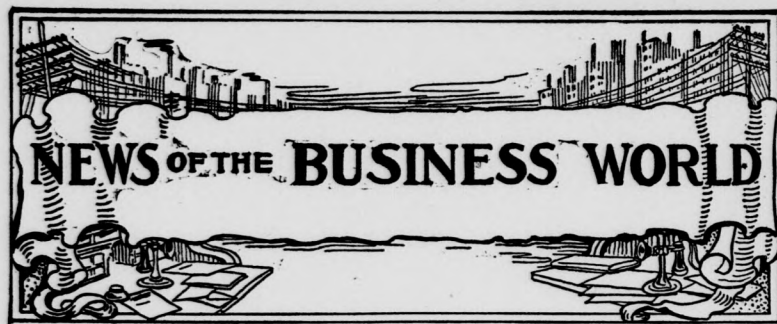
Ship to.....

Station.....

P. O. Address.....

Dated..... Ship via..... Freight..... Express

It is expressly understood that the Petersen Beverage Co. agree to take off my hands any unsold portion any time within three months from date.



Movements of Merchants.

Jackson—The Fisk Coal Co. has increased its capital stock from \$10,000 to \$15,000.

Muskegon Heights—E. L. Nessesen has opened a confectionery store in the Ancell hotel building.

Elwell—Albert Anderson has opened a grocery and confectionery store in the Taylor building.

Lansing—The Isbell-Brown Co., dealer in grain, has increased its capital stock from \$16,000 to \$50,000.

Ionia—Cobb & Bowerman succeed George C. Batson in the restaurant and rooming house business on Depot street.

Imlay City—Thieves entered the general store of Hazelton & Linekar, July 2 and considerable stock was carried away.

Sheridan—Robert Evans, who conducts a general store at Fishville, has opened a meat market in connection with it.

Eaton Rapids—Maher Bros., dealers in music and musical instruments at Jackson, have opened a branch store here.

Marshall—Myron S. O'Keefe, of M. S. O'Keefe & Co., book dealers, died at his home June 29, following a stroke of apoplexy.

Alpena—Fire destroyed the store building and drug stock of Dr. F. B. Cornell June 27, entailing a loss of about \$10,000.

Detroit—Lightning recently struck the store building of the H. R. Leonard Furniture Co., causing a loss of several thousand dollars.

Jackson—The Alva F. Watkins Co. has been incorporated with a capitalization of \$5,000 to manufacture and sell drugs and pharmaceuticals.

Greenville—J. DeVliet & Son, who conduct a grocery store at Belding, will open a branch store in the Slawson block about July 14.

Marlette—The Marlette Farmers' Co-Operative Elevator Co. has taken over the stock and buildings of the Holmes Grain Co. and will continue the business.

Alma—James Redman, wholesale grocer, is erecting a brick store building on East Superior street which he will occupy with his stock as soon as completed.

Dimondale—George W. Elliott, of DeWitt, is erecting a grain elevator with a capacity of 10,000 bushels, which he will open for business about Oct. 1.

Detroit—William Burnstein & Co. has incorporated to engage in the retail dry goods business at 1497 Michigan avenue with an authorized capital stock of \$1,000, all of which has been subscribed and paid in cash.

Jackson—The L. H. Haynes grocery store, at 514 North East avenue, was burglarized June 27 and considerable stock and the contents of the cash drawer taken.

Jackson—The Jackson Fish & Oyster Co. has sold its stock and equipment to Nim Westlund, the former manager, who will remodel and enlarge the store building and install modern fixtures.

Harbor Springs—Charles Bassett has purchased the interest of his partner, Henry Stewart, in the mill and general store at Five Mile Creek of Bassett & Stewart and will continue the business under his own name.

Bessemer—The Swanson & Carlson Co. has been incorporated to handle groceries, meats and provisions with an authorized capital stock of \$10,000, all of which amount has been subscribed, \$400 paid in cash and \$9,600 paid in in property.

Carson City—Burglars entered the stores of P. J. McKenna, dealer in general merchandise, Alex Moore, dealer in general merchandise, and the meat market of McCrary & Jennings July 1, carrying away some stock and the contents of the money drawers.

Battle Creek—This market has a new wholesale grocery house connected with which are certain interesting and unusual features. It was formed a few months ago at the initiative of Miss Hope E. Columbus and Miss Rock, also J. C. Myers, all of whom had had experience in the business in clerical and sales capacities. They interested Howard B. Sherman, a local manufacturer and capitalist, in the enterprise, and have just moved into a handsome and efficient warehouse which was dedicated a few nights ago with notable exercises. The remarkable feature of the housewarming was the fact that the festivities were presided over by C. C. Ward, Secretary of the Michigan State Wholesale Grocers' Association, and among the notable guests who made speeches were the heads of the two local rival houses, Godsmark, Durand & Co. and Halliday & Son, who came in to show a quality of good fellowship in competition which does not often appear in trade. Many prominent specialty manufacturers were also represented, and the banquet is still being talked about in local business circles.

Manufacturing Matters.

Flint—The Gordon Shoe Co. has changed its postoffice to Detroit.

Detroit—The Wilkowski Hardware Co. has been organized with an authorized capital stock of \$15,000, all of which has been subscribed and paid in cash.

Saginaw—The Wickes Boiler Co. has increased its capital stock from \$500,000, to \$525,000.

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Detroit—The Fire Proofing Materials Co. has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Wadsworth Manufacturing Co., manufacturer of auto bodies, auto tops and parts, has increased its capital stock from \$250,000 to \$650,000.

Detroit—The Michigan Sash & Door Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in cash.

Detroit—The United Refrigerators Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Muskegon—The Muskegon Smelting Co. has been organized with an authorized capitalization of \$10,000, of which amount \$7,000 has been subscribed and paid in in cash.

Detroit—The Kermath-Whitcomb Company has been organized to do general machine work with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Holland—The Strauss-Rheustron Co., of Chicago and South Bend, Ind., has leased No. 3 factory of the West Michigan Furniture Co. and will manufacture phonographs and other instruments.

Detroit—The Lindeme Machine Co. has been organized to manufacture cover placing machines for bottles with an authorized capital stock of \$2,400, all of which has been subscribed and paid in in property.

Detroit—The Production Tool Company of America has been incorporated to manufacture machine tools with an authorized capital stock of \$5,000, of which amount \$3,000 has been subscribed and paid in in cash.

St. Joseph—The Mathieu & Sons Foundry Co. has engaged in the manufacture of castings of all kinds with an authorized capital stock of \$6,000, all of which has been subscribed, \$650 paid in in cash and \$5,350 paid in in property.

Another New Health Beverage.

The Peterson Brewing Co. has begun the exploitation of a new non-alcoholic beverage which will be sold under the name of the Peterson Beverage Co. It is pure and wholesome, containing all the nourishing qualities it is possible to retain in liquid from the grains of which it is made. It will be distributed solely through the grocery, drug and confectionery trades. It will not be sold to saloons or other places where alcoholic drinks are dispensed. The members of the Peterson Beverage Co. are reputable gentlemen who have built up a large business in malt beverages which will be annihilated by the prohibitory law which goes into effect next May. The manufacture and sale of the new beverage will afford them ample opportunity for the exercise of the same energy and enterprise they exerted so long in other directions.

Late News About Michigan Banks.

Ecorse—The new bank proposed for Ecorse by business men will have a capital of \$25,000 and be known as the Ecorse State Bank. J. M. Allen will be Cashier.

Flint—The Industrial Savings Bank has purchased two sites for branch offices—one at Traftlet and North Saginaw streets and the other at Lewis and Broadway. Buildings will be erected in the near future. The Industrial Savings Bank opened for business on July 1, 1909, with a capital of \$50,000. Its capital, surplus and profits now are in excess of \$600,000, and its total resources more than \$4,500,000.

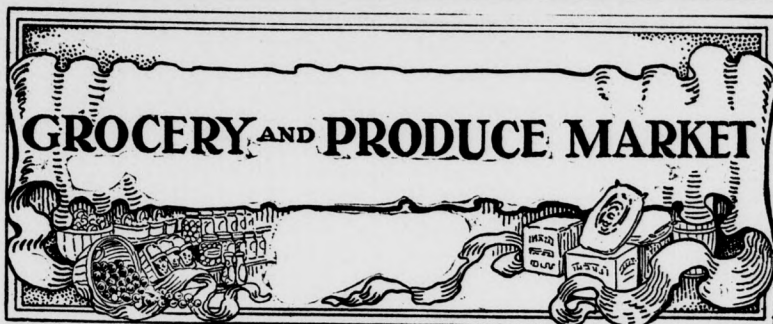
Bellevue—According to present plans, the new Farmers State Bank of Bellevue will be opened for business about August 1. Permission has been granted by the State Banking Department to organize the bank with a capital stock of \$25,000, and the enterprise is being promoted by B. N. Keister, President of the Olivet State Bank. The new bank proposition is strongly in popular favor with the business men of Bellevue and the farmers of this community.

Lansing—G. H. Ziegler, pioneer business man, director in the Lansing State Savings Bank and continuously in business in this city for nearly fifty years died recently at his home on East Saginaw street, following an illness of over a year. Mr. Ziegler was 72 years of age and had lived in Lansing for sixty-three years.

Sequoyah, half-white and half-Indian, inventor of the Cherokee alphabet, Oklahoma's first contribution to Statuary Hall, is not the first of what might be termed "irregulars" to enter that sanctuary. Wisconsin chose wisely—as we may like to recall especially at this time—in paying tribute to Marquette by setting up his statue among those of distinguished figures which sprang from the continent which he help to map. And Illinois perpetuated the memory, Frances E. Willard. Indiana naturally thought that her statesmen were sufficiently represented by one statue, choosing for the honor her War Governor, Oliver P. Morton. The other had to be that of a literary personage, and so Lew Wallace aids in breaking the array of politicians. So does Robert Fulton, representative from Pennsylvania. Neither Franklin nor Lincoln is in the assembly, although Kentucky has the opportunity of honoring herself and her greatest son by presenting a statue of Lincoln, since she has not availed herself of either of the pedestals at her disposal. Delaware and Georgia of the original thirteen states are as leisurely. Virginia has Washington and Lee.

Remarkable Record.

Joseph P. Lynch has returned from Toronto, where he sold over \$26,000 worth of goods in eighteen days for G. Hawley Walker. On the eve of his departure he received voluntary testimonial letters from Mr. Walker, the local newspapers and others who had carefully watched his wonderful record as a sales manager.



The Grocery Market.

Sugar—The market was lifted unexpectedly the past week from the rut into which it had sunk, developing a resiliency that few would have believed possible in view of the extreme apathy previously shown both by refiner and Cuban planter. An advance of $\frac{1}{2}$ c a pound in raws, $5\frac{1}{2}$ c cost and freight, certainly was calculated to attract attention, especially as the sales were not over 50,000 tons, pointing to the inherent strength of the primary situation and to the fact that refiners were none too well taken care of for future meltings. The stimulus for the upward movement was found in renewed buying by Europe in Cuba, offerings at 4.90c f. o. b. the island being absorbed, with the sellers subsequently securing 5c, it was said, for a heavy tonnage. As long as the competition there is keen for remaining supplies it will be difficult to force down the price. It is in this direction that the Food Controller must work if he expects to make good his plan of giving the American consumer cheaper sugar; and the proposed joint buying commission for the United States and the Allies would undoubtedly bring results were the crop movement active. With Cuba at the fag end of the crop, however, and planters sold up for much of their production, it is considered doubtful if results can be secured this season. However, an embargo on shipments to the neutral countries, which have been eager buyers in the past and even now are taking sugars with the possibility of paying the drawback, would increase the available supply for the American consumer. Were it not for the acute tonnage situation Java might relieve the strain on Cuba and thus tend to reduce prices, for the crop will be 200,000 tons larger than in 1916, and its white sugars are a substitute for granulated. If our Government is to control shipping, it could of course in a pinch divert vessels to the East Indies, but the urgent demand for carrying foodstuffs to Europe will prevent such action. Opinion differs as to the supply of refined sugar in the country, some circles looking for an active demand now that the weather is more seasonable. They maintain that, while there is no incentive for speculation at prevailing high prices, distributors and manufacturers will be compelled to buy to replenish their stocks incidental to the preserving and other summer requirements. Consignment stocks of refiners are below normal, which suggests that a concerted buying movement would soon make for a big delay in deliveries. There is undoubtedly more interest displayed, and were it possible to buy freely at $7\frac{1}{2}$ c quoted by the American a large volume of orders could be placed. Where business was

not accepted at that figure, $7\frac{3}{4}$ c and even 8c was paid to cover needs. The Federal and Warner quote the latter figure, with Howells and Arbuckles out of the market, the same being true of the Pennsylvania and McCahan in Philadelphia.

Tea—A review of the market indicates that the tea trade has not been aroused from the apathy into which it had fallen when the uncertainty of what taxation would be imposed first made its influence felt. The excise tax will undoubtedly be retained, in the opinion of well informed circles, but the question as to stocks on the floor, to use the technical expression, may be left to the conference to settle. Of fully as much importance is the freight question, possibly even more, for it will continue to plague local importers long after Congress has adjourned, judging by present indications. Shipments are being delayed from the Far East, and consequently buyers hesitate to make purchases in the primary markets with the risk attached to having the tea held up indefinitely for tonnage. Japan has arranged to take care of its crop at set rates, so that there is little anxiety in that direction, but Formosa and China are in a different category. India-Ceylons are also affected by the growing shortage of tonnage.

Coffee—The market is dull. Prices have dropped from $\frac{1}{4}$ @ $\frac{3}{8}$ c on all grades of Rio and Santos during the past week, making prices rather low. So much coffee is afloat that Rio 7s can be bought for delivery within the next two weeks at 9c a pound, in a large way, green. In spite of this nobody is buying because there is so much coffee in sight that if nothing happens to prevent, the market will probably drop several cents lower. Mild grades are also weak and inclined to be lower. Practically the only grades which are holding their own in coffee are Maracai-bo, Java and Mocha.

Canned Fruit—This market is practically at a standstill pending the legislation at Washington.

Canned Vegetables—Tomatoes are decidedly irregular and are being offered here and there at all kinds of prices, as low as \$1.70 f. o. b. cannery having been quoted in some instances. In fact, some Southern houses are sending out word to the effect that it is about time to realize on previous purchases, giving the impression that there is likely to be a significant break in the market. Peas are quiet at the moment, but the price still remains about on the basis of \$1.15 for sifted standard No. 3s.

Canned Fish—Salmon is somewhat firmer at the close, as holders are not willing to sacrifice their supplies, believing that it will all be needed. There

have been intimations of export business during the week, but particulars have been unobtainable. Sardines are firmly held on a \$6 basis, but with light offerings.

Dried Fruits—Beyond some buying to fill urgent Government requisitions there has been almost nothing done in dried fruit on the local market during the past week. This buying, however, has been sufficient to keep values fairly steady, but in the absence of trading of any consequence this has mattered very little. While conditions generally are unfavorable to active business, the one important and overshadowing factor is the long drawn out controversy at Washington in regard to food control which makes it practically impossible to do business at all. In other respects the situation is governed by a desire to await opening prices, particularly those of prunes, which are expected to be announced to-day. This announcement, as has already been pointed out, is not important from the standpoint of actual orders placed, and it is also understood that additional orders will not be accepted at this price. Its chief importance lies in setting the policy of the new association and in readjusting the entire market situation, for it will naturally follow that independents will have to accommodate themselves to the Association's prices insofar as a maximum is concerned, although there will be nothing to stop them underselling the Association if they see fit. Should the Association name a price that is too high in the face of current crop prospects, independents may seize the opportunity to undersell them, even though it will mean a considerable loss to many speculators who were enthusiastic buyers of futures in the early spring and who were responsible for running the market above a 7c basis. While a great deal of interest attaches to opening prices of other fruits, this being the first effort of the prune association to organization which was conducted under such unusual difficulties, it therefore invests itself with a peculiar interest apart from the actual contracts involved.

Molasses—There is the same uncertainty as to the result in Washington, although the tax will probably be retained in the final draft of the revenue bill. Business is light, but moderate stocks and the better tone to syrups keep prices firm.

Rice—The market is quiet and uninteresting, with prices showing no material change. The tendency is still to await developments, and, in the interim of the passing of the legislative measure in Washington pertaining to food control, revenue buyers will go slow. In fact, this disposition may be continued further, since the summer months are not conducive to activity. In the South the situation is much the same, although some worriment is felt regarding the outcome of the new crop because of the drouth that has prevailed in some sections.

Corn Syrup—There is fairly good demand for corn syrup and sugar reported in the trade of late, although confectioners are not so active. The strength of cash corn keeps prices firm, and there is no immediate indication of a reduction.

Cheese—The make is about normal

for the season and the quality is averaging fine. The consumptive demand is good at continued high prices. No change is in sight.

Provisions—Everything in smoked meats is firm and unchanged, with an increased consumptive demand. Pure lard and compound are steady at a decline of $\frac{1}{4}$ @ $\frac{1}{2}$ c. Dried beef, canned meats and barreled pork are closely cleaned up, and are steady and unchanged.

Salt Fish—There is no mackerel coming from the other side at present. The only stock available is new shores, which are still ruling around \$18 or \$19. This, although about \$4 above normal, is still comparatively low under the circumstances. The demand is fair.

Bankruptcy Proceedings in Western District of Michigan.

Grand Rapids, July 2—Arthur A. Fiebig, of Grand Rapids, doing a mercantile business at 434 West Leonard street, has filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. Mr. Corwin has also been appointed receiver and George S. Norcross custodian. The first meeting of creditors has been called for July 9, at which time creditors may appear, prove their claims and elect a trustee. The schedules show the total liabilities to be \$1,768.94 and the assets to amount to \$1,104.64, of which \$500 is claimed as exempt. Following is a list of the creditors:

| | |
|---------------------------------|----------|
| Augusta A. Fiebig, Grand Rapids | \$900.00 |
| Otto Webber Co., Grand Rapids | 226.00 |
| Cluett & Peabody, Chicago | 200.00 |
| Supreme Tailoring Co., Chicago | 136.00 |
| Protte, McIntyre & Co., Chicago | 250.00 |
| Economy Dye House, Grand Rapids | 4.50 |
| Furniture City Dry Cleaning, | |

| | |
|---|-------|
| Grand Rapids | 15.00 |
| G. R. Dry Cleaning, Grand Rapids | 8.00 |
| Leonard J. Ritzima, Grand Rapids | 25.00 |
| Ernest Johnson and Axel Johnson, co-partners as Johnson Brothers, of Muskegon Heights, conducting a grocery business, have filed a voluntary petition in bankruptcy. The first meeting of creditors has been called for July 10. Following is a list of the creditors scheduled by the bankrupts: | |

| | |
|------------------------------------|-----------|
| Secured Creditors. | |
| National Cash Register, Dayton | \$ 170.00 |
| Walker Candy Co., Muskegon | 54.19 |
| Toledo Scale Co., Toledo | 64.00 |
| First State Savings Bank, Muskegon | 100.00 |
| Caleb David, Mears | 200.00 |
| Guard T. Sands, Pentwater | 100.00 |
| Unsecured Creditors. | |

| | |
|-----------------------------------|----------|
| A. LaPoint, Muskegon | \$ 35.00 |
| John Albers Sons, Muskegon | 2.85 |
| Arbuckle Brothers, Chicago | 12.49 |
| E. J. Beukema, Muskegon | 113.78 |
| John Boekhoudt, Muskegon | 5.62 |
| Castenholtz Bros., Muskegon | 24.00 |
| May Emmons, Muskegon | 7.50 |
| Hume Grocer Co., Muskegon | 59.89 |
| Hasper Bros. Baking Co., Muskegon | 62.56 |
| Jewett & Sherman Co., Milwaukee | 127.16 |
| Francis Jirock, Muskegon | 26.02 |
| J. W. Kern Candy Co., Muskegon | 3.15 |
| F. W. Lorengel, Muskegon Heights | 26.50 |
| Peoples Milling Co., Muskegon | 68.91 |
| Moulton Grocer Co., Muskegon | 550.74 |
| National Grocer Co., Grand Rapids | 101.86 |

| | |
|---------------------------------|--------|
| M. Plowaty & Sons, Grand Rapids | 284.93 |
| Liberty B. Root, Muskegon | 29.16 |
| W. W. Richards, Muskegon | 31.29 |
| Standard Oil Co., Muskegon | 6.05 |
| S. Steindler, Muskegon | 44.44 |
| Wolfis Brothers, Muskegon | 15.00 |
| Wm. H. Weir, Muskegon | 95.29 |
| Walker Candy Co., Muskegon | 93.48 |
| Shepard & McNamara | 5.75 |

In the matter of George H. Clair, bankrupt, Grand Rapids, the final meeting of creditors has been held. The trustee's final report and account, showing total receipts \$42.98, disbursements of \$1.50 leaving a balance on hand of \$41.48, was considered and approved and allowed. No dividend will be paid the general creditors.

In the matter of T. M. Ditman & Co., the final meeting of creditors has been held. The final report and account of the trustee was approved and allowed. It appearing at the final meeting that there were not sufficient funds to pay the administration expenses in full, no dividend for general creditors was declared.

In the matter of Linford L. Winslow, bankrupt, Saranac, the final meeting of creditors has been held. The final report and account of the trustee, showing total receipts of \$2,858.12, disbursements for preferred claims, administration expenses, and a first dividend of 5 per cent., aggregating \$1,899.61, and a balance on hand of \$958.51, was considered and allowed. It is probable that another dividend will be paid in this matter, the amount of which can not be as yet stated.



Michigan Retail Hardware Association.
 President—James W. Tyre, Detroit.
 Vice-President—Joseph C. Fischer, Ann Arbor.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

What the Hardware Dealer Can Do in July.

Written for the Tradesman.

With the advent of July, the hardware dealer who has made a dead-set on his seasonable lines during June should push still harder in order to clear out these lines. Particularly under present conditions, it is better to sell than to hold over. Good salesmanship and persistent pushing in July will minimize the need for clearance sales in August and September.

Hence, the warm weather goods should be played up as effectively as possible throughout the month. Hammocks, garden seats, lawn swings, refrigerators, lawn mowers, garden hose—all these will pay for pushing right now.

The merchant should continue to make a strong effort after the camper-out. The popularity of this method of spending the summer vacation is increasing. The hardware merchant by means of attractive displays and intelligent newspaper advertising can do a lot to encourage the outdoor idea. Both from a healthful and an economical point of view, camping out is a fine way to spend a holiday, and as the articles wanted are all items in the hardware stock, the moral is obvious. A camping window in July—a tent, an imitation fire, some camp enamelware, fishing rods, picnic baskets, etc.—will probably stimulate into action the man who hesitated while it was still June.

This is pre-eminently the year to show your colors on the great National holiday. A patriotic display for the week of July 4 is quite in order. Use flags and bunting this week, not for the profit the display will bring, but to express your good sound Americanism. This isn't just a matter of dollars and cents; it's a matter of devotion and sentiment. Show your colors this week.

It is sound Americanism as well as good business policy, too, to watch the trend of National events and to link up your business with any important developments. America is at war. That is no cause for depression or despondence; but it is reason why every American should show just where he stands. More and more the public mind will be centered on events of patriotic and National significance. Link yourself and your store with these developments and activities.

Military and naval events, particularly of local significance, can often

be made the theme, or will often point the way to a theme, for a good window display.

There should be, in July, no relaxation in the efforts to develop business. Because the natural tendency in the hot months is to relax, is a prime reason why the merchant should just put his shoulder to the wheel and push the harder. This does not mean that any merchant should overwork, nor does it mean that he should work longer hours, or should do without his holiday. But it does mean that the merchant must keep on trying to sell goods, to develop new business, to secure new customers.

It is eminently good business, on the other hand, to seek shortcuts, to systematize with a view to saving mere drudgery, to discover or devise new methods of accomplishing the same old ends in easier fashion.

These are times which impel men, and particularly business men, to think along new lines. People are doing under pressure of circumstances things that they would never have even attempted voluntarily; and they are doing these things, not as exceptional achievements, but as part of the everyday routine. We are uncovering new capabilities, discovering new possibilities, disclosing new resources. In this direction the merchant can do his part, not merely to benefit his business, but to win the war.

Closer attention to credits and to business methods is essential. Now, as never before, is it important to know just where you stand in a business way, to be acquainted with your stock, to have your entire business at your finger-tips. It will be good policy, if you haven't done it before, to systematize the credits you grant to customers, and to get your business running as nearly as possible on a cash basis. There are doubtless considerable sums on your books. In July, make a dead set on collections. Go over the books carefully, paying particular attention to long standing accounts. Either a system of follow-up collection letters, or persistent personal calls, should be employed to get these outstanding accounts wiped out, or, at least, reduced to reasonable figures. Then, see to it that they don't get out of hand another time.

Of course, different debtors call for different methods of handling. Most of your debtors are doubtless good. A few of them are the sort the loss of whose patronage is a distinct gain to any business. For such people, stringent methods are required.

The time has gone by when even the people whose standing in the financial world is unquestioned should

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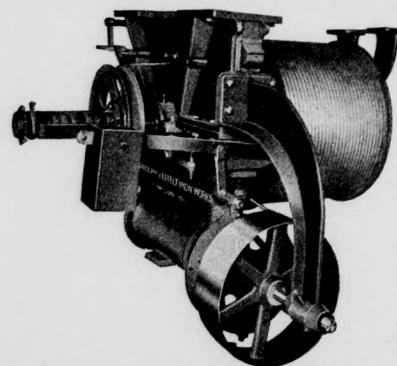


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Write for Particulars
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Grand Rapids, Michigan

be allowed unlimited time to settle their accounts with tradesmen. The tradesman is as good-hearted a man as you will find anywhere; but he is neither a philanthropist nor a banker, and in the conduct of his business he should politely but firmly emphasize the desirability—yes, and the necessity—of business methods on the part of normally unbusiness-like customers.

July is one of the holiday months. Have you taken your own summer outing? Are you planning for it? Every man needs a good holiday at least once a year. Two weeks is a desirable minimum.

Of course the business can't get along without you—but it would have to if you died. Really, though, the proposition of business men who believe they are absolutely indispensable to the business is not so large. The alarming thing is that so many men who nominally go away for holidays keep on worrying about the business. That's why so many holidays don't bring the benefit the business man seeks.

I was talking to a very successful business man the other day. He said: "So far as I am concerned, when I walk out of this store at 6 o'clock at night, the business ceases to exist for me until 8 o'clock the next morning."

That's the spirit in which an exceedingly successful business man handled his affairs after business hours. It's the spirit in which a businessman should take his holidays. Put the very best man you have in charge of things with full responsibility, make the very best arrangements you can devise, leave the fullest instructions you can think of—and then hike for the backwoods, beyond reach of telegraph, telephone, rural free delivery and all business worries.

Victor Lauriston.

Evidence of Permanent Growth.

The strength of an organization is always shown in the tenure of its Secretary. Arthur J. Scott has now been Secretary of the Michigan Retail Hardware Association for more than a dozen years. So long as that organization changed secretaries often it never exerted much influence. When it got down to business and elected a permanent secretary, it began to grow and it has continued to grow ever since. The same experience is now evidently in store for the Michigan State Pharmaceutical Association, which gives every evidence of having landed on a man who can handle the duties of Secretary in an entirely acceptable manner. Mr. Wheaton is not only centrally located, but he has his store duties so well in hand that he can give prompt attention to the requirements of his official position any time he is called upon to do so. He is a gentleman of pleasant personality and genial disposition who modestly bears the honors thrust upon him by his fraters in trade.

CAST IRON SINKS.

—Sign in front of a popular hardware.

UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, July 2—Trout Lake is fast becoming one of the best agricultural districts in Chippewa county. A few years ago there were standing forests in that part and deer ran wild. The change has been marvelous. There are now some of the thriftiest orchards containing as high as 1,300 trees. The farmers have taken an active interest in the land and in the organization of the township. More schools are being built and Trout Lake bids fair to become one of the large railroad centers in the near future.

Charles Beckingham, proprietor of our leading plumbing and lighting industries, has been making considerable progress since being located in the new establishment. He has just landed another \$5,000 contract for the Newberry Hospital and much outside work is coming in which speaks well for the local concern.

"A genius is a man who manages to live without working."

The construction of the Soo-Snows Railway bids fair to be realized yet. Some of the stockholders from Milwaukee made an investigation of the proposition last week and from all accounts they were well pleased with the prospect, which look good for a paying line. The men of Milwaukee were greatly surprised with the agricultural possibilities in the vicinity of Pickford, which they declare would be a constant growing freight business for the road if completed.

The steamer Rochester, of the Northern Navigation Co., docked here for the first time last week. The boat will make weekly trips during the summer on the Cleveland, Detroit and Georgian Bay route, arriving at the Soo at about 6 a. m. each Tuesday and leaving at noon. This will furnish the tourists an opportunity to make the Georgian Bay trip again this summer.

That the Civic and Commercial Association of the Soo is a live bunch and did much good work last year was shown by the carrying of the new charter at the election held last week Tuesday, which provides for a commission form of government and a general manager as the head of all municipal departments.

At the annual dinner which was held at the Country Club Friday, a new board of directors was elected consisting of W. L. Murdock, President, Wm. M. Snell and Fred S. Case, Vice-Presidents, David Eliassof, Treasurer and John P. Old, Secretary. Chase S. Osborn was the principal speaker and in his usually forceful manner pointed out the advantages offered in this community in which he is a firm believer. He does more to advertise his home town than any man in Michigan. He was toasted several times as being a prospective United States Senator for Michigan. He has the solid support of his fellow citizens, who would be pleased to see her esteemed townsman elevated. There were numerous other speakers at the banquet. The menu prepared by J. W. Downing, steward of the Civic Club, was a credit to him. A most enjoyable evening was spent and good feeling was manifested to a marked degree.

"Money doesn't always lead to happiness, but it helps materially in the search."

Dan McLeod, popular lumberman of Garnet, was a business visitor here last week and his many friends were pleased to shake hands with this good natured booster of Cloverland.

Fred Raymond, of the Raymond Furniture Company, left last week on a brief business visit to Grand Rapids.

J. L. Lynch, one of our well-known and prosperous lumbermen, has

moved his family to the Shallows for the summer and it will be safe to say that Jerry will be found each Sunday, enjoying the fresh breezes off Lake Superior.

The business men of Dafter have extended an invitation to the Civic and Commercial Club here to attend the picnic and celebration with them at Dafter on July 4. Elaborate preparations are being made to entertain the visitors and a good old fashioned time will be in store for those fortunate enough to attend.

W. H. Lewis, well-known merchant of Detour, was a business visitor here last week.

The many friends of Jerry Maden, prominent lumberman of Rapid River, are pleased to note his recovery from a successful operation at the Laing Hospital at Escanaba last week.

The traveling public will be pleased to note that many improvements are

being made at the Lakeside hotels at the Snows and will soon be ready for the summer's business.

"A man is hopelessly ill when he fails to make any fuss about any new experiment that is tried on him."

William G. Tapert.

The Market.

I wrote a poem in heart's blood,
I told the truth in song;
I took it to an editor,
"No good," he said, "too long."

I cut it down to half its length,
I left the best verse out,
I sent it to another man,
He wrote, "It's good, no doubt,

"But not quite what we want just now;
I think if I were you
I'd study life, then try again,
And only say what's true!"

I sent some rhymes on "Beauty Soap,"
(And this way madness lies),
With this result, "Enclosed find check,
Your verses won the prize!"

James M. Goldstein.

This is No Time for Waste or Wasters

To assist the Nation in its great call for uniform and necessary products in the hardware line, we hereby pledge ourselves not to knowingly place in the store of any merchant any article which cannot be used actively and efficiently.

We believe that this action on our part will be appreciated by the trade and that our customers will find it satisfactory and support it unreservedly.

This is for National, not for selfish, advantage.

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Exclusively Wholesale

Corner Oakes St. and Ellsworth Ave.

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Combination Factories

Are always the most profitable, because they are not confined to one line of manufactured goods. The model factory of the

Gem Motor Car Corporation

is equipped to make either pleasure cars or motor trucks, whichever are in greater demand. Either kind of cars can be turned out with equal facility and profit. Investors would do well to consider this advantage, which is a most valuable one from the profit standpoint.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 4, 1917.

"BUSINESS AS USUAL."

A statement prepared by Senator Hustling, of Wisconsin, on the necessary economy for times of war, is being circulated. Marie Antoinette was said to have marvelled that the starving populace did not eat cake when bread was scant. Senator Hustling has revived this idea. He gravely assures us that if the people who can afford it will eat cake, there will be bread enough for others.

It is on record that the people of England, upon the outbreak of the war, did very much as the Senator advises. As wages increased, the wage-earners likewise tried to relieve "the drain and drive upon the supply of necessities" by spending freely for luxuries. It is not of record though, that any of the happy times so attractively portrayed by the Senator ensued.

What is now threatening this Nation is lack of workers. There will be famine in the world next winter because the men who were the producers are dead, are crippled, are fighting or are making munitions of war.

The reason that roast turkey, porterhouse steak and fruit cake cost more than bread, rice and chucksteak is because it takes more labor to produce luxuries than necessities. To put it another way, roast turkey, porterhouse steak and fruit cake are luxuries because it takes much labor to produce them. Salmon were once so plentiful in the Connecticut that farm hands bargained not to be fed salmon more than twice a week. Whoever, at this time, uses luxuries when he can do without, is bribing labor to leave the production of necessities and turn to the production of a less quantity of luxuries.

We are beginning to do our part in the great war by raising a million soldiers. To supply these with the munitions and machinery of war will require the labor of approximately four million more. We have not enough workers left to till our fields and prepare the necessary food and clothing for those we must supply.

Take a family that spends \$10,000 yearly on its own satisfactions. Suppose it economizes and reduces its outlay to \$40,000. Such a reduction would mean that labor to the amount

of \$6,000 was set free from private service to work for the Nation. If the money saved were invested in war bonds, the Government would employ the labor set free in war industries. If the money saved were deposited in banks, it would be loaned to farmers, merchants and manufacturers who would use it in employing the labor set free to make and sell necessities. Economy of this kind in a time like this of National peril is the highest patriotism.

If a German soldier kills or cripples one of our soldiers or a civilian working to supply our soldiers in the field, the Kaiser has been helped to that extent. If a wealthy American so spends his income as to keep a man out of the ranks or from working to supply the men in the ranks by paying the man to produce luxuries, the wealthy American has served the Kaiser as effectively as the German soldier on the fighting line.

To those merchants who are suffering from the necessary adjustment of labor now in progress, it may be said: The bloody war that takes the young girl's sweetheart, the widow's son, the family's head and sends back a cripple or a corpse, will not spare your business. All must meet war conditions. Business will not go on as usual. We are in the way of sacrifice for the ideals of the Nation. Some will give their lives; some will give those they love best; some who go out to fight will come back maimed and crippled for the rest of their days. Compared with these and what they must give, what are diminished profits and renunciation of self-indulgence?

The British have changed their mind in regard to the tunnel under the English channel from England to France, which has been a subject of discussion for many years, and there is a probability that the work will be done some time. The project was severely condemned by many for a long period on the ground that it would expose the British Isles to invasion although the ordinary man at this distance naturally takes the view that the British should be capable of protecting themselves in so small an area as is represented by the mouth of a subway. More recently the friendly relations between the British and the French have disposed many persons in favor of the scheme. The London Financial Times says: "The great and live attention directed toward the subject during the last two years is proof that as soon as the war is over the undertaking will be vigorously pressed forward." The Channel Tunnel Company has been nominally at work for thirty years or more but on such a small scale as not to make much impression on the world mind. It is presumed that, when the subject is taken up with a full determination to put the thing through, it will be in the hands of the government. The country appreciates what a useful thing the tunnel would be under present conditions and that it would have great commercial functions in time of peace.

Fortunate is the man who can give a good bank account of himself daily.

REPUBLICATED BY REQUEST.

If any additional proof is required clearly and decisively to establish the fact that the Kaiser has planned for more than nineteen years to invade American and destroy our republican form of government, it may be found in the several books written by the members of the German general staff, addressed to the Kaiser at his request, describing how America can best be invaded and subjugated. These books are available to any one who wishes to obtain them from the publishers.

In 1898, before Manila, the German Rear Admiral, Von Goetzen, a close friend of the Kaiser, said to the American Admiral Dewey:

"In about fifteen years my country will begin a great war, during which Germany will

"Absorb Holland,

"Annex Belgium

"Destroy France

"Cripple Russia

"Humble England and

"Subjugate the United States.

"Some months after we have done our business in Europe, we shall take New York and probably Washington and we shall keep them for a time. We do not intend to take any territory from you, but only to put your country in its proper place with reference to Germany. We shall extract one or two billions of dollars from New York and other towns."

"About fifteen years" proved to be a close prophecy, because the Kaiser started his long-planned war on civilization and democracy within fifteen years and fifteen months after the German rear admiral uttered his prediction to one of America's greatest naval heroes.

In the light of these positive proofs—furnished by German officers of the Kaiser—no American citizen who has ordinary intelligence can fail to see that for more than nineteen years the Kaiser has been planning to "subjugate the United States" in his determination to destroy democracy and substitute it with the cruel and tyrannical rule of Prussian imperialism.

CANNED GOODS MARKET.

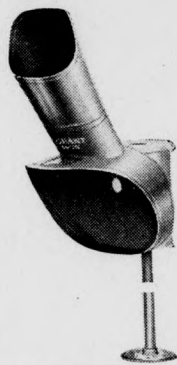
Just at present there are a number of divergent elements in the canned goods situation which might under other circumstances be unsettling in themselves. But with business at a standstill none of these seem to have any influence of consequence. In fact, it is quite impossible that they should, as there is so little business being done that they do not have a chance to operate. Not only is this a war market, but in addition there is the situation at Washington, which practically forces all who are engaged in the food business to minimize their operations until a definite policy is established. In the meantime interest is directed to the growing crops and there are those who declare that this enforced suspension of business may perhaps be a blessing in disguise, as it provides a breathing spell and makes possible a clearer idea of values from the ordinary market standpoint. Thus it appears that there will be a plentiful supply of tomatoes, even though some sections of the

Middle West are sending in rather lugubrious reports. This seems to fore-shadow lower prices for future tomatoes and of necessity will mean that the spot market must readjust itself to the future basis in due season. It also makes it possible to obtain a clearer idea in regard to other vegetables and had caused some discussion as to whether or not it would be a good plan to follow in other years, so that the actual buying of canned goods can be brought closer to the season of actual packing. In other words, it may be that the war and the food legislation may bring about some revisions in trade customs that the market has been in need of.

The amending of the postal laws and regulations with respect to publications entered as second-class matter means the reaffirmation of a provision which has really been a department rule for many years—the prohibition of free reading notices given advertisers and prospective advertisers. The Tradesman has been a radical on this subject for over thirty years, having been compelled to pass up much good business because it would not consent to fawn on or flatter those advertisers who are looking more for personal praise than they are for legitimate results. The enactment of this principle into law will be welcomed by the Tradesman as a most wholesome piece of legislation. People who subscribe for a paper are entitled to the best thought and most conscientious effort of the editor and his assistants. It is unfair, unethical and unjust to foist on the reader a mass of slush and praise which is interesting only to the person concerned in the publication. There should be a sharp line of demarkation between the reading and advertising columns. Both should be kept clean and free from encroachment from either side.

A faint echo of La Follette's unpatriotic opposition to our declaration of war comes in the news that the Wisconsin Legislature has, after two months' controversy, defeated a resolution for printing 50,000 copies of the President's war message. This was the storm-center of the session, and it was debate on it which cost the Socialist Raguse his seat for unpatriotic utterances. Yet although such pro-Germans as are left in Wisconsin opposed the resolution, no one has any excuse for regarding its defeat as a victory for them. The Socialists naturally lined up against it; many of Gov. Philipp's followers regarded it as unwise to bait unnecessarily what had recently been German sentiment; and La Follette's copperhead supporters objected to it as implicit criticism of his course. Doubtless a good many thought, especially as our war swung into its third month, that it was superfluous to scatter the message broadcast. Wisconsin newspapers had published it just as all other newspapers did, and while the debate was going on, Wisconsin women had 150,000 copies printed and distributed to all who registered for the draft.

Most people are two-faced and a few are three-faced.



Buy Before July 10th and SAVE \$1.00

Due to greatly increased costs of raw material, we are forced to raise the selling price of Grant Candles. Up to July 10th you can buy at the old price.

GRANT DALITE Egg Candler

Price, \$4.00
After July 10th
\$5.00

Send in your order
today. For other
styles write for cata-
log.

It will soon be compulsory for every grocer to candle eggs. Customers, as well as legislation, will demand it. Nobody wants to buy bad eggs. You can't afford the expense and bother of a dark room when you can get the Grant.

Read What One Grocer Says

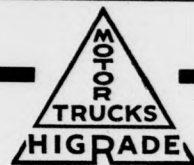
We have now used your Da-Lite Candler and are well pleased with it. We find it simplifies our egg business and permits of greater dispatch in handling this end of our grocery trade. As it is placed on a counter in view of all, we note that it excites attention and comment, which we believe will result in better care of eggs by our customers.

Yours very truly,

W. J. RAMSEY & SON,
Firth, Iowa.

We make Battery and Kerosene Candles, as well as the style shown above, for ordinary electric current. Write to-day and get your order in before the price goes up. Illustrated Egg Testing Chart, price, \$1 00.

GRANT MANUFACTURING CO., Kokomo, Ind.



The Dawn of A New Service!

We hold it as the first principle of our duty to purchasers of HIGRADE MOTOR TRUCKS to make a product that will give maximum service with the least amount of attention and of expense for operation and maintenance; a product of such quality and approved construction that it will command high value at any time. In all, to build motor trucks which owners can regard as a live asset.

The HIGRADE MOTORS COMPANY'S policy will always be governed by consideration of the ultimate service value of HIGRADE TRUCKS. We will not take part in the spectacular methods adopted solely for sales stimulation.

HIGRADE MOTORS COMPANY

SALES OFFICES
BUFFALO, N. Y.

EXECUTIVE OFFICES
GRAND RAPIDS, MICH.

TEMPORARY PLANT
HARBOR SPRINGS

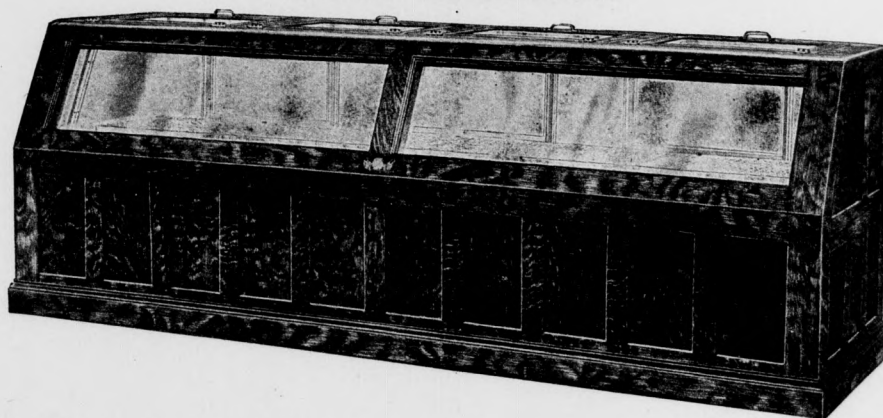
40°
TEMPERATURE



18°
TEMPERATURE

40 degrees
Temperature or
Lower, as wanted.

Freeze if you
choose.



Stock sizes 8-10-12
foot long
36 inches wide
42 inches high

All lengths
made to order

The Modern Method
Thoroughly Tested and Thoroughly Guaranteed

Only Satisfactory Case Made
A Valuable Asset to Any Store

Keep your fresh meats, vegetables, delicatessen, etc., all day long, also over night and over Sundays in a BRECHT PATENTED DISPLAY FREEZER CASE. Thorough Dry Air circulation, temperature below 40 degrees. Therefore your

products are always fresh and attractive until sold. No more "taking out over night." Plate glass and fancy oak, enameled white inside; tinned metal removable shelves in full view of your customers at all times. Thoroughly insulated; front has three lights of glass and two air spaces.

THE BRECHT COMPANY

ESTABLISHED 1853

Main Offices and Factories ST. LOUIS, MO., 1248 Cass Avenue

NEW YORK, 176 Pearl St.

PARIS

BUENOS AIRES



Less Brilliant Shades and Extreme Designs in Ribbons.

We will not claim that all has been well with the selling of ribbons, for more should be used and wider to make the money that this article deserves, but we can now see more business on the way in the U. S. summer hats and wider ribbons will use up some of the \$7,000,000,000, money that will be spent in this country for dry goods, ammunition, food, etc. In the circle of the United States the money loaned will be spent and under such circumstances think of the improved business, of the ready cash and also of the resources of our country and manufacturers especially. Sunshine and better business came on May 15, and we will keep it if all work together and circulate ribbons galore.

The merchants deserve much credit for the displays they have made of ribbon in the windows, at the counter and on the aisle tables. Made up into bows, bags, ties, sashes, etc., the beautiful, gleaming ribbons make a bright spot that attracts every one passing. Many are getting rid of old stock and remnants with the aisle tables, one at the other end of the store from the regular ribbon counter with a placard hanging above with the legend: "Ribbon Department Front End of the Store" or something to bring the regular department into notice. Ribbons have become such a universal article that they should not have only regular seasons, but sell all of the time.

Ribbons have been too quiet, but the market remains firm while waiting. Among the fall samples grosgrains will be prominent in 1 to 2½ inch widths of black, white and colors. Tinsels from ½ to 3 inches show gentle buying, but it keeps on. Retailers feel that it is late to secure the profits of a full millinery season and will put their efforts on an early fall opening, letting the present stock do the best it can. Adequate labor promises to be scarce and the future outlook must bring higher prices as the cost of production mounts up steadily. One unmixed blessing in the trade is that no large cancellations are flying around.

The quantity of red, white and blue ribbons continue to grow in number of yards, not width, as the narrow sells best. Women are wearing this too much; sometimes it seems as though more respect and less freedom toward our colors might be advised.

Jobbers are calling for a few white satins and grosgrains. The expected business of sashes, etc., in the way of dress trimmings has not appeared as yet, but it means the time has only

been delayed for the styles call for it especially for soft, wide sashes for dresses and semi-military jackets that require a sash. It is thought that the long-delayed warm weather will enliven up sport bands, hats, etc. Very narrow sport ribbons of red, white and blue, four to eight lines, are used for neck ribbons holding an ornament or semi-precious stones, etc.

Buyers are trying to get away from the very narrow ribbons and to use 2 to 5-inch goods. In the West 3 to 4½-inch white grosgrains take. One of the largest Western houses recently had a buyer on the spot looking around, bought nothing and went home, but when he comes again he will buy. Wide bayaderes are high class for folded belts, sashes, etc., giving a sport-like appearance without the extreme which has greatly diminished in the former sport effects. Decorative ribbons, next to stripes, are the brocades, then the satins of exquisite shades from black to white.

New girdles are of broche and plain satin ribbon, one edging or evenly dividing the other, ornaments often finish one end left hanging. Canary satin brocaded with gold roses is combined with white satin on each side. Black satin edges have the center of black broche with shades of pink with green foliage. The tendency for wider goods is very marked. In the meantime narrow failles and grosgrains are receiving attention in white for midsummer wear. Narrow white satin ribbons braided as a straw are used for entire hats by smart houses. A ribbon skirt is of many lengths of ribbon, white in the center and deepening into pink, apricot and maize on the edges, this is shirred five times around the waistline. Crush belts of fancy ribbon have suspenders as well as they continue to form pockets that should be lightly weighted to hold them in place.

It is said that retailers buy from the full general lines as they want a little of everything except much of the wide goods; not but what they do take some of them, but the amount seems so small when compared to the samples shown them. Children's sashes and hairbows are taking striped ribbons, Roman stripes. Modified Indian designs are seen; they came as an experiment, but are liked and remain.

Colors are certainly brilliant now although sport extremes are subdued



FLAGS!

Tub Proof Cloth
double stitched

| | |
|------------------|--------|
| British 3x5..... | \$2.50 |
| French 3x5..... | 1.50 |
| Belgian 3x5..... | 1.50 |

Bulldog Bunting

| | |
|------------------|--------|
| British 3x5..... | \$5.00 |
| French 3x5..... | 3.00 |

Larger sizes made
to order

Lowell Mfg. Co.
Grand Rapids :: Michigan

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

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

The cMc System of SHELF PRICING
is the most efficient and economical.

Holder fits any shelf. Cards slip in and out instantly without injuring cards or holder. No defacing of shelves. No fussing with gummed stickers or labels.

Price Cards: 50 cents per 100
Holders: \$1.50 per box of 100

Samples free on request
Dept. K, CARNELL MFG. CO.
338 Broadway, New York

The Goods! Net Prices!

When you receive "OUR DRUMMER" catalogue regularly you always have dependable answers to these two important questions:

What is the lowest net price at which I can buy goods?

Where can I get the goods?

Items listed in this catalogue have the goods behind them.

The prices are net and are *guaranteed* for the time the catalogue is in force.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

Timely Warning

Owing to the heavy demands made by the United States Government upon the manufacturers of Underwear, Hosiery and Sweaters, in order to equip the immense army of soldiers it is raising, and also the tremendous amount of raw cotton that will be consumed for the manufacturing of explosives, it is necessary for the manufacturers to cancel a certain percentage of all contracts made with the jobbers. Therefore, we are facing the greatest shortage of merchandise in these lines in the history of the country.

Our advance fall business was much heavier than it has been for some seasons past and we have only a limited amount of fall goods in lines mentioned above unsold. Our salesman will call upon you shortly with these lines and we can not advise you too strongly to arrange for your actual requirements without further delay.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

in many ways, the designs, though, rather than the colors. Orchid shades are much favored for ribbons and bridesmaids' costumes. Red and blue ideas and impressions are notable. Moire stripes are seen. Pastel shades are prominent in ribbon-trimmed evening frocks. Silk taffeta scarfs, 2½ yards long, are shown for hats and sashes with Persian and Indian designs. The sides are hemstitched and on the ends is a fringe of floss on narrow ribbon fringe.—Dry Goods.

Activities in Michigan Cities.

Written for the Tradesman.

The Upper Peninsula Development Bureau will hold its annual meeting in Houghton July 9. President Leo C. Harmon says plainly that the Bureau needs help and that to permit the organization to die would set Cloverland back a quarter of a century.

The cities of Negaunee and Ishpeming have put the ban on street carnivals this summer.

Sault Ste Marie has voted for the commission form of government.

A survey recently made by the Board of Commerce of Manistee shows that two-thirds of the people have gardens this year. The data also shows a large foreign born population, with only a third of the total listed being of American birth.

Rochester has installed boulevard lights in place of the old arc light system.

Muskegon's rapid growth is a problem to the postmaster in the matter of mail deliveries to the outlying sections.

Jackson has voted that hereafter persons living just outside the city will not be granted city water connections.

Ann Arbor voted at special election to reject the new charter and the commission form of government. The bond issue for a garbage incinerator was also defeated.

Escanaba has renewed its contract with the local traction company to furnish power for the municipal lighting plant for ten years.

Higher rates on business phones of the Michigan State Telephone Co., at Pontiac, went into effect July 1, the new rate being \$42 or \$36 for a party line. This is permitted under the ordinance, as the patrons now exceed 3,500. Almond Griffen.

Boomlets From Bay City.

Bay City, July 2—The twenty-seventh annual outing of the Bay City Grocers and Butchers' Association was held at Wenona Beach, Wednesday, June 27, and it is stated the event of this year was the best ever held in the history of the Association. Grocers and butchers from Midland, Auburn, Vassar and other towns from the Thumb district were in attendance.

F. J. McCartney, of this city, Eastern Michigan representative for the Johnson Implement Co., has moved to Lapeer, that city being more centrally located in the territory.

Atlanta, county seat of Montmorency county, was visited by a disastrous fire Wednesday afternoon. Three business buildings and several small structures were destroyed.

Corbishley & Son succeeds Corbishley & Co., general merchants at Sandusky.

Otto Laderach, a former Bay City shoe salesman and a member of Bay Council, is now conducting two shoe

stores on Woodward avenue, Highland Park.

George Bode, Secretary of the Michigan Shoe Dealers' Mutual Fire Insurance Co., Fremont, was in Detroit last week adjusting loss on the \$78,000 stock of Peter Leszczynski's department store, which was badly damaged by fire recently.

Thomas L. Young has opened a shoe store with an up-to-date repair department at Birmingham.

Henry W. Pauli succeeds Pauli Bros., shoe merchants at Pontiac.

Thomas McCauley, a former Bay City boy, is manager of the shoe department of the Boston Bargain Store, Pontiac. Tom knows shoes from A to Z and is an expert shoe fitter. W. T. Ballamy.

Sidelights on Celery City and Environs.

Kalamazoo, July 3—A. E. Patton of Cloverdale was a visitor in our city last week.

W. G. Simpson, of Delton, who recently engaged in the grocery business, was a visitor in our city last week. He reports a very good business in his line.

F. A. Saville, city salesman for the Worden Grocer Company, has been confined to his home the past week with a severe attack of tonsillitis.

The Wolverine Motors, Inc., a company which will manufacture high grade touring and roadster models, has been organized and officers elected as follows: A. H. Collins, President and general manager; Harry A. Scott, Vice-President and assistant manager; Howard W. Rice, Secretary; F. W. Holmes, Treasurer. These four and William H. Scott constitute the board of directors. This new company is the outgrowth of the Wolverine-Detroit Motors Corporation. Through the efforts of several local business men, it has been brought to Kalamazoo and will operate here. The capital is stated as \$125,000, but this will be increased in the immediate future. The new company will manufacture high grade cars, specializing on a Speedway Special roadster and a four passenger touring model. They will be designed to sell at \$3,000 and up. W. S. Cook.

A Substitute for Cotton.

The English have found that bog moss, known technically as spagnum cymbilifolium, when sterilized, makes an antiseptic, light, soft and cool dressing for wounds. It is packed in flannel bags after sterilization.

Floyd W. Downing, the Byron postmaster, has erected a nice twenty foot pole on the top of the postoffice and now a nice flag floats there.

A homely truth is better than a handsome lie.

Neal 3 DAY WAY

Is the best, surest, safest remedy known to medical science for

DRINK HABIT

A harmless, vegetable remedy given with no bad after effects. No hypodermics used. It positively removes the craving desire for liquor and **DRUGS** at the end of treatment, or money back.

Neal Institute

534 Wealthy, S. E. GRAND RAPIDS
Both Phones PERRY MILLER, Manager

THIN WASH GOODS

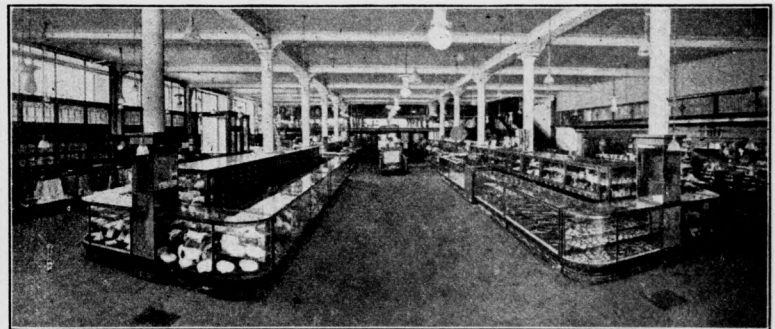
Priced for Quick Selling

Right now, with hot weather approaching, it will pay you to inspect our complete stock of Wash Goods.

Priced from 5c to 18½c per yard

WRITE FOR SAMPLES

PAUL STEKETEE & SONS
Wholesale Dry Goods
GRAND RAPIDS, MICHIGAN



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures
Wilmarth is the best buy—bar none

Catalog—to merchants

Wilmarth Show Case Company
1542 Jefferson Avenue Grand Rapids, Mich.

Made In Grand Rapids

Use Tradesman Coupons

Double Your Bread Sales

No article in your store turns so quick—so clean—so profitable as a superior loaf of bread.

Creamnut BREAD

The new "Airlyght" Bakery Loaf is different from ordinary baker's bread—a fine moist grain and such an appetizing flavor.

Your customers will **DOUBLE YOUR BREAD SALES** if you provide them with this new and better bread.

Write To-day for Selling Plan and Particulars

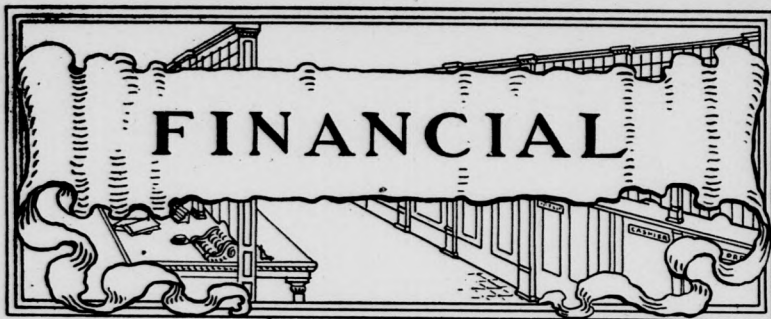
Please send "CREAMNUT" particulars "How to Increase My Bread Sales."

Name

Town

Mail This Coupon Today

Grand Rapids Bread Co.
Prescott St. and So. Ionia Ave.



Effect of Amendments To Federal Reserve Law.

Written for the Tradesman.

By signing the bill amending the Federal Reserve law, the President has made effective the change sought in the law. Federal Reserve banks are now required to establish domestic branches and the Federal Reserve Board is also authorized to establish branches abroad. Section three makes it more convenient for state banks and trust companies to be admitted to Federal Reserve membership and provides for their withdrawal if the connection is found unprofitable. These withdrawals, however, require long notice. It protects, through a special rule, state banks and trust companies from excessive examinations, in addition to state bank examinations, confining the examinations to those made by the Federal Reserve bank, of which there will be three annually. Section four allows non-member banks to keep accounts with the Federal Reserve banks against which they may clear their items. A concession has been forced which means much to country banks, known as the Hardwick amendment, which reads, "Provided further that nothing in this or any other section of this act shall be construed as prohibiting a member or non-member bank from making reasonable charges, to be determined and regulated by the Federal Reserve Board, but in no case to exceed 10 cents per \$100 or fraction thereof, based upon the total of checks and drafts presented at any one time, for collection or payment of checks and drafts and remission therefor by exchange or otherwise; but no such charges shall be made against Federal Reserve banks."

This clause reminds one of the answer a boy got when he asked his father to buy him a shot gun. "My boy," said the fond parent, "You must never touch a gun until you learn how to shoot." A privilege with a string to it.

Section five which amends section 13 of the Federal Reserve Act, enlarges the amount to which member banks can accept foreign or domestic bills of acceptance, not to exceed their capital and surplus. The old law restricted the amount to 50 per cent. of the capital of any bank. Section seven is intended to permit the Federal Reserve banks to exchange Federal Reserve notes for gold and in this way drift into the banks idle gold which citizens now carry in their pockets without National use. The Federal Reserve Board estimates that in this way two or three hundred million in gold will be ac-

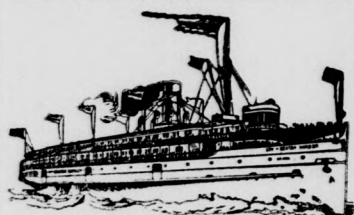
quired by the Federal Reserve bank. National banks are no longer required to keep outstanding a minimum amount of circulating notes and a newly organized National bank is not obliged to purchase or carry any bonds of the United States.

Section 10 deals with reserves. Every member bank or trust company must establish and maintain reserve balances with its Federal Reserve bank, as follows: 7 per cent. of aggregate demand deposits and 3 per cent. of time deposits if not in a reserve or central reserve city; 10 per cent. of aggregate demand, and 3 per cent. of time deposits if in a reserve city; 13 per cent. of aggregate demand and 3 per cent. of time deposits if in a central reserve city.

Non-member banks are prohibited from making use of the Federal Reserve system through member banks.

Section 11, the last one of the bill, removes an evident hardship imposed upon officers, directors and employees of member banks, who under the old law might be held as precluded from drawing interest on their own deposits and prevented from obtaining accommodations in their own bank. The amendment, however, provides for restrictions similar to those provided by the State law.

The authorization and requirement for Federal Reserve banks to establish branches is a further step in the centralization of banking power which may eventuate in the gradual elimination of purely local banks, if this system is allowed to go too far, and will create a branch banking sys-



THE SHORT LINE BETWEEN GRAND RAPIDS AND CHICAGO

FARE—\$3.00 one way
\$5.75 round trip
via

MICHIGAN RAILWAY CO.
(Steel Cars—Double Track)

Graham & Morton Line
(Steel Steamers)

Boat Train CONNECTING
FOR THE BOAT
Leaves Grand Rapids Interurban Station
Rear Pantlind Hotel

EVERY NIGHT AT 9:00 P.M.

My Estate is Small— Shall I Create a Trust?

Who will assume charge of the financial cares of your family when you are gone? How will the property be managed which you leave behind?

These questions can be answered definitely in only one way—by creating a trust in your Will and naming a competent Trustee who will serve the full terms without fail. The smaller your estate the more need your family has for the conservation of every dollar. The two prime requisites in the handling of trust funds—safety of principal and stability of income—can be assured only by the constant exercise of sound business judgment, THE ONE THING YOU CANNOT BEQUEATH.

This Company specializes in the handling of trust funds. It has the necessary business and investment experience to make its service valuable.

Present your problems to our Trust Officer for confidential discussion without obligation.

Send for Blank Form of Will and booklet on
Descent and Distribution of Property

THE MICHIGAN TRUST CO. OF GRAND RAPIDS

Safe Deposit Boxes to rent at low cost
Audits made of books of municipalities, corporations,
firms and individuals.

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..... | \$ 1,724,300.00 |
| Combined Total Deposits | 10,168,700.00 |
| Combined Total Resources | 13,157,100.00 |

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

tem in the United States similar to that in force in Canada. Such a result would be a severe check to progress. Experience has shown that no centralized body can so well take care of the needs of a community as a local bank whose directors and officers are of the community, acquainted with its needs, the personality and responsibility of its inhabitants and those of the contiguous territory from which the banks derive their business.

A note of common sense has been struck by the Merchants Association of New York in the announcement that agitation against economy on the part of the people is unnecessary. This decision from a business body so large and influential as the Merchants Association of New York is most encouraging, as well as wise. That there is no hysterical pulling in of purse strings is shown by the fact that public buying is very much as usual. To start a campaign to keep business moving, in anticipation of a possible slump, would indicate a fear of the future which would tend to precipitate the very condition we wish to avoid. While some readjustments are necessary, there has been no widespread interference with the people's means of subsistence, whence alone can come any substantial and continued obstruction of the normal activities of trade.

The Merchants' Association in its announcement says: "It is our observation that such timidity as existed is now passing and that the disposition of the people is to continue their normal outlays except in the matter of food consumption, in which field wise economy is prevalent."

In eleven months ending May 31, 1917, deposits in the United States Postal Savings banks increased \$45,500,000 or more than twice the gain for the fiscal year ending June 30, 1916. On June 1 the total deposits were \$131,500,000 standing to the credit of 690,000 depositors. The May increase was \$3,500,000, which compares favorably with an increase of \$2,000,000 in the corresponding month last year and \$1,000,000 in May, 1915.

The Postoffice Department reports that thirty-nine offices now have over \$100,000 on deposit, eighteen over \$1,000,000, and eleven have between \$500,000 and \$1,000,000.

Preparations for marketing the bonds of Federal land loan banks are now under way. The programme is to issue the bonds, bearing 4½ per cent. interest, in denominations of \$25, \$50, \$100, \$500 and \$1,000, with interest payable semi-annually. These bonds will be offered by various banks and trust companies at a price slightly above par and will net the purchaser somewhere around 4.20 per cent. They are based on mortgages taken on farms by the Federal farm loan banks and the resources of the system are also behind the bonds, which are exempt from all taxation except inheritance tax. The offerings will be made in the early part of July and it is expected that about \$60,000,000 of these securities will be disposed of in the first six months. So far about \$10,000,000 has been loaned to farmers. The larger loans thus

made by states are approximately as follows: California, \$1,500,000; Kansas, \$450,000; Mississippi, \$325,000; Montana, \$420,000; South Carolina, \$300,000; Texas, \$800,000; Washington, \$500,000, and Indiana, \$325,000. Michigan farmers, as a rule, are so well treated by their local banks that there has been no appreciable demand for the Federal farmer loan bank assistance.

The oversubscription of the Liberty Loan has created some amusing and many embarrassing situations. Some of the large Grand Rapids banks lumped their demand, covering the local subscriptions they received and allowing a margin for themselves and for future demands. The result was that the allotment was made on the basis of the lump sum which so cut down the amount of the bonds these institutions were to receive that they cannot fill in full their orders. The allotment made by the Treasury Department was:

\$50 to \$10,000 inclusive, 100 per cent.

\$10,050 to \$100,000, inclusive, 60 per cent.

\$100,050 to \$250,000, inclusive, 45 per cent.

\$200,050 to \$2,000,000, inclusive, 30 per cent.

\$2,000,000 to \$6,000,000, inclusive, 25 per cent.

\$6,000,000 to \$10,000,000, inclusive, 21 per cent.

One institution in Grand Rapids which sold \$185,000 in subscriptions, ranging from \$50 to \$35,000, received notice that its allotment on \$201,500 ordered is \$121,500. There is some head scratching to ascertain the most satisfactory way of distributing that \$121,500 over \$185,000 field. This is but a sample of many other financial institutions. One consoling feature of the situation is that those who are cut down on their allotment will have another chance in September, when another Liberty Loan will undoubtedly be floated. It is probable that all subscriptions up to and including \$1,000 will be filled in full. The oversubscription of the loan was a splendid demonstration of patriotism which will bear repetition. Paul Leake.

Good and Bad.

There is a good impulse in the meanest and a mean impulse in the best.

United Agency

Reliable Credit Information
General Rating Books
Superior Special Reporting Service

Current Edition Rating Book
now ready

Comprising 1,750,000 names—
eight points of vital credit
information on each name—
no blanks.

THE UP-TO-DATE SERVICE

Gunther Building

CHICAGO :: ILLINOIS
1018-24 South Wabash Avenue

BUY SAFE BONDS

6%

Tax Exempt in Michigan

Write for our offerings

HOWE SNOW CORRIGAN & BERTLES

INVESTMENT BANKERS

GRAND RAPIDS SAVINGS BANK BLDG. GRAND RAPIDS, MICHIGAN.

QUITE apart from the possibility that he may die before you do, is it fair to burden an already busy friend with the responsibility or administering your estate and advising those you leave behind?

THE Grand Rapids Trust Company makes a business of such matters and is especially equipped through training and organization to handle them efficiently. Its service costs no more.

CONSULT your attorney today, instruct him to draw your will and in it name this company as trustee or executor.

Send for booklet on "Descent and Distribution of Property" and blank form of will.

GRAND RAPIDS TRUST COMPANY

MANAGED BY MEN YOU KNOW

OTTAWA AT FOUNTAIN.

BOTH PHONES 4391

Michigan Bankers & Merchants' Mutual Fire Insurance Co.

Fremont, Michigan

We are organized under the laws of Michigan and our officers and directors include the best merchants, bankers and business men of Fremont.

We write mercantile risks and store buildings occupied by our policy holders at 25 per cent. less than the board rate established by the Michigan Inspection Bureau.

If you are interested in saving one-third of your expenditure for fire insurance, write us for particulars.

Wm. N. Senf, Secretary.

Let Us Never Neglect Independence Day.

Written for the Tradesman.

One hundred and forty-one years ago a bell was rung proclaiming liberty throughout the land. The thirteen American colonies that day proclaimed their independence from the mother country, threw down the gantlet to Britain, and maintained thereafter a war lasting nearly eight years, at the end of which time the British nation was ready to grant America the freedom for which she had fought.

Since that hour the thirteen colonies have grown to forty-eight states, composing a Federal Union that is acknowledged the one transcendent republic of the world.

The days of the Revolution were those that "tried men's souls." There came other days of like import, the most severe trial being in 1861 when the state rights dogma flung down the gantlet and dared the Nation to coerce a "sovereign state." Lincoln, with the people behind him, accepted the challenge to battle, leading to four years of sanguinary civil war.

Every school boy knows how that struggle terminated. Each time when the crisis came the American people were equal to the emergency, coming to the front with patriotic ardor in defense of the Nation and the flag.

As we again celebrate our independence on the Fourth of July, we are again faced with a crisis in the affairs of our Nation. The times are critical, yet there are men and measures ready to meet the conflict which has been forced upon us by the most despotic nation of brutes and barbarians on the face of the globe.

It is meet that we celebrate, yet we may do so in a manner befitting the seriousness of the crisis that confronts our Nation to-day. America's National day ought never to pass without just recognition of its importance in the lives of her citizens. We should give gratitude to God for His many mercies and vigilantly guard the future with an eye out to the further extension of that freedom that has made us the best loved land beneath the sun.

Unfurl the Stars and Stripes from every flag pole in the land. Meet at various places and read again that marvelous declaration that announced to the world the reasons why a people subject to the rule of an unjust parent should annul that bond and step boldly out as a free and independent Nation. Sing patriotic songs, fire the cannon, wave the flag, shout again the anthems of the free. In this way we proclaim our faith in the past, our hope for the future of this great republic.

Stand by the flag; stand by Independence Day, the greatest day ever given to men for the cleansing of the nations. Let the bloody-minded Kaiser understand that we cancel none of our principles in order to please him or his cohorts.

The day we celebrate is a day which has been endeared to the hearts of the American people by the many sacrifices in the past, by victories won in the cause of freedom and right. Let us not forget in this year 1917 to

memorize the day as never before, since we now step forth to do battle, not only for our own safety and future integrity as a Nation, but to aid other struggling peoples to realize the one grand idea of self government that is being throttled by the despotic and merciless Hun of Central Europe.

During the darkest days of the Civil War the North never once forgot the Nation's natal day. With one-seventh of the population in battle line, fighting a seemingly hopeless war for the preservation of the Union, the fires of liberty burned as never before on the hilltops of the North at each return of the Fourth of July.

One of the most memorable Fourths was that of 1863. I well remember the deep anxiety pervading the public mind when, in the midst of a patriotic celebration of the Fourth, the citizens of a North woods village got the first scattering returns from a small village in Southern Pennsylvania, detailing the opening of the great struggle that was then raging between Robert Lee's magnificent army of the South and the blue-coated legions of the Union under our own General Meade.

The speaker of the day, a tall and angular member of the State Legislature, yet of eloquent tongue and deserved ability, read from a newspaper just handed to him by a courier from the city of Grand Rapids the news of a great battle then raging amid the hills of Gettysburg.

"Perhaps," said he, "there is now raging on Pennsylvania soil the deciding battle of this war. The rebel army under its ablest commander has invaded a Northern state and the fate of this Republic trembles in the balance." The hush that followed the reading was profound.

The chaplain of the day knelt on the rude plank platform and offered up a thrilling petition to the Most High, pleading for victory and for a final collapse of the great rebellion which had for over two years threatened the life of the Nation.

The band played, martial airs were sung and the celebration continued on into the night, concluding with a display of fireworks in the evening.

Soon after that Fourth came the glad tidings of Union victory at Gettysburg, also the news of the fall of Vicksburg in the West. There was cause for great rejoicing. From that hour the cause of the Union looked up and two years later the National birthday saw the cruel war at an end, the Republic once more united, under one flag, the glorious 'Stripes and Stars flying freely over a reunited country.

Old Timer.

We Specialize In Automobile Industrial Public Utility SECURITIES

THURMAN-GEISTERT & CO.
formerly ALLEN G. THURMAN & CO.

Michigan Trust Bldg. & G. R. Savings Bank Bldg.
Grand Rapids, Michigan
Citz. 4480 Bell M. 4900-01

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - \$500,000

Resources

9 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan



THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
TRY US!

THE OLD NATIONAL BANK

GRAND RAPIDS, MICH.

177 MONROE AVE.

Complete Banking Service

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

Our 3½ Per Cent SAVINGS CERTIFICATES ARE
A DESIRABLE INVESTMENT

Fourth National Bank

United States Depository



WM. H. ANDERSON, President
J. CLINTON BISHOP, Cashier

LAVANT Z. CAUKIN, Vice President
ALVA T. EDISON, Ass't Cashier

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

THE PREFERRED LIFE INSURANCE CO.

Of America offers

OLD LINE INSURANCE AT LOWEST NET COST

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

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

CURTAILING DELIVERIES.**It Will Release 100,000 For War Service.**

Washington, July 2—Investigations conducted by the Commercial Economy Board of the Council of National Defense show that a tremendous amount of man-power and money now tied up in unnecessary and wasteful work can be released for immediate war service. It points out that delivery service in retail stores can be very substantially reduced and that it can be reduced immediately by restricting the free delivery of small purchases, by eliminating special deliveries altogether and by other means. It further points out that, though these changes in methods are requested as a powerful instrument in winning the war, they are based on principles of sound business and should not work a hardship on anybody, but would correct abuses and leakages long suffered by the trade.

"There is such urgent need for men and equipment in other work," says the letter, "that the country cannot endure the waste which is occasioned by the accommodation deliveries of small purchases. If possible, not more than one regular delivery a day should be made over each route. These changes in delivery methods should be introduced as soon as practicable, certainly not later than August 1, 1917."

The Commercial Economy Board has made a careful study of the economies which are possible in the delivery service of retail stores. It has found that the average cost of delivery in retail grocery stores is not far from 3 per cent. of the gross sales.

Often the grocer is called upon to make special delivery of a small article and he feels it necessary to do so rather than displease and possibly lose a customer. But there would be no danger of loss to trade through declining to make such deliveries if all the retail grocers in a town or city co-operated.

"We realize," says Mr. A. W. Shaw, chairman of the Board, "that the co-operation of the public, and especially of the women who do most of the ordering and buying from the stores, is necessary to make these plans a success. To that end we are now making a Nation-wide appeal to the customer. We are urging purchasers to carry home all possible packages, instead of having them sent. We are asking the women of the country to plan their orders ahead, to systematize their buying so that it will not be necessary to have the grocer's wagon make accommodation trips. We are pressing home a slogan Carry Your Own."

Signs prominently displayed in every retail grocery store in the country, asking purchasers not to require needless deliveries, would have a wonderfully beneficial effect. For instance, we suggest that every grocer display such a card as this:

Don't have it sent
If you can carry it home.
Your country needs the men and money now being wasted in needless delivery of goods.
Be patriotic
Carry your own.
Or such a sign as this:
Lighten your country's burden
By carrying your own.
Millions of dollars and thousands of men are tied up by needless delivery of goods.
These men and this money can be released for vital service if you will help.
It is patriotic to carry home all possible parcels
Begin to-day.

"The words: 'This sign is displayed at the request of the Commercial Economy Board of the Council of National Defense' may be placed upon such a sign as

we suggest, in case any dealer hesitates to take the step on his own initiative for fear of possibly antagonizing his customers.

"It has been found that in numerous small and medium-sized cities and towns, large savings have been made by central or co-operative delivery systems. Reports show that less than half the men and equipment are thus required. In fact, the only failures of co-operative deliveries seem to have arisen from inefficient management of the mechanism of delivery itself. Savings over the old wasteful method of as high as 75 per cent. are reported to us. The customers, once accustomed to the change, prefer it to the individual delivery plan.

"Other means, such as making an extra charge for delivery, restricting delivery to orders of a certain size and the offering of a cash discount to those who Carry Their Own deserve the most careful consideration.

"It is simply impossible to over-estimate the importance of husbanding these resources in men and money, now being squandered. Not less than 100,000 men and millions upon millions of dollars can be diverted to the definite and imperative war needs of the Government. There is no question of the patriotism of both dealers and customers. We feel that when they realize the necessity of these changes they will respond heartily and speedily adjust themselves to the new order, with ultimate profit to both."

Items of Interest From Byron.

Byron, July 2—The drill of the Home Guards of Shiawassee county was postponed from Thursday night, June 29, to a later date. It was to have taken place at Durand. There are eighteen from here who enlisted in the Guards and are drilling weekly.

The ladies of the W. C. T. U. here are having a bee and are cleaning up the river bank on the East side of the Shiawassee river and things are going to look more healthful than in the past.

Fred Burkhart, the Bell telephone manager, has been painting his dwelling and if you can touch Fred now with a ten foot pole you are going some.

S. F. Sexton, our dry goods and shoe dispenser, has been remodeling and painting his home and everything is now up-to-date.

M. D. Comstock has been repairing and soon expects to paint his double store building, which is occupied at present by L. E. Tower, groceries and Mrs. Pierce, millinery.

Groceryman.

Some Facts Regarding Commonwealth Power Railway & Light Co.

This Company through its constituent companies owns and operates successful Public Utility properties located in six States in the Middle West, serving over 150 cities and towns. The many sources of revenue and their dependable character give every assurance of a steady and growing revenue for the Company.

Hodenpyl, Hardy & Co.

Incorporated

Securities for Investment

14 Wall St., New York

First National Bank Bldg., Chicago

Motor Truck Stock As an Investment

Higrade Motors Company has been investigated by the industrial committee of the Association of Commerce and while the Association cannot recommend any proposition, the Committee believes the organization planned is worthy of the careful consideration of the public and that the automobile truck company would be a valuable addition to the city's industry.

We shall be glad to furnish such facts and figures as we have at hand relative to the prospects of success of this proposition.

We shall be glad to have any persons interested in motor truck investments address this office for full particulars regarding HIGRADE MOTORS COMPANY.

GLEN H. DOWNES INDUSTRIAL STOCKS

320, 323 Grand Rapids

National City Bank Bldg.

Phones—Citizens 1511

Bell, M 3932

The Eyes of the Nation

Are on the development of the great cement project of Petoskey. No more useful industry in the country, either in peace or war, can be created and maintained than the

Petoskey Portland Cement Co.

There is no speculation in this undertaking. It is time tried and fire tested. Investments in cement factories are as profitable as the product produced is permanent. Better buy now while the stock can be purchased at par.

Deuel & Sawall, Inc.

Financial Agents

Petoskey Portland Cement Company

Murray Building

Grand Rapids, Michigan

GOOD AND THEIR VALUE

TO THE average man the phrase "Good Roads" often seems to embody an ideal much discussed but seldom realized.

That good highways are the keynote of a community's prosperity, is a self evident proposition, and that the freight rate begins at the farmer's door is an axiom that is generally accepted.

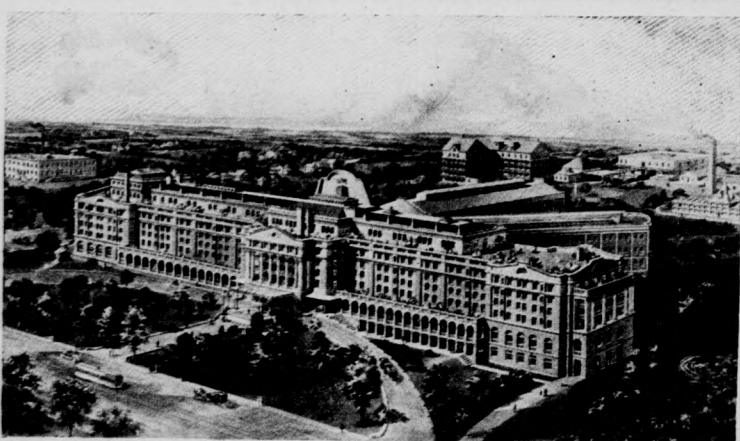
No modern tendency speaks more eloquently of the increasing intelligence of our citizens than does the general movement for good highways in Michigan.

It has been demonstrated in Western Michigan that the communities where the wagon roads are good and the means of communication easy, are generally the most prosperous and show the greatest increase in land values. It is conservative to figure an average increase of five dollars an acre where the roads are improved.

Good Roads enable the farmer to haul when most convenient and not merely when the condition of the roads will permit, and greatly increase the haulage besides. The average horse can draw one ton on a clay road, one and two-thirds tons on a good gravel road and on a macadam road two and three-quarter tons.

It is safe to say that good roads cut distance in half. A farm located 20 miles from a railroad is brought within 10 miles by the means of good highways.

There are 265,000,000 tons of freight moved annually over the wagon roads of this country to the markets and railroad stations, exclusive of shipments to wharves and docks.



THE HEALTH CENTER OF THE WORLD

Now that the gigantic Health Resorts of Europe have suspended operation, the city of Battle Creek is the "health center of the world." The Battle Creek Sanitarium which started in a seven room farm house fifty years ago now comprises in its properties over thirty buildings. The colossal Main Building is about the size of a large ocean liner accommodating 600 patients. The Annex which is nearly as large is also filled to overflowing in the busy seasons and the capacities of the various Halls and Cottages are exceeded. During the summer vacation period the local hotels are often called to come to the rescue. Each year thousands of tourists from all parts of the world visit the famous city of Battle Creek.

JOHN L. KELLOGG, President.
Battle Creek Chamber of Commerce.

This ad. is No. 3 of a series. Accompanying each advertisement in the future will be interesting views and fac

Grand Rapids

ROADS TO THE COMMUNITY



One cent per ton saved on the more than 8,000,000 tons hauled over the highways of Michigan every year would mean a saving of at least \$80,000.

It is difficult to measure the value of good roads to Western Michigan as a resort region. Suffice it to say that the opening up of the West Michigan Pike and the Michigan Trail has brought large numbers of automobile parties and many thousands of dollars to Western Michigan, which otherwise would have gone elsewhere. The completion of these two main line roads will be of incalculable benefit to every merchant doing business in the territory served by them.

The length of the West Michigan Pike is 387 miles, with 282 miles or 73% improved.

The Mackinaw Trail is 242 miles long, and has 149 miles or 66 per cent. improved road.

Good roads bring prosperity, enable the farmer to get his crops to market at the right time, increase the haulage and lower the cost—augment the area of profitable land and bring more business to the railroads, annihilate distance, increase farm values, stimulate the resort business, bring about more and better schools with a larger attendance, better health and quicker medical attention, better social conditions and less isolation; increased church attendance and better citizens.

Just as the Wholesalers of Grand Rapids are interested in the improvement of Michigan as a whole, so should the merchant in every locality be first and foremost in his advocacy of any movement for that locality's benefit. Michigan merchants already are boosters for their respective communities.

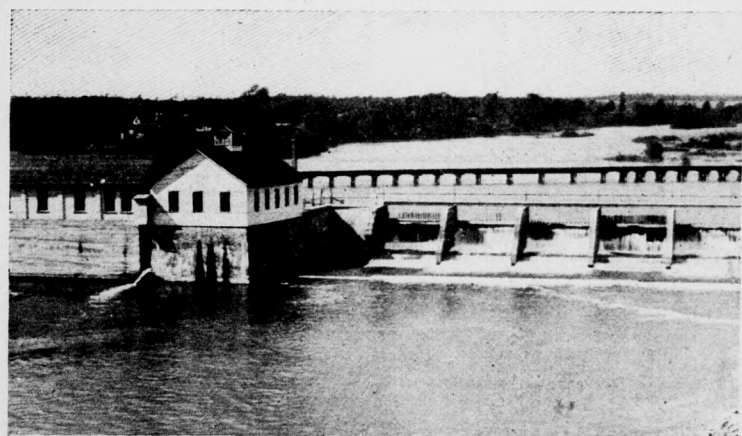
GRAND RAPIDS WHOLESALERS ASSOCIATION.

BIG RAPIDS, MICH.

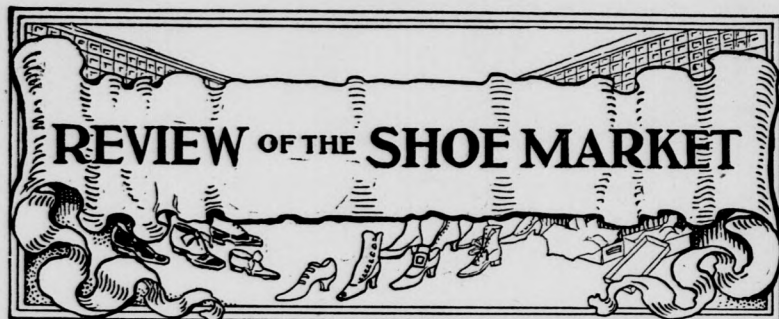
Two unique advantages are possessed by Big Rapids—a large tributary territory and the possession of abundant water power. A dam within the city limits harnesses the Muskegon river, generates now more power than is required and is capable of handling a larger head. Surplus power is available for industries.

As a center for a large territory Big Rapids enjoys advantages which are quite exceptional. Few towns of its size in Michigan attract persons from so considerable distances. Practically all of Mecosta county is naturally tributary to Big Rapids, as are the northwestern part of Newaygo county and the southern part of Osceola.

L. F. BERTRAN, *President.*
Big Rapids Board of Trade.



Wholesalers Assn



Winning the Trade of Little People.

Written for the Tradesman.
The shoe dealer who wins the trade of a person in middle life, has accomplished something. Appreciably less than this is accomplished by winning the trade of a person who is advanced in age. But the shoe dealer who wins the trade of a bright little boy or girl, has accomplished more; for the younger they are when you get them, the longer their life-chances, consequently the more pairs they are going to buy, either from you or somebody else; hence the more valuable their good will.

And yet so many shoe dealers apparently see so little in the children's proposition. If this isn't an inexcusable "blind spot" it would be hard indeed to find one. And this reminds me of the experience of a man who confessed to a traveling man on one occasion that he enjoyed everything but the children's department; that he couldn't make heads or tails of it; simply didn't understand the game, and didn't care for it, and thought there wasn't enough in it to fuss over. The remarkable thing about this remarkable confession, and what came of it, lies in the fact that the traveling man didn't sell children's shoes at all; but he was an alert fellow with a keen merchandising sense, and proceeded to tell that shoe dealer some things.

"Why don't you care for the children's game?" he began, "Is there anything mysterious or undignified about it? Weren't you a kid one time? Didn't you wear shoes? I want to tell you you are making a prodigious mistake by getting ideas like that in your head. You owe it to yourself to get in the game and find out about this children's proposition. I'm not exactly a specialist in children's shoes, and frankly confess that, personally, I don't know much about them; but just for the fun of it, I'd like to go through your department with you and see what you've got; and then maybe I'll get an idea or two that will help you. If I do you are welcome to them."

To make a long story short, they went through that department picking out samples of every line carried. They put them in a corner to themselves—arranged them, if I recall aright, on a table in a well-lighted corner of the children's department; and there they studied them together, "Too many lines!" commented the traveling man. And they both agreed on that point. By consulting the size sheets it was discovered that most of the lines were pretty badly shot to pieces—they were out of sizes. Further study of the samples revealed the fact that lines were not well balanced.

The traveling man knew in a general way that certain lines carry width while others carry length, but original selections had not been made with reference to this principle. They had duplicating lines of width, but were especially short on lengths. So the traveling man suggested that a lot of unpromising lines be discontinued entirely; that the best sellers be sized up; and that he get in touch with houses that might help him out on shoes carrying length.

And the dealer was wise enough to follow up the suggestion. The idea was rather new to him, and suggested further possibilities to the man who was interested really to know about children's shoes at first hand. So he applied himself to the proposition as he never had before—with the result that he himself got interested. The dealer's own vital interest stimulated the manager of the shoe department, so that he really got on the job. The kiddies corner was overhauled, brightened up, and the lines filled up in there where they were thin. Children's shoes figured more prominently thereafter in both trims and advertising, and the salesmanship took on new life; and the manager and his boss began to take more interest in little people themselves. And that children's shoe department took on life right from the jump. Instead of marking time, it began to go forward. It became, in course of time, a dividend-payer; and the shoe dealer who once admitted that he couldn't see the children's proposition came to be a real enthusiast about it.

In looking through a recent copy of the Shoe Retailer, the writer's attention was attracted by the following item, entitled, "Little Folks Shoe Shop. The B. H. Gladding Co., has arranged a novel attraction for the children in its Little Folks Shoe Shop. Arthur L. Alfred, President of the company in explanation of the innovation said: A well-known artist who loves children and who knows how to make Jack Horner, little Miss Muffit and others seem like real boys and girls, has painted a series of four beautiful panels, telling the story of a day with Mother Goose and her Magic Broomstick, on the walls of the Little Folks' Shoe Shop. But the chief thing about the Little Folks' Shoe Shop are the shoes made right for little feet and fitted by experts—always moderately priced and Gladding standard of quality. Free souvenirs are given to every child who is fitted with a pair of shoes—an interesting toy free. Something substantial and well made, that they can play with and enjoy for a long time."

OUR TRADE MARK ON YOUR SHOES

A SMALL
THING
TO
LOOK
FOR



BUT
A BIG
THING
TO
FIND

This trademark represents the ground floor plan of our factory. Look for it, ask for it; it stands for wear, comfort and service.

Rindge, Kalmbach, Logie Company

ESTABLISHED 1864

ORIGINAL MAKERS OF

"THE GRAND RAPIDS SHOE"

JULY—TENNIS

Tennis Bals and Oxfords in white and black for every foot, on the street or out on the beach.

Tennis shoes were originally constructed for out-ing purposes, but not so today. There is a tennis for every use, and we have them in the following grades—Campfire and Champion.

The Carmen Pump—a new Ked, White Canvas Kewpie Pump with high covered heel, rubber top lifts and extension welt edge, white rubber sole 3-7 M. & F.—\$1.75.

Cut prices on low shoes for that July sale.



IN STOCK



IN STOCK

HIRTH-KRAUSE COMPANY

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

Several things in this little item are worthy of note. First, the pictured panels. Children love pictures. Pictures appeal to the eye—and the appeal is instantaneous. Bright and attractive environments mean much. This suggests that the children's department ought to be made attractive so far as appearances go; and that money spent in pictures, furniture for little people—little chairs and tables and little play accessories—is money well invested. Make the environment right, and the little people will lead their parents to it whether they want to go or not. And then, another thing of interest is the careful fitting. Some clerks don't know how to fit little feet. I know, for time and again, I myself have had to demand more length in shoes that I have been buying in first class stores for my own little kiddies. If I hadn't had more knowledge of fitting, or a more vital interest in having my kiddies' feet properly fitted, they'd probably have had enlarged joints, corns and callouses by this time. Some of the service accorded to little people in shoe stores is slovenly and disgraceful to a degree. If you propose to go after the children's trade, in the name of good merchandising, teach your clerks how to fit little feet. If they are too dense, too slovenly, too pin-headed to learn, get rid of them and hire someone that can and will learn. This is fundamental. You simply can't build up a profitable trade in children's shoes until you have perfected your service in this department. And then don't miss that souvenir idea. That's the thing that makes a hit with little people—something extra, something over and beyond what mother and daddy buys and pays for. It's this little, inexpensive souvenir that proves to the little tots that you are a real fellow. Give them toys along with their purchase, and they'll think the shoes are better than they are; and they'll keep coming.

Go after the trade of the little people in your community, for their trade is the best little old trade in town.

Cid McKay.

How Honest Groceryman Began His Vacation.

Owosso, July 2—As to-day is the beginning of the commencement of the groceryman's vacation, we started in to get rested when ma, who has had her eye on us for several days and also just finished house cleaning, came out and asked us to take our feet down out of that chair and come around on the porch. She had a short job for us before we got too lazy to work; so we followed without argument, having tried that before several times without any success that we could think of just then. She informed us very pleasantly, but in quite a preemptory tone of voice, that she wanted the porch floor painted right away that morning so it would get dry over Sunday. So we hiked out to the woodshed and dug up a bucket of paint that we had hid away to paint a boat with. (We didn't know she knew we had it.) Then we found a small brush, got into second-hand trotting harness and started in, having first taken a swallow of—of—er tanlac to ward off painters' colic. Ma suggested that if I had a larger brush I would get along faster. I had got one board painted when a nice old lady, wearing gold bowed spectacles and men's shoes, came up

and wanted a subscription for Red Cross work. I tried to tell her that—but I couldn't tell her a thing, for lack of opportunity to get started on what I wanted to say. So I laid my brush down, went in and got my vest with a Red Cross button on it and a receipt for our bit subscribed and paid in and she smiled and went away. In fact, I smiled some myself and I think my smile was the most genuine of the two. I went back at once and resumed business. Mother again remarked that the brush was too small to get along any. I had three boards painted when a woman came along selling pieplant. Say, she was a good saleslady, and I was obliged to lay my brush down and escort her around to the garden and show her that we had pieplant enough to make a row of pies that would go around this block. I got separated from her society by telling her that when new potatoes got to a dollar a bushel to bring us a peck. It was getting along towards noon and ma said I had better come in and eat a bowl of bread and milk and not take any nooning, so as to get through to have the paint getting dry. While I was eating a dog came along and tipped the paint over. As it spilled on the ground it didn't help any on the porch, so I was obliged to mix another batch and as this lot didn't come out any where near the same color I got some kerosene and an old rag and cleaned off what I had already put on and started all over again. I had just gotten the same three boards painted over when a neighbor across the street (who neglected to move the first of May) and was doing it to-day came over and wanted to know if I would just as soon help him load a coal stove. I went. As he is a light weight cadaverous cuss and had a lame back, I shall always feel that I loaded that coal stove alone. When I came back ma was out inspecting the job and also all dolled up to attend a King's Daughter meeting, but dropped another disconcerting remark that if I didn't get a larger brush I wouldn't get through in time to go anywhere the Fourth of July. After she had gone I became convinced myself that if I tried to finish by hand that I would be fussing around home quite a spell. Another thing: I didn't want ma to come back and find me on that porch and that if I made much of a hole in that day's work I would have to bore with a bigger auger. So I got up off my knees, took the brush out of the carpet sweeper, dipped in into the paint and put it into the lawn mower and had that porch finished in about eight minutes by the watch, which convinced me of the truthfulness of the old adage that "Mother is the necessity of invention."

Honest Groceryman.

Why He Worried.

Crewe—Good heavens, how it rains! I feel awfully anxious about my wife. She's gone out without an umbrella.

Drew—Oh, she'll be all right. She'll take shelter in some store.

Crewe—Exactly. That's what makes me so anxious.

Our Specialty: "Royal Oak"

FOR SHOEMAKERS

Bends, Blocks and Strips
Shoe Store Supplies
Wool Soles, Socks, Insoles, Etc.

THE BOSS LEATHER CO.

744 Wealthy St.

Grand Rapids, Michigan



H. B. Hard Pan (Service) and Bertsch (Goodyear Welt) Dress Shoe lines

The above names represent the quality product of our factory.

They represent shoe lines on which we have concentrated our efforts and built our hopes.

The good name they have attained means much to the dealers who are handling them. It will mean the same to any merchant who will take up the sale of these lines.

Through all the uncertainties of the market conditions we have steadily maintained the quality in our shoes. No dealer need hesitate to recommend them now just the same as he has recommended them in the past.

Your reputation—Our reputation is at stake every time you sell a pair of BERTSCH or H. B. HARD PAN Shoes.

The prices have advanced—they may have to go higher. The quality however will remain the same. We have spent years of time and much money to build up these good names and we wish to reassure our customers that the quality WILL remain the same.

Dealers everywhere are availing themselves of the prestige to be added to their business through the sale of the BERTSCH and H. B. HARD PAN shoe lines.

They have found in these lines the qualities that WILL win and hold trade for them.

CONCENTRATE on these lines and watch YOUR business grow.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Hood's Great "Bayside" Tennis

Considered by many as the greatest selling Tennis shoe ever produced

Made with white soles, pressure cured.

Note carefully the prices:



| | Oxfords | Bals |
|---------------|---------|--------|
| Men's | \$0.67 | \$0.77 |
| Boys' | .62 | .72 |
| Youths' | .56 | .66 |
| Women's | .61 | .71 |
| Misses' | — | .64 |
| Child's | — | .59 |

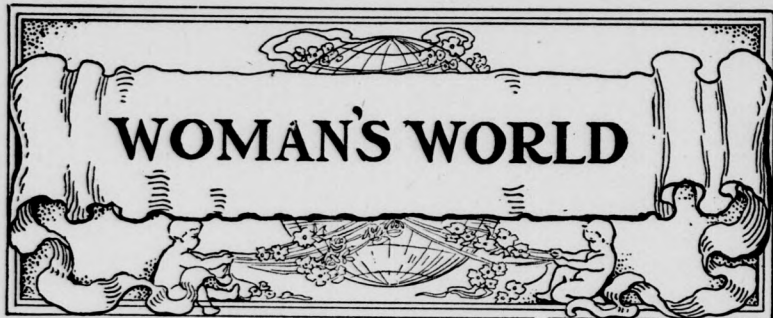
All on the floor now

We have THOUSANDS of cases of Hood Tennis on the floor

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



Most Commendable Progress in Practical Patriotism

Written for the Tradesman.

On this Fourth of July, nineteen hundred seventeen, this Nation may well congratulate itself on the progress women are making in practical patriotism.

Two years ago, even a year ago, patriotism in the mind of the average bright American woman was largely an abstraction. She realized that it was classed by the moralists as one of the virtues, but it was something quite vague and far away. That it ranked with honesty and kindness and all the rest—was something that she herself should feel and practice, and something that might demand the greatest sacrifices—hardly occurred to her. The type of oratory that consists mainly in exalting this country as the greatest and most glorious that the sun ever shone on, invincible on land and sea, did not strongly appeal to her. She felt a thrill, of course, with the singing of "The Red, White and Blue" and the "The Star-Spangled Banner," but it was just a pleasurable emotion that passed away quickly. As to the Fourth of July, she had a womanly dread of its noise and the loss of life and limb caused by its usual foolish celebration. To its significance as Independence Day she scarcely gave a thought. Her mind was fully occupied with her many duties and pleasures. Having always been accustomed to liberty and freedom, she accepted these priceless blessings as a matter of course.

How short a time ago that was! And in this little while since we of this country have been brought face to face with this terrible war and have begun to realize what it may involve, how amazingly American women have roused to their duty. Patriotism that was dormant has awakened to life and useful activity. In Red Cross work, in Liberty Loan subscriptions, in enrollment for all possible kinds of patriotic service, in war gardens, in food conservation in their own kitchens, and more than all, in the moral sanction and support they are giving to a vigorous prosecution of the war, our country-women everywhere are doing themselves credit.

This of course is speaking in a general way. It is true there are some who are still apathetic, and others who, from stanch adherence to their pacifist principles, condemn the entrance of our Nation into the conflict. This is not to be wondered at when you consider that all shedding of blood, all loss of human life in battle, is unspeakably horrible to the sensitive modern woman; and when you consider also that while our rights

have been disregarded shamelessly, there has as yet been no invasion of our shores. The matter for surprise is not that some women are half-hearted or opposed, but that so great numbers already are lined up in loyal and enthusiastic support. Should the need continue, many who are now apathetic will become earnest helpers, and at least a portion of the pacifists will turn from their conscientious wrongheadedness.

Women of the clearest intelligence see that the cause is a righteous one—that to have staid out of the war longer would have been National disgrace and infamy. Since the thing must be done, farsighted women are recognizing the great strategic advantage in crushing out autocracy and militarism where they are, instead of allowing them to come across the water, and in doing it right away, rather than at some future time when they would have increased their strength many fold. So much for womanly shrewdness and common sense. And women all over the land are being fired with a noble idealism—they are rousing to patriotism not only in its ordinary meaning of devotion to and defense of one's own country, but in its higher and deeper sense of the duty of giving aid and protection to the oppressed and downtrodden wherever they may be.

Women are learning and learning fast. They are learning that work is better than worry. To those of a nervous, apprehensive temperament, work that keeps busy the fingers and the brain is a godsend in these times.

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.



THE 1st FLAVOR IN 1,000,000 HOMES



Crescent Mapleine produces the rich, "Golden Flavor." Preferred flavor now in 1,000,000 homes. Staple. Serves in all the ways any other flavoring serves. In addition, makes a fine syrup. Economical. Few drops go as far as a teaspoon of other flavorings. How's your stock? * * Crescent Mfg. Co., Seattle. Order of your jobber or Louis Hiffer Co., 1503 Peoples Life Bldg., Chicago, Ills.

Crescent Mapleine

Double A Candy



The Candy for Summer

Get ready for your resorters

They will want good candy

We have it, and don't forget the Lowney Chocolates

Putnam Factory Grand Rapids, Michigan

American Sugar Refining Company

OUR SAVE THE FRUIT CROP CAMPAIGN

in national magazines and principal newspapers is urging millions of people to stop the frightful waste of fruit by using more canned and preserved fruits.

This will bring new customers into your store for Domino Granulated, the best sugar for canning and preserving.

American Sugar Refining Company

The Most Complete Line of Sugar in the World



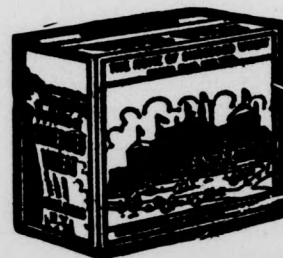
A Warm Nourishing Meal

Shredded Wheat Biscuit with hot milk and a little cream makes a warm, nourishing, satisfying meal. It not only pleases the palate, but supplies the body with strength and energy for the day's work.

Shredded Wheat

Tell your customers about the real food value of this delicious cereal, and suggest its use with milk and a little fruit, instead of the egg or meat breakfast that costs many times as much but gives no more nourishment.

This Biscuit is packed in odorless spruce wood cases, which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.



The Shredded Wheat Company
Niagara Falls, N. Y.

A few weeks ago I saw a woman who, although no member of her family possibly could be called upon to go, was worrying herself sick over the war. She was lying awake nights, picturing to herself the terrible state of things if the conflict should extend to this country. Later I met her again. Meanwhile she had joined the Red Cross and subscribed for a Liberty Bond. She was doing her bit, and appeared greatly improved in health and spirits.

Women are learning democracy. In the past it has been said of the sex, and not unjustly, that they were given to exclusiveness, and attached overmuch importance to social lines and distinctions. They upheld caste. Each one, when circumstances would permit, hedged herself about with the privileges of the aristocrat. They are learning now the great truth that one human being is as good as another. They are learning that poor and lowly men and women are capable of the highest heroism. They are getting down to first principles. They are learning that fundamentally, human life and welfare rest on homely labor and faithfulness to duty. The millionaire's wife is coming to feel her obligation to the farm hand, the common soldier, and the woman who works in a munitions factory. If it shall be necessary, the wealthy woman is ready to stand shoulder to shoulder with the humblest toiler.

Women are learning that individual ambitions and pleasures and preferences must be subordinated to the common good. Unconsciously perhaps to themselves, they are getting away from the littlenesses that hitherto have engrossed them, and gaining that larger view that this truly terrible conflict is bringing to every thinking mind.

Women are making good. And what they have done in the last three months, great as it is, is only an earnest of what they will do. By those highest in authority, their hearty co-operation is recognized as indispensable. They deserve such recognition and will continue to deserve it.

Quillo.

The Judge Had a Fellow Feeling.

A gentleman was arraigned before a judge on a charge of obtaining money under false pretenses. He had just entered a store, pretending to be a customer, but proved to be a thief.

"Your name is Jim Lockmire?" said the judge.

"Yes, sir."

"And you are charged with a crime that merits a long term in the penitentiary?"

"Yes, sir."

"And you are guilty of the crime?"

"I am."

"And you ask for no mercy?"

"No, sir."

"You have had a great deal of trouble within the last two years?"

"Yes, sir, I have."

"You have often wished that you were dead?"

"I have, please your honor."

"You wanted to steal enough money to take you away from this city?"

"You are right, judge."

"If a man had stepped up and shot

you just as you entered the store, you would have said: 'Thank you, sir?'"

"Yes, sir, I would. But, judge, how did you find out so much about me?"

"Some time ago," said the judge, with a solemn air, "I was divorced from my wife. Shortly afterward you married her. The result is conclusive. I discharge you. Here, take this \$50 bill. You have suffered enough."

Many things may be preserved in alcohol, but law and order are not on the list.

Every time some people accept a favor they look for the price mark.

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

Sand Lime Brick

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

Brick is Everlasting

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

Warning

We are informed that at some cafes, restaurants and gardens beer and strong drinks have been sold under the guise of the popular soft drink Bevo.

These reports have been confirmed sufficiently to compel us to take action.

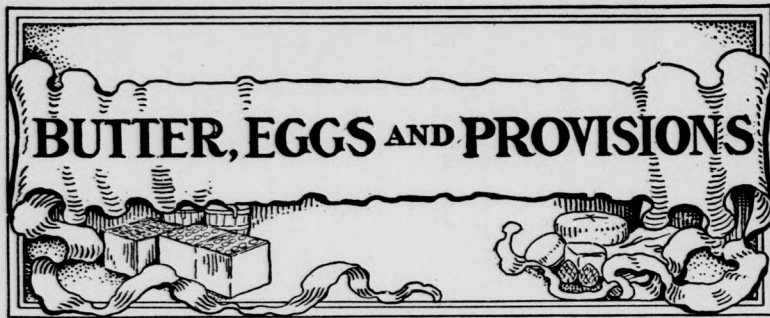
The beverage Bevo enjoys the protection of both federal and state authority. In preparing it for sale and in marketing it, we adopt every possible precaution to protect the public against imposition and to prevent evasion of the law. Bevo is sold in bottles only, we bottle all of it ourselves, and we have adopted a kind of bottle, crown and seals designed to prevent imitation.

We shall omit no measure within our power to defend the authority under which Bevo is manufactured and sold, to protect the public from imposition, and to safeguard the good name of this Association.

We therefore give fair warning that we shall refuse to sell our products to those who are found guilty of the above offense.

ANHEUSER-BUSCH BREWING ASSOCIATION

Frederick Busch
PRESIDENT



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.

New Grades For Butter and Eggs.

The report of the special trade committee which has been for weeks past studying the matter of a new system of grades for butter and eggs has completed its findings and has filed its recommendations with the several bodies interested, their adoption or rejection of the report determining the practices of the trade in future.

While the full recommendation is too intricate to be printed here, the following points may be of value. The butter classification proposed comprises creamery, centralized creamery, held butter, renovated, ladies and packing stock, the definitions of which are as follows:

Creamery—Butter offered under this classification must be made in a creamery. The cream shall either be separated at the creamery or hauled direct to the factory from the farms.

Centralized Creamery—Butter offered under this classification must be made in a creamery. Cream used in the manufacture of this butter may be gathered direct from the farmers or shipped in from cream stations.

Held Butter—Butter offered under this classification shall be butter that has become cold storage butter by virtue of the laws of the state in which such butter is sold.

Renovated—Butter offered under this classification shall be such as is made by melting butter, clarifying the fat therefrom and rechurning the same with fresh milk cream or skim milk, or other similar process.

Ladies—Butter offered under this classification shall be such as is collected in rolls, lumps or in whole packages and reworked by the dealer or shipper.

Packing Stock—Butter offered under this classification shall be original butter without additional moisture or salt, from creamery or dairy (but may be from miscellaneous sources), which has been collected in any quantity and packed in barrels, tubs or other containers. It must be of quality for human consumption as food and free from adulteration.

The grades provided for are creamery, centralized creamery, held creamery and renovated, to be graded as extras, standards, firsts, seconds and thirds; ladies as firsts and seconds and packing stock as No. 1, 2, and 3.

The standard official score for salt-

ed creamery butter shall be as follows: Flavor, 45 points; body, 25; color, 15; salt, 10; and style, 5.

The standard official score for unsalted creamery butter shall be as follows: Flavor, 45 points; body, 30; color, 15; and style, 10.

Extras—Shall consist of a grade of butter scoring 93 points from May 20 to July 31, inclusive, and 92 points from August 1 to May 19, inclusive.

Standards—Standards shall consist of the highest grade of centralized butter made during the season when offered and shall score 90 points or better. The minimum score of firsts shall at all times be 4 points below the score required for extras. The minimum score of seconds shall be 4 points below the minimum score required for firsts. The minimum score of thirds shall be 5 points below the minimum score for seconds.

When creamery butter is offered in carlots it shall be understood to be at least 280 tubs and not over 310 tubs of the make of one creamery, unless otherwise specified. When packing stock is offered in carlots it shall be understood to be at least 18,000 pounds of butter and not over 22,000 pounds, unless otherwise specified.

Samples—There shall be drawn as samples for inspection by the inspector not less than five packages from lots less than fifty packages of one mark and invoice, and not less than ten packages from lots of fifty to two hundred packages of one mark and invoice. Where inspector is called upon to inspect lots of butter containing more than 200 packages it shall be discretionary with the inspector as to the percentage necessary to examine.

Grading of Eggs.

Eggs shall be classed as fresh gathered, storage packed and refrigerator. They shall be graded as extra firsts, firsts, seconds, dirties and checks.

WANTED at Moseley Station, experienced capable man to take charge of warehouse and do the work in buying Beans, Potatoes, Seed, and selling Coal, Cement, Salt, etc. Must have temperate habits and furnish good references in regard to ability, habits and character. Man with wife, preferred, to live in our house at Moseley. Address, MOSELEY BROTHERS, Grand Rapids, Mich.

ARE YOU IN THE WAR

of the present day competition?

If so, you must have up to date scales for accurate weight, good cases to display your goods, an account system, a cash register, a safe, or BE A DEAD ONE.

We are IT in used or new store or office equipment and cordially invite you to inspect our lines.

GRAND RAPIDS STORE FIXTURE CO.

7 Ionia Ave., N. W.

"Loss" as used in these rules shall comprise all rotten, broken (leaking), spots, broken yolked, frozen (split), hatched (blood veined) and sour eggs. Very small, very dirty, cracked (not leaking), badly heated, badly shrunk, salted and chilled eggs shall be counted one-third loss in all grades excepting seconds, dirties and checks.

Fresh Gathered "Extra Firsts"—(Between June 1 and December 1 only) shall be packed in new or standard 30-dozen cases, unless otherwise specified at time of sale; shall consist of

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

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 selling well.

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.

Vinkemulder Company Specials for This Week

American Beauty Brand

Cantaloupes

Fresh cars arriving daily
Extra Fancy Quality
Prices Very Low

East Texas

Tomatoes

Put up in 6 basket crates
Equal to home grown hot house

Watermelons

The best that grow

Long green

Tom Watsons

Bananas

The all year fruit
We handle the best

Late Valencia Sunkist Oranges

Pride of Corona Lemons

Corona Beauty Lemons

Red Star Virginia Cobbler Potatoes

A Few Fine Seed Potatoes

Fresh Vegetables All Kinds

Ask us for our weekly market letter

We mail it free of charge

Vinkemulder Company
Grand Rapids, Michigan

clean, fresh, reasonably full, strong, sweet eggs, 60 per cent. and net average weight forty-four pounds or over; no case of sample inspected to weigh less than forty-three pounds.

Fresh Gathered Firsts—February 20 to May 15, 65 per cent., and average weight forty-two pounds or over, net; no case of sample inspected to weigh less than forty-one pounds. May 16 to February 19, 50 per cent., and average weight forty-two pounds or over, net; no case of sample inspected to weigh less than forty-one pounds.

Fresh Gathered Seconds—February 20 to May 15, 50 per cent., and average weight forty pounds or over, net; no case of sample inspected to weigh less.

Balance of the year, 40 per cent., and average weight forty pounds or over, net, no case of sample to weigh less.

Storage Packed Extra Firsts—From March 15 to May 31 80 per cent. and for balance of year 70 per cent. of clean, reasonably full, fresh, sweet eggs and weigh forty-four pounds average net per case, no case of sample inspected to weigh less than forty-three pounds. The total average loss may be 1¼ dozen, but of this there must not be over one dozen checks per case, nor more than three bad or broken eggs between March 15 and May 31. The balance of the year the average loss may be 1¾ dozen, but not more than six bad or broken eggs.

Storage Packed Firsts—From March 15 to May 31, 70 per cent. clean, fresh (reasonably full, forty-three pounds average net weight, no case of sample inspected to weigh less than forty-two pounds.

Balance of the year, 55 per cent. clean, fresh (reasonably full, forty-three pounds average net weight, no case of sample inspected to weigh less than forty-two pounds.

March 15 to May 31, the total average loss must not exceed one and one-half dozen, and of this loss there must not be over twelve checks per case, and the bad and leaky eggs must not exceed one-half dozen. Balance of year the loss must not exceed two dozen per case. Of this loss the leaky, bad or rotten must not exceed nine eggs per case.

Storage Packed Seconds—From March 15 to May 31, 55 per cent. fresh, reasonably full, forty-two pounds net weight, no case of sample inspected to weigh less than forty-one pounds.

Balance of the year 40 per cent. fresh, reasonably full, forty-one pounds net weight, no case of sample inspected to weigh less.

The total average loss must not exceed three dozen, of which there must not be over one and one-half dozen checks per case, and not more than one dozen rots, spots or leakers.

Refrigerator Eggs—In making offerings of refrigerator eggs they may be further designated by stating the month in which they were stored, and the storage certificate shall be taken as prima facie evidence of the day and month when stored.

Quantity—A car shall contain 275 to 400 cases, unless otherwise specified, and in cases of settlement 400 cases.

When offering fresh gathered eggs

for sale, sellers must specify the state where eggs offered were produced and packed.

The following number of cases shall be necessary to constitute an inspection: Lots of 100 cases, five half cases; lots of 100-300 cases, eight half cases; lots of 300 cases or over, ten half cases.

A Generous Benedict.

A young mountainer brought his sweetheart to the justice of the peace to get married. After the ceremony, the young man said:

"Well, Judge, how much do I owe you?"

"The law allows me a dollar, but some give me a little more."

"So," said the bridegroom, as he pulled out a quarter, two dimes and five pennies and dropped them into the astonished judge's hand. "Well, here's 50 cents; with what the law allows you, that makes a dollar and a half, and you can consider yourself well paid for a half-hour's work."

Paris Green Arsenate of Lead
Get Our Prices
Reed & Cheney Co.
GRAND RAPIDS, MICH.

Coleman
(Brand)
Terpeneless
LEMON
and
Pure High Grade
VANILLA
EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

Fiegle's
Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

EGGS WE BUY WE STORE WE SELL **EGGS**

Make us your shipments when you have fresh quality Eggs, Dairy Butter or Packing Stock—always in the market, quick returns. We sell Egg Cases and Egg Case material. If not receiving our weekly quotations write us.

KENT STORAGE CO.

USED AUTOS

—My Specialty. Largest Stock—
Runabouts \$65—\$350 Touring Cars \$150 and up
What have you to trade? Easy terms.
Dwight's Used Auto Ex. 230 Ionia, N.W.

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

WILSON & CO.
We are the Largest Buyers
**Poultry, Eggs, Packing Stock
Butter and Veal**
IN THIS CITY
If not receiving our quotations write us.
Get in touch with us before selling.
20-22 Ottawa Ave., N. W.
Grand Rapids Michigan

Watson-Higgins Mfg. Co.
GRAND RAPIDS, MICH.

**Merchant
Millers**

Owned by Merchants

Products sold by
Merchants

Brand Recommended
by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined
Cotton, Sanitary Sacks

**Chicago
Boats**

DAILY

9:00 P. M.

VIA

Muskegon Interurban

(Train with Electric Star)

and

Goodrich Line

The All Year Route

FARE \$3.00

Grand Rapids Station

162 N. Ottawa Ave.

City Ticket Office

127 Pearl St., N. W.

Automobile Losses

**By Fire, Theft and
Liability**

Melt Away Many Fortunes.

Mr. Automobile Owner: With 24,000 policies and \$70,000 of cash in banks, makes the Company substantial and able to stand the shock of serious losses.

Should you injure some party seriously and they assume an unreasonable attitude and attempt to take away your fortune by the cold hand of greed, you will want the assistance of a company with experience, with an army of 24,000 policy holders prepared for defense. You will receive ample protection. Where the claims presented are fair and reasonable, they will be paid at once. Three hundred thirty-five claims have been promptly paid.

Cost \$1.00 for policy and 25c per H. P. state rating.

**Citizens' Mutual
Auto Ins. Co.**

HOWELL, MICH.

FREE! FREE!

**SKINNER'S
NATIONAL GROCERY NEWS**

Every wholesale grocer, every retail grocer and every wholesale or retail grocer's salesman or, in fact, anyone at all interested in the grocery business, should read this great grocery publication regularly.

Special July issue gives the inside facts as to just how I started with a small amount of capital and built a great national business within the short period of six years. It also gives the details, how the running of this

**EAT
SKINNER'S
THE BEST
MACARONI**



advertisement in more than 5,000 country weeklies, 350 daily newspapers and the leading national women's publications is today increasing the profits of every retail and wholesale grocer in the United States.

The July issue gives the story of Macaroni in detail: shows why genuine macaroni can be made only from Durum wheat; tells why Macaroni not made from Durum wheat is not genuine; contains my personal guarantee that Skinner's Macaroni is made from the highest possible quality of Durum wheat.

If you wish to know more about your business and more about the Skinner national advertised line of Macaroni products, simply write your name and address plainly on a postal card, stating your business or firm and address me personally, PAUL F. SKINNER, PRESIDENT SKINNER MANUFACTURING COMPANY, OMAHA, U. S. A.



Pickings Picked Up From the Windy City.

Chicago, July 2—Chicago celebrated June 28 as Naval Training Day at the Naval Training Station. Thousands of people made the trip over the interurban and Northwestern Railroad to witness the sham battles, boxing bouts, trench digging and other varieties of amusements. It is reported that all profits received from entertainments where admission was charged went to the Red Cross.

The Art Institute of Chicago has made a new rule for the benefit of soldiers, sailors and visitors by keeping the doors open on Saturday evenings until 10 o'clock. This is done for the reason that so many of the soldiers and sailors are not able to come into the city except on that night. Men in uniform are admitted free at all times. Women accompanying uniformed men are also admitted free.

A lot of interesting customs originate in war time. The latest has developed in Evanston, Chicago's suburb, called "Safety Pin Day," which is to take place next Thursday. All safety pins collected will be turned over to the Red Cross to be used in the base hospitals in Europe.

There is hardly a day goes by in the city that there is not some form of collections made on the street. People are not considered in style unless they sport a Liberty button, Red Cross button, American flag, carnation or rose on account of the different variety of collections now being made throughout the city.

Chicago was shocked last Saturday night upon receipt of news from Milwaukee that the Christopher Columbus, excursion steamer, had been wrecked on its return from Milwaukee. Most of the injured were students at the Chicago University summer school. The Christopher Columbus is an old whaleback, with three upper decks. This boat plies between here and Milwaukee from the opening of navigation until it is impossible to move a boat in midwinter. It was one of Chicago's excursion boats.

One of the most interesting news items the past week is that which was published in the Republican, a city hall newspaper. This paper runs in large black type across its face "MAYOR WILLIAM HALE THOMPSON is to-day the most popular man in the United States." Of course the only question is, Is Chicago the United States? because it has been said that he could not be elected for the most minor office as a choice of the people.

Chicago was again shocked Friday to hear of Graham & Sons private bank being closed. This bank for the last forty years had the distinction of being one of the largest, if not the largest and most reliable banks in this country. When "Andy" Graham, its founder, was in active control, there was no business or financial matter entrusted to his care but what turned out a success. Since his death the bank has been under the control of his two sons and widow. In the short space of time through the tightening of the money market, it seems, they were unable to meet their financial responsibilities, not through any crooked work

of any description, but it is reported merely from the fact that their mortgage bonds and real estate holdings had tied up too much of their capital and when it came to a point where they had to meet a \$750,000 note, they were forced to close their doors. It is reported from reliable quarters that every dollar to the very penny will be paid to the depositors. This about winds up the private banks in the city of Chicago.

One of the big bond issues being floated now in Chicago by the Greenbaum Sons Bank & Trust Co. is the Brevort Hotel. These bonds are being floated in small amounts, carrying an annual interest rate of 6 per cent. No doubt they will be taken up in a hurry, because the Brevort Hotel is very popular and runs to capacity at all times.

One of the most unique and attractive window displays to-day in the city is that of Marshall Field & Co., at the corner of Washington and State, showing two beautiful American flags from the center of the window platform to the ceiling at an angle of 45 degrees, with an American eagle flying through the center. The traffic department were kept busy Saturday clearing the sidewalks of people whose attention was called to this beautiful sight.

From the talk one hears from some of the flat owners in the city there is apt to be a few public hangings, especially from those who bought coal at from \$10 to \$15 per ton early in the spring to take care of their wants for next winter, and then hearing that some of the adjoining property owners are now buying it at \$6, \$7 and \$8 per ton. This means that soft coal has taken a drop in Chicago.

Fourth of July celebrations this year will be more noticeable than in the past three or four years. It seems that everyone is patriotic and that most every section of the city is giving a local celebration, fireworks, balloon ascensions, and a variety of red lemonade and popcorn. Charles W. Reattoir.



Five Stories Completed April, 1917

HOTEL BROWNING GRAND RAPIDS NEWEST

Fire Proof. At Sheldon and Oakes.
Every Room with Bath.
Our Best Rooms \$2.00; others at \$1.50.
Cafeteria - Cafe - Garage

OCCIDENTAL HOTEL
FIRE PROOF
CENTRALLY LOCATED
Rates \$1.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Mich.



733-35 Ottawa Ave., N. W. Grand Rapids, Mich.

ELI CROSS
Grower of Flowers
And Potted Plants
WHOLESALE AND RETAIL
150 Monroe Ave. Grand Rapids

Bell Phone 596 Citz. Phone 61366
Joseph P. Lynch Sales Co.
Special Sale Experts
Expert Advertising—Expert Merchandising
44 So. Ionia Ave. Grand Rapids, Mich.

United Automobile Insurance Exchange

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Auto Insurance at Cost
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For Particulars Address
Home Office:
737-741 Michigan Trust Bldg., Grand Rapids, Mich.
Detroit Office:
524 Penobscot Building, Detroit, Mich.

CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

RATES } \$1.00 without bath
 } \$1.50 up with bath

CODY CAFETERIA IN CONNECTION

New Hotel Mertens

GRAND RAPIDS

Union
Station

ROOMS
WITHOUT BATH \$1.00
WITH BATH (shower or
tub) \$1.50
MEALS 50 CENTS



75 Steps East

Fire Proof

Always at Your Service

THE
CITIZENS TELEPHONE COMPANY'S
LONG DISTANCE LINES.

CONNECTION WITH OVER 250,000
TELEPHONES IN THE STATE OF
MICHIGAN ALONE.

117,000 TELEPHONES IN DETROIT



Citizens Service Satisfies

THE SUPREME COUNCIL.

Personal Observations By Grand Counselor Hach.

Coldwater, July 3—While it is not defined as one of my duties as Grand Counselor to report or make mention of the Supreme Council session, I feel I would not be doing justice to the cause were I to let this opportunity pass.

The recent session was my first opportunity to attend as a delegate and I was truly rewarded for the time devoted by the inspiration I received. It has been my privilege during my lifetime to attend many conventions of various kinds, but it has never been my privilege to meet with a better and cleaner body of men than that of the Supreme Council of the United Commercial Travelers at their annual



John A. Hach

convention at Columbus, Ohio, June 26th to 29th.

I wish I could devise some means of conveying to the minds of the traveling men what these sessions mean to every one of them, individually. I am sure there would be less complaint regarding service rendered by hotels and railroad corporations. I also feel that if the manufacturers, jobbers and wholesalers throughout the State knew what it would mean to them in dollars and cents in the course of the year they would lend willing assistance to the committee of our order on excess baggage and transportation and would feel well paid for their services and I would at this time call their attention to the recent amendments to our constitution relative to their membership, it is surely worth their consideration and to the rank and file of the traveling fraternity I venture the assertion that if they could be brought to understand what our order means to them in life and to their loved ones in misfortune, they would avail themselves of the first opportunity and privilege to affiliate with and become a part of the greatest, best and noblest organization that ever gave an obligation, one man to another.

The work of the various jurisdictions in connection with the Red Cross and Liberty Loan Bonds stands out boldly as truly worthy of attention and the consideration of those who will in time be called upon to do their bit in a way which will bring grief and sorrow into the homes of many by substituting the musket for the sample case and the satisfaction of knowing that they and theirs are not neglected or forgotten is truly a source of satisfaction. Time and space prevent mention of the many men devoting their time to this session. Suffice to say that the Michigan delegation was not the least in evidence.

E. A. Welch, of Kalamazoo, deserves hearty commendation for the

days of long hours devoted by him on the state of the order committee and nobody could do more to a noble cause than was the result of the report of his committee.

Michael Mowarn, of Detroit, who is looked upon as one of the guiding spirits of our cause, was in evidence, as usual, by his unselfish devotion.

A. G. McEachron, of Detroit, has the ear marks of a valuable addition to the Supreme cause if he can be brought to realize that not all the world is for him to conquer and not all things of sufficient importance to warrant resorting to a telegram.

Wilbur S. Burns, as a first timer, did well after overcoming the inclination to put everything on a business basis by mixing tiptop soap with fraternal duties.

Samuel Rindskoff was on hand in case of an emergency and many times was counseled by members of lesser experience.

F. J. Montier, of Detroit, proved to be the watch dog of the delegation and was always on hand when wanted. The writer, by virtue of its being his first appearance in fast company, contented himself with the privilege of listening to the wise councils of greater experience which I trust I may avail myself of in the councils of the Michigan jurisdiction.

The constitution, as revised, will in due time be in the hands of the subordinate secretary of each council and I sincerely hope for its appreciation by the provisions of which every member should feel a personal obligation to enlist the interest of every eligible traveler in our cause.

To the traveler who is not affiliated with us, I would suggest that he avail himself of the opportunity to do his duty to his family and loved ones and his further duty to his profession and learn what is being done to better his condition and his experience in travel more pleasant and profitable.

John A. Hach.

Leisure Hour Jottings From Jaunty Jackson.

Jackson, July 2—Howard Holmes, of the Bacon-Holmes Milling Co., Chelsea, was in our city Monday, looking after orders from the bakers and grocers.

Wilbur S. Burns, of Grand Rapids, made his first appearance at the Supreme Council meeting in Columbus last week. On the second day of the session he made his maiden speech before the 180 delegates and was well received. This was the means of his being asked to place the name of a man in nomination before the Supreme body, which he also did with much credit to himself and the Michigan delegation.

After being laid off for four weeks with a fractured arm, Maurice Findley has returned to his work with Frank S. Ganiard, wholesale grocer.

E. A. Welch, of Kalamazoo, did much valuable work for the Supreme Council during its session last week in Columbus. He was on the State of the Order Committee and their deliberations this year were of special importance. The report was one of the best ever made to the Supreme Council.

A. G. MacEachron and M. G. Howarn, both of Detroit, were on the floor of the Supreme Council many times and were influential to a large degree in its legislation and deliberations.

With the passing of the 4th of July we will have to look forward to county fairs, but don't go beyond that just yet, for what follows will come soon enough.

It is a great relief to have a lull in advancing prices and it seems really good to know that some staple commodities that go on our tables are really getting lower in price.

Spurgeon.

Marrying a man to reform him is like trying to make a satisfactory omelet out of a bad egg.

Gabby Gleanings From Grand Rapids

Grand Rapids, July 3—Walter Lawton improved the good weather this week by painting his porches, forgetting that he might want to use them July 4.

John D. Martin writes as follows: "Knowing the columns of your valuable paper have always been open to both sides of any controversy, I respectfully ask a short pace. It is a fact I am a firm believer in the efficiency of aeroplanes, but positively deny trying to demonstrate their aerial flights from the rear seat of a Franklin Sedan. It is a fact that I got a bump on my bean and that one of the ribs on the top of said car got badly bent from the contact, but it did not come from any voluntary action of mine. Mrs. Martin and myself were the guests for the day of some of our good friends going over many miles of the beautiful drives that Western Michigan is justly famed for. The day was beautiful, the roads were fine, the air was exhilarating, the new green foliage was a marvel and we had only recently been treated to a most delicious dinner at Muskegon. Is it any wonder—in the light of all these distracting features—that our host should have overlooked an occasional bump in the road?"

Harry A. Spindler, President of the Michigan Hardware Co., accompanied by his family, left the city very early in the morning of July 4 for Traverse City, traveling by automobile. John Haring, the Norwood grocer, and his wife accompanied the party in their own machine. They expect to return home by Saturday night.

Verne G. Snyder, who has clerked in the hardware store of Charles A. Ireland, of Ionia, for the past eight years, has succeeded to the territory formerly covered by James B. Shaughnessy for the Michigan Hardware Co. Mr. Snyder will take up his residence in Cadillac in the near future, so as to be in close touch with his trade. Mr. Snyder is a man of strong parts and his employers and associates are expecting to see him achieve marked success in his new position. Mr. Shaughnessy retires from the road to take an active part in the management of affairs in the house as assistant and understudy to President Spindler.

Max Mills Now Manages Two Hotels

Portland, Oregon, June 30—I enclose herewith a clipping from the Oregonian of this morning which may be of interest to yourself and the many other friends of our old-time friend, P. H. Carroll.

I am very busy with the two hotels on my hands, although I have a very loyal assistant in Mr. Shepard, my son-in-law. My son, Wayne, is in the U. S. Engineering service, and L. M., Jr., is a Sergeant in the Third Oregon Infantry. Mrs. Mills and our grandson, Tom, Wayne's boy, now 14, live at our home just across the street from our daughter, Rae.

Lloyd M. Mills.

For several years Mr. Mills—who traveled for the Hazeltine & Perkins Drug Co., of Grand Rapids, for more than twenty-five years—has conducted the Franklin Hotel, at Portland. He has now taken over the Hotel Blackstone also. The two hotels are only three blocks apart, so they can be handled advantageously by one management.

Philip Carroll has received a commission as Captain in the regular army and is now stationed at the Presidio, at San Francisco. He was born in Grand Rapids, son of the late Patrick H. Carroll, the remarkably successful shoe salesman who died about ten years ago. He attended Bishop Scott Academy, studied six years in Paris and in Switzerland and had three years' training at West Point, after which he finished at the University of Michigan. He received his appointment to West Point from

Michigan. He was in Grand Rapids about three months ago, having made a trip across the continent from New York when the war broke out to apply for a captaincy, which was quickly accorded him.

Bottom Facts From Boyne City.

Boyne City, July 2—Boyne City was last week subjected to a visitation which will have a lasting effect. Two hundred and fifty of the Kappa Alpha Theta Sorority, in convention at Charlevoix, descended upon the town. Every effort was made to capture the invading force, but they got away, vowing that the reception given them would surely bring them back again.

A tour of Pine Lake on a beautiful June day is inducement enough for any one to go into ecstasy.

Our city is in the throes of street improvement just now. We are ready for concrete pavement, but not enough cement on hand to begin paving. This defect will soon be remedied, however, and then the tourist can scoot through the town without being obliged to waste any time in looking at the attractive location.

If rumors about the streets are true, we will have some important news concerning some of our large industrial enterprises next week.

The storm of last Saturday night did considerable damage to the young crops North of the city by washing out and flooding some of the just-out-of-the-ground plants.

No excitement this week. The Library Bond and Red Cross drives are over. Now it is just work. Just like a fire, so long as the blaze lasts it is interesting, but when the fire is out the healing up and drying is just plain everyday work. That is what is ahead of us now.

Maxy.

What Farmers Can Buy With Their Produce.

Mancelona, July 3—A few years ago we sold a farmer a Milburn wagon complete for \$60 and he gave us 600 bushels of potatoes in payment. Now for 600 bushels of potatoes we could give:

| | |
|---|--------------|
| Milburn wagon, box and seat | \$ 90.00 |
| Dort automobile | 745.00 |
| John Deere manure spreader | 145.00 |
| Delaval separator, No. 2 | 75.00 |
| Syracuse plow, No. 61 | 17.00 |
| One Minute washing machine | 12.00 |
| Land roller | 32.00 |
| 10-18 disc harrow | 38.00 |
| 16 tooth wood frame spring tooth harrow | 10.00 |
| 3 H. P. Fairbanks-Morse oil engine | 77.50 |
| 500 capacity Fairbanks platform scale | 15.00 |
| John Deere mower | 60.00 |
| Steel range | 40.00 |
| Ohio riding cultivator | 35.00 |
| AND, IN ADDITION, \$300 IN CASH. | Wisler & Co. |

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, July 4—Creamery butter, extras, 37@38c; first, 36@36½c; common, 34@35c; dairy, common to choice, 31@35c; dairy common, all kinds, 30@32c.

Cheese—No. 1 new, fancy, 23½c, choice 23c.

Eggs—Choice, new laid 34c; fancy henry, 36@37c.

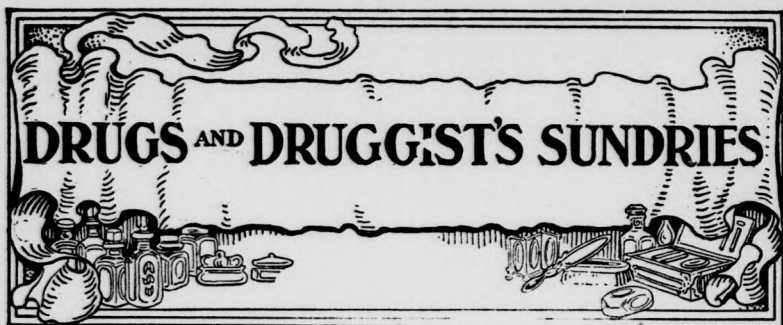
Poultry (live)—Fowls, 21@24c; Broilers, 24@30c; old cox, 16@17c; ducks, 23@24c.

Beans—Medium, \$9.00; pea, \$9.00; Red Kidney, \$8.00@8.50; White Kidney, \$9.00@9.25; Marrow, \$9.00.

Potatoes—New, \$5.00@6.00 per bbl. Rea & Witzig.

When a bibulous man wants to practice economy he takes three 10 cent drinks instead of two 15 cent ones.

Circumstances occasionally force a man to admit that other people's troubles are almost as great as his own.



Resolutions Adopted By Michigan Board of Pharmacy.

If any licentiate of the Michigan Board of Pharmacy enters the military service during the present war his registration will not be lapsed on account of the non-payment of the annual renewal fees during his term of service.

Registered druggists or candidates who have not completed the required four years' experience, who enter the hospital or ambulance service, will be permitted at a future examination to present affidavits for the time actually spent in such service in lieu of the pharmacy experience ordinarily required.

It is desirable that the Secretary of the Board be notified of the fact of entrance of the licentiate into the military service, so that proper notation may be made in the register.

After July 1 address all official correspondence to E. T. Boden, Bay City. Charles S. Koon, Sec'y.

Too Much Law and Lack of Unity.

At the recent convention of the Tri-State Wholesale Grocers the following item among resolutions presented and adopted was most important, says the Confectioners' Journal:

"Resolved—That we deplore the efforts and persistent attempts of special interests in different states from year to year to secure special laws, each relating to the manufacture, branding and sale of one particular food product, or one special class of such products, particularly as numerous and conflicting special laws of this kind work a great hardship upon food manufacturers and wholesalers, all of whom do business in two or more states, and unquestionably increase the cost to consumers without any corresponding benefit."

We are certainly a law-ridden people. We are obliged to stand for every year, five times as many new laws on all sorts of human affairs, especially food and drug affairs as are enacted in Great Britain. The greater part of this legislation originating in prejudice or official ignorance is a nuisance and a burden to the business people of the Nation. It can be stopped when we wake up and elect the right kind of men to office.

The trouble is that the drug trade is divided. Whereas the legal and medical professions have one set of organizations, our interests are divided between that of the manufacturer, wholesaler and retailer. In the National field we have six organizations, viz., the National Wholesale Druggists', the Proprietary, N. A. R. D., American Pharmaceutical, the As-

sociation of Pharmaceutical Chemists and the American Drug Manufacturers, many of the above with state or local units.

It sometimes occurs that one division will be fathering a certain measure and another division will be fighting the measure. What is wanted is an effective clearing house of legislative thought. It is indeed true that united we stand, divided we fall. The result has been some most obnoxious legislation. The subject is of growing and utmost importance and it is to be hoped that the presidents of the various state associations who are presumably at present thinking about what they will say in their presidential addresses will take up this vital topic and offer suggestions that will enable the various divisions of the drug trade to pull together. As the late lamented Ben Franklin remarked on a certain historic occasion, "If we don't hang together, we shall all hang separately."

Better Time Then.

Crawford—Did you always turn over a new leaf at the beginning of the year.

Crabshaw—Oh, no. When I was a kid I found that the best time to do it was about two weeks before Christmas.

Criterion
WALL PAPERS
PAINTS
WINDOW SHADES
HEYSTEK & CANFIELD CO.
GRAND RAPIDS, MICH.

Paris Green Labels

The Paris Green season is at hand and those dealers who break bulk must label their packages according to law. We are prepared to furnish labels which meet the requirements of the law, as follows:

100 labels, 25 cents
200 labels, 40 cents
500 labels, 75 cents
1000 labels, \$1.00

Labels sent postage prepaid where cash accompanies order. Orders can be sent through any jobbing house at the Grand Rapids market.

Tradesman Company
Grand Rapids, Mich.

To Dornbos Single Binder Dealers

These Are Four Reasons Why

you find our popular

Single Binder

A Real Business Getter and Holder

- 1.—It is *Hand Work*—Made with but a *Single Binder*. This insures a free smoker—giving the best results with the selected stock which we use.
- 2.—The blend is *Different*—The *taste* is there. And your customers would pay 10 cents for that flavor if there were no *Dornbos Single Binder*. And it *always* is wrapped in *Tinfoil*—The smoker gets all he pays for—nothing is lost.
- 3.—It has been building a friendship for 21 years, and has thousands of cheerful boosters.
- 4.—Our guarantee goes in every box and helps sell the goods.

PETER DORNBOS
CIGAR MANUFACTURER

16-18 Fulton St., West

Grand Rapids, Michigan



16-18 Fulton St., West

It's Pure, That's Sure



PIPER ICE CREAM CO.

Kalamazoo

:::

Michigan

Seasonable Goods

White Lead, Mixed Paints, Colors in Oil,
Paris Green, Lime & Sulphur Solution, Arsenate of
Lead, Bug Finishes, Linseed Oil, Turpentine.

Soda Fountains, Store Fixtures.

Rock Candy Syrup, Fruit Juices, Crushed
Fruits, and all Extracts, Flavors, etc., used in soda
fountain work.

Electric Mixers, Glasses, Carbonators, Tables,
Chairs, Stools, and all appurtenances used in con-
nection with the sale of soda water and in ice
cream parlors.

Hazeltine & Perkins Drug Co.

Wholesale Druggists

Grand Rapids, Michigan

Day and Night Service

YOUR BELL TELEPHONE, by itself, is
only an ingenious little instrument, but as a part
of the great BELL SYSTEM it is a power to
help you at any hour, day or night.

Bell Service has become a necessity in office
and home, an indispensable factor in business and
pleasure, and a source of relief and comfort in
trouble and disaster.

YOUR BELL TELEPHONE is always
ready to serve you, regardless of time or distance.
It is a household and business necessity.

Use the Bell Telephone



**Michigan State Telephone
Company**

Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

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

| | | | | | | |
|-----------------------|-------------|-----------------------|-------------|-----------------------|---------------|-------|
| Acids | | Cubebs | 6 50@6 75 | Capsicum | @1 20 | |
| Boric (Powd.) | 17@ 25 | Eigerson | 1 75@2 00 | Cardamon | @1 50 | |
| Boric (Xtal) | 17@ 25 | Eucalyptus | 1 25@1 35 | Cardamon, Comp. | @1 05 | |
| Carbolic | 61@ 65 | Hemlock, pure | 1 50@1 75 | Catechu | @ 75 | |
| Citric | 86@ 90 | Juniper Berries | 20 00@20 20 | Cinchona | @1 65 | |
| Muriatic | 3 1/4@ 5 | Juniper Wood | 2 75@3 00 | Colchicum | @1 05 | |
| Nitric | 9@ 15 | Lard, extra | 1 90@2 00 | Cubebs | @1 45 | |
| Oxalic | 60@ 70 | Lard, No. 1 | 1 85@1 95 | Digitalls | @ 80 | |
| Sulphuric | 3 1/4@ 5 | Lavender Flow. | 6 50@6 75 | Gentian | @ 90 | |
| Tartaric | 1 05@1 60 | Lavender, Gar'n | 1 25@1 40 | Ginger | @1 20 | |
| Ammonia | | Lemon | 2 00@2 25 | Guaiac | @1 10 | |
| Water, 26 deg. | 8 1/2@ 15 | Linseed, boiled bbl. | @1 18 | Guaiac, Ammon. | @1 00 | |
| Water, 18 deg. | 6 @ 9 | Linseed, bld less | 1 33@1 38 | Iodine | @2 10 | |
| Water, 14 deg. | 5 @ 8 | Linsetd, raw, bbl. | @1 17 | Iodine, Colorless | @2 10 | |
| Carbonate | 14 @ 16 | Linseed, rw less | 1 32@1 37 | Ipecac | @ 75 | |
| Chloride | 25 @ 35 | Mustard, true, oz. | @2 00 | Iron, clo. | @ 90 | |
| Balsams | | Mustard, artifil oz. | @2 25 | Kino | @1 00 | |
| Copaiba | 1 40@1 65 | Neatsfoot | 1 80@1 95 | Myrrh | @1 10 | |
| Fir (Canada) | 1 25@1 50 | Olive, pure | 3 00@4 50 | Nux Vomica | @ 95 | |
| Fir (Oregon) | 40@ 50 | Olive, Malaga, | | Opium | @9 00 | |
| Peru | 5 50@5 75 | yellow | 2 15@2 25 | Opium, Camph. | @2 25 | |
| Tolu | 75@1 00 | green | 2 15@2 25 | Opium, Deodorz'd | @9 00 | |
| Barks | | Orange, Sweet | 4 25@4 50 | Rhubarb | @ 85 | |
| Cassia (ordinary) | 25@ 30 | Origanum, pure | @2 50 | Paints | | |
| Cassia (Saigon) | 90@1 00 | Origanum, com'l | @ 75 | Lead, red dry | 13 1/4@13 3/4 | |
| Elm (powd. 35c) | 30@ 35 | Pennyroyal | 2 25@2 50 | Lead, white dry | 13 @13 1/2 | |
| Sassafras (pow. 35c) | @ 30 | Peppermint | 3 50@3 75 | Lead, white oil | 13 @13 1/2 | |
| Soap Cut (powd.) | 23@ 25 | Rose, pure | 26 00@28 00 | Ochre, yellow bbl. | @ 1 1/2 | |
| 35c | 23@ 25 | Rosemary Flows | 1 50@1 75 | Ochre, yellow less | 2 @ 5 | |
| Berries | | Sandalwood, E. | | Putty | 3 @ 6 | |
| Cubeb | 1 00@1 10 | I. | 16 50@16 75 | Red Venet'n bbl. | 1 1/4 @ 4 | |
| Fish | 15 @ 20 | Sassafras, true | 1 50@1 75 | Red Venet'n less | 1 1/4 @ 5 | |
| Juniper | 8 1/2@ 15 | Sassafras, artifil' | 50@ 60 | Vermillion, Amer. | 25 @ 30 | |
| Prickley Ash | @ 30 | Spearmint | 3 00@3 25 | Whiting, bbl. | @ 3 | |
| Extracts | | Sperm | 1 15@1 25 | Whiting | 3 1/4 @ 6 | |
| Licorice | 53@ 55 | Tansy | 3 50@3 75 | L. H. P. Prep'd. | 2 15@2 25 | |
| Licorice powdered | 85@ 90 | Tar, USP | 30@ 40 | Miscellaneous | | |
| Flowers | | Turpentine, bbls. | @ 50 | Acetanalid | 65@ 72 | |
| Arnica | @3 00 | Turpentine, less | 57 @ 62 | Alum | 10@ 12 | |
| Chamomile (Ger.) | 75@1 00 | Wintergreen, tr. | 5 50@5 75 | Alum, powdered and | | |
| Chamomile Rom. | 2 00@2 20 | Wintergreen, sweet | 4 00@4 25 | ground | 12@ 15 | |
| Gums | | birch | 1 25@1 50 | Bismuth, Subni- | | |
| Acacia, 1st | @ 60 | Wintergreen art. | 1 25@1 50 | trate | 3 60@3 70 | |
| Acacia, 2nd | @ 55 | Wormseed | 5 50@5 75 | Borax xtal or | | |
| Acacia, Sorts | 27@ 30 | Woodwood | 4 50@4 75 | powdered | 10@ 15 | |
| Acacia, powdered | 40@ 50 | Potassium | | Cantharades po | 2 00@6 00 | |
| Aloes (Barb. Pow) | 30@ 40 | Bicarbonate | 1 90@2 00 | Calomel | 2 56@2 60 | |
| Aloes (Cape Pow) | 20@ 25 | Bichromate | 55@ 60 | Capsicum | 35@ 40 | |
| Aloes (Soc. Pow. 60) | @ 55 | Bromide | 1 40@1 50 | Carmine | 6 50@7 00 | |
| Asafoetida, | @ 25 | Carbonate | 1 60@1 75 | Cassia Buds | @ 40 | |
| Asafoetida, Powd. | @ 25 | powdered | 60@ 65 | Cloves | 35@ 40 | |
| Pure | @ 25 | Chlorate, gran'r | 90@ 95 | Chalk Prepared | 6 @ 8 1/2 | |
| Camphor | 1 04@1 07 | Chlorate, xtal or | 75@ 80 | Chalk Precipitated | 7 @ 10 | |
| Guaiac | 45@ 50 | powd. | 75@ 80 | Chloroform | 77 @ 87 | |
| Guaiac, powdered | @ 60 | Cyanide | @1 25 | Chloral Hydrate | 1 92@2 12 | |
| Kino | 70@ 75 | Iodide | 3 50@3 60 | Cocaine | 9 15@9 35 | |
| Kino, powdered | 75@ 80 | Permanaganate | @5 25 | Cocoa Butter | 60@ 70 | |
| Myrrh | @ 40 | Prussiate, yellow | @1 50 | Corks, list, less 60% | | |
| Myrrh, powdered | @ 50 | Prussiate, red | @3 50 | Copperas, bbls. | @ 2 | |
| Opium | 35 00@35 20 | Sulphate | @ 90 | Copperas, less | 2 1/2 @ 7 | |
| Opium, powd. | 35 00@35 20 | Alkanet | 2 00@2 10 | Copperas, powd. | 4 @ 16 | |
| Opium, gran. | 35 00@35 20 | Blood, powdered | 20@ 25 | Corrosive Sublim. | 2 30@2 40 | |
| Shellac | 75@ 80 | Calamus | 50@3 50 | Cream Tartar | 60@ 65 | |
| Shellac, Bleached | 90@ 95 | Elecampene, pwd. | 15@ 20 | Cuttlebone | 55@ 60 | |
| Tragacanth | 2 50@3 00 | Gentian, pwd. | 30@ 35 | Dextrine | 9 @ 15 | |
| Tragacanth powder | 2 50 | Ginger, African, | 20@ 25 | Doyer's Powder | 3 75@4 00 | |
| Turpentine | 10@ 15 | powdered | 20@ 25 | Emery, all Nos. | 6 @ 8 | |
| Insecticides | | Ginger, Jamaica | 30@ 35 | Emery, powdered | 5 @ 10 | |
| Arsenic | 23@ 30 | Ginger, Jamaica, | 22@ 30 | Epsom Salts, bbls. | @ 5 1/2 | |
| Blue Vitriol, bbl. | @ 12 | powdered | 22@ 30 | Epsom Salts, less | 6 @ 10 | |
| Blue Vitriol, less | 13@ 20 | Goldenseal pow. | 8 00@8 20 | Ergot | 1 25@1 50 | |
| Bordeaux Mix Dry | 15@ 20 | Ipecac, powd. | 3 25@3 50 | Ergot, powdered | 2 75@3 00 | |
| Hellebore, White | 38@ 45 | Licorice | 35@ 40 | Flake White | 15 @ 20 | |
| powdered | 38@ 45 | Licorice, pwd. | 30@ 40 | Formaldehyde lb. | 19 @ 27 | |
| Insect Powder | 40@ 60 | Orris, powdered | 30@ 35 | Gelatine | 1 65@1 75 | |
| Lead, Arsenate | 14@ 30 | Poke, powdered | 20@ 25 | Glassware, full cs. | 66% | |
| Lime and Sulphur | 15@ 25 | Rhubarb | 75@1 00 | Glassware, less 60% | | |
| Solution, gal. | 15@ 25 | Rhubarb, powd. | 75@ 80 | Glauber Salts, bbl. | @ 1 1/2 | |
| Paris Green | 55@ 60 | Rosinweed, powd. | 25@ 30 | Glauber Salts less | 2 @ 5 | |
| Ice Cream | | Sarsaparilla, Hond. | 75@ 80 | Glue, Brown | 25@ 35 | |
| Piper Ice Cream Co., | | ground | 35@ 40 | Glue, Brown Grd. | 25@ 35 | |
| Kalamazoo | 80 | Sarsaparilla Mexican, | 35@ 40 | Glue, White | 30@ 35 | |
| Bulk Vanilla | 90 | ground | 35@ 40 | Glue, White Grd. | 30@ 35 | |
| Bulk Special Flavored | 90 | Squills | 35@ 40 | Glycerine | 71 @ 82 | |
| Brick, Plain | 25 | Squills, powdered | 45@ 65 | Hops | 45@ 60 | |
| Brick, Fancy | 30 | Tumeric, powd. | 13@ 20 | Indigo | @ 2 00 | |
| Leaves | | Valerian, powd. | @1 00 | Iodine | 4 50@4 60 | |
| Buchu | 1 75@1 85 | Seeds | | Iodoform | 5 68@5 70 | |
| Buchu, powdered | 1 85@2 00 | Anise | 35@ 40 | Lead, Acetate | @21 25 | |
| Sage, bulk | 67@ 70 | Anise, powdered. | 40@ 45 | Lycopodium | @2 00 | |
| Sage, 1/2s loose | 72@ 78 | Bird, is | @ 10 | Mace | 85@ 90 | |
| Sage, powdered | 55@ 60 | Canary | 10@ 15 | Mace, powdered | 95@1 00 | |
| Senna, Alex | 70@ 75 | Caraway | 85@ 90 | Menthol | 4 25@4 50 | |
| Senna, Tinn. | 40@ 45 | Cardamon | 1 80@2 00 | Morphine | 13 00@13 65 | |
| Senna, Tinn. pow. | 50@ 55 | Celery (Powd. 50) | 38@ 45 | Nux Vomica | 22 1/2 @ 30 | |
| Uva Ursi | 18@ 20 | Coriander | 36@ 45 | Nux Vomica, pow. | @ 20 | |
| Oils | | Dill | 25@ 30 | Pepper, black pow. | 35@ 40 | |
| Almonds, Bitter, | | Fennell | 90@1 00 | Pepper, white | @ 45 | |
| true | 15 00@16 00 | Flax | 7 1/2 @ 12 | Pitch, Burgundy | @ 15 | |
| Almonds, Bitter, | | Flax, ground | 7 1/2 @ 12 | Quassia | 12@ 15 | |
| artificial | 7 00@7 20 | Foenugreek pow. | 19@ 25 | Quinine | 90@1 00 | |
| Almonds, Sweet, | | Hemp | 8 1/2 @ 12 | Rochelle Salts | 48@ 55 | |
| true | 1 25@1 50 | Lobelia | 40@ 50 | Saccharine, oz. | @3 00 | |
| Almonds, Sweet, | | Mustard, yellow | 19@ 25 | Salt Peter | 39@ 50 | |
| imitation | 65@ 75 | Mustard, black | 19@ 25 | Seidlitz Mixture | 41 @ 45 | |
| Amber, crude | 1 75@2 00 | Mustard, powd. | 22@ 30 | Soap, green | 20@ 25 | |
| Amber, rectified | 2 50@2 75 | Poppy | @1 00 | Soap mott castile | 22 1/2 @ 25 | |
| Anise | 2 00@2 25 | Quince | @1 25 | Soap, white castile | | |
| Bergamont | 8 00@8 25 | Rape | 15@ 20 | case | @12 50 | |
| Cajeput | 1 35@1 60 | Sabadilla | @ 35 | Soap, white castile | less, per bar | @1 30 |
| Cassia | 2 75@3 00 | Sabadilla, powd. | 35@ 45 | Soda Ash | 4 1/2 @ 10 | |
| Castor | 2 70@2 80 | Sunflower | 7 @ 10 | Soda Bicarbonate | 2 1/2 @ 6 | |
| Cedar Leaf | 1 25@1 40 | Worm American | @ 25 | Soda, Sal | 2 @ 5 | |
| Citronella | 1 00@1 25 | Worm Levant | 1 00@1 10 | Spirits Camphor | @ 75 | |
| Cloves | 2 75@3 00 | Tinctures | | Sulphur, roll | 4 9-10 @ 10 | |
| Cococnut | 40@ 50 | Aconite | @ 95 | Sulphur Subl. | 4 1/2 @ 10 | |
| Cod Liver | 4 75@5 00 | Aloes | @ 75 | Tamarinds | 15@ 20 | |
| Cotton Seed | 1 65@1 75 | Arnica | @1 65 | Tartar Emetic | @ 85 | |
| Croton | 1 75@2 00 | Asafoetida | @1 35 | Turpentine, Ven. | 50@4 75 | |
| | | Belladonna | @1 65 | Vanilla Ex. pure | 1 00@1 50 | |
| | | Benzoin | @1 10 | Witch Hazel | 90@1 25 | |
| | | Benzoin Compo'd | @1 60 | Zinc Sulphate | 10@ 15 | |
| | | Buchu | @1 50 | | | |
| | | Cantharides | @3 00 | | | |

5

DECLINED

Flour
Canned Tomatoes
Black Pepper

By Columns

| | |
|------------------------------|-----------|
| 2 | |
| Clams | |
| Little Neck, 1 lb. | 1 45 |
| Clam Bouillon | |
| Burnham's ½ pt. | 2 25 |
| Burnham's pts. | 3 75 |
| Burnham's qts. | 7 50 |
| Corn | |
| Fair | |
| Good | 1 85 |
| Fancy | |
| French Peas | |
| Monbador (Natural) | |
| per doz. | |
| Gooseberries | |
| No. 2, Fair | |
| No. 2, Fancy | |
| Hcmly | |
| Standard | 1 20 |
| Lobster | |
| ¼ lb. | 1 90 |
| ½ lb. | 3 10 |
| Picnic Flat | 3 75 |
| Mackerel | |
| Mustard, 1 lb. | 1 80 |
| Mustard, 2 lb. | 2 80 |
| Soused, 1½ lb. | 1 60 |
| Soused, 2 lb. | 2 75 |
| Tomato, 1 lb. | 1 50 |
| Tomato, 2 lb. | 2 80 |
| Mushrooms | |
| Buttons, ½s | @30 |
| Buttons, 1s | @50 |
| Hotels, 1s | @44 |
| Oysters | |
| Cove, 1 lb. | @120 |
| Cove, 2 lb. | @180 |
| Plums | |
| Plums | 1 50@2 00 |
| Pears In Syrup | |
| No. 3 can, per dz. 2 50@3 00 | |
| Peas | |
| Marrowfat | 1 25@1 35 |
| Early June | 1 50@1 60 |
| Early June siftd 1 60@1 75 | |
| Peaches | |
| Pie | 1 25@1 50 |
| No. 10 size can pie | @3 75 |
| Pineapple | |
| Grated | 1 75@2 10 |
| Sliced | 1 45@2 60 |
| Pumpkin | |
| Fair | 1 10 |
| Good | 1 20 |
| Fancy | 1 30 |
| No. 10 | 3 50 |
| Raspberries | |
| No. 2, Black Syrup | 1 60 |
| No. 10, Black | 7 00 |
| No. 2, Red Preserved | 2 50 |
| No. 10, Red, Water | 7 25 |
| Salmon | |
| Warrens, 1 lb. Tall | 3 10 |
| Warrens, 1 lb. Flat | 3 25 |
| Red Alaska | 2 75 |
| Med. Red Alaska | 2 40 |
| Pink Alaska | 2 00 |
| Sardines | |
| Domestic, ¼s | 6 25 |
| Domestic, ½ Mustard | 6 00 |
| Domestic, ¾ Mustard | 5 50 |
| Norwegian, ¼s | 11@16 |
| Portuguese, ½s | 22@30 |
| Sauer Kraut | |
| No. 3, cans | 2 75 |
| No. 10, cans | |
| Shrimps | |
| Dunbar, 1½ doz. | 1 25 |
| Dunbar, 1s doz. | 2 40 |
| Succotash | |
| Fair | |
| Good | 1 80 |
| Fancy | |
| Strawberries | |
| Standard | 2 00 |
| Fancy | 2 75 |
| Tomatoes | |
| No. 2 | 1 65 |
| No. 3 | 2 00 |
| No. 10 | 6 75 |
| Tuna | |
| Case | |
| ¼s, 4 doz. in case | 4 50 |
| ½s, 4 doz. in case | 7 50 |
| 1s, 4 doz. in case | 10 00 |
| CATSUP | |
| Snider's ½ pints | 1 50 |
| Snider's pints | 2 50 |
| CHEESE | |
| Acme | @29 |
| Carson City | @26 |
| Brick | @26 |
| Lelden | @ |
| Limburger | @29 |
| Pineapple | 1 25@1 35 |
| Edam | @1 80 |
| Sap Sago | @ |
| Swiss Domestic | @ |

| | |
|----------------|-------|
| Package | |
| New York Basis | |
| Arbuckle | 21 50 |

Almonds @45
Jordan Almonds

| | |
|---------------------|------|
| No. 3, 2¼ oz. Taper | 2 00 |
| 2 oz. Flat | 2 00 |

6

FLOUR AND FEED

Grand Rapids Grain & Milling Co.
Winter Wheat
 Purity Patent 12 40
 Fancy Spring 13 20
 Wizard Graham 12 00
 Wizard, Gran. Meal 9 40
 Wizard Buckw't cwt. 6 00
 Rye 13 00

Valley City Milling Co.
 Lily White 12 75
 Light Loaf 12 35
 Graham 4 90
 Granena Health 5 00
 Gran. Meal 4 20
 Bolted Meal 4 10

Watson-Higgins Milling Co.
 New Perfection 12 50
 Tip Top Flour 12 00
 Golden Sheaf Flour 11 60
 Marshalls Best Flour 13 00
 Watertown Wisconsin
 Rye 12 00

Worden Grocer Co.
 Quaker, paper 12 00
 Quaker, cloth 12 00
Kansas Hard Wheat
 Worden Grocer Co.
 American Eagle, 1/2s 12 50
 American Eagle, 1/4s 12 40
 American Eagle, 1/8s 12 50

Spring Wheat
 Judson Grocer Co.
 Ceresota, 1/2s 13 20
 Ceresota, 1/4s 13 10
 Ceresota, 1/8s 13 00

Worden Grocer Co.
 Wingold, 1/2s cloth 12 70
 Wingold, 1/4s cloth 12 00
 Wingold, 1/8s cloth 12 50

Meal
 Bolted 9 00
 Golden Granulated 9 25

Wheat
 Red 2 35
 White 2 30

Oats
 Michigan carlots 75
 Less than carlots 78

Corn
 Carlots 1 84
 Less than carlots 1 88

Hay
 Carlots 20 00
 Less than carlots 21 00

Feed
 Street Car Feed 71 00
 No. 1 Corn & Oat Fd 71 00
 Cracked Corn 71 00
 Coarse Corn Meal 71 00

FRUIT JARS
 Mason, pts., per gro. 7 00
 Mason, qts., per gro. 7 40
 Mason, 1/2 gal. per gro. 9 85
 Mason, can tops, per gro. 2 75

GELATINE
 Cox's, 1 doz. large 1 45
 Cox's, 1 doz. small 90
 Knox's Sparkling, doz. 1 75
 Knox's Sparkling, gr. 20 50
 Knox's Acid'd doz. 1 85
 Minute, 1 doz. 1 25
 Minute, 3 doz. 3 75
 Nelson's 1 50
 Oxford 75
 Plymouth Rock, Phos. 1 40
 Plymouth Rock, Plain 1 25

GRAIN BAGS
 Broad Gauge, 12 oz. 24
 Climax, 14 oz. 29
 Stark, A, 16 oz. 29

HERBS
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 25

HIDES AND PELTS
Hides
 Green, No. 1 19
 Green, No. 2 18
 Cured, No. 1 21
 Cured, No. 2 20
 Calfskin, green, No. 1 30
 Calfskin, green, No. 2 28 1/2
 Calfskin, cured, No. 1 32
 Calfskin, cured, No. 2 30 1/2

Pelts
 Old Wool 75 @ 2 00
 Lambs 50 @ 1 00
 Shearings 50 @ 1 00

Tallow
 No. 1 @ 6
 No. 2 @ 5

Wool
 Unwashed, med. @ 57
 Unwashed, fine @ 52

HONEY
 A. G. Woodman's Brand.
 7 oz., per doz. 90
 20 oz., per doz. 2 75

HORSE RADISH
 Per doz. 90

JELLY
 5 lb. pails, per doz. 1 05
 15 lb. pails, per doz. 1 05
 30 lb. pails, per doz. 2 00

7

Jell-O

Assorted Case 2 85
 Lemon (Straight) 2 85
 Orange (Straight) 2 85
 Raspberry (Straight) 2 85
 Strawberry (Straight) 2 85
 Chocolate (Straight) 2 85
 Chocolate (Straight) 2 85
 Peach (Straight) 2 85

Jell-O Ice Cream Powder.
 Assorted Case 2 85
 Chocolate (Straight) 2 85
 Vanilla (Straight) 2 85
 Strawberry (Straight) 2 85
 Lemon (Straight) 2 85
 Unflavored (Straight) 2 85

Jiffy-Jell
 Straight or Assorted
 Per doz. 1 15
 1/2 pt. in bbls., per doz. 4 60
 Seven Flavors: Raspberry,
 Strawberry, Cherry, Lemon,
 Orange, Lime, Pineapple.

JELLY GLASSES
 1/2 pt. in bbls., per doz. 25
 1/2 pt. in bbls., per doz. 27
 8 oz. capped in bbls.,
 per doz. 27

MAPLEINE
 2 oz. bottles, per doz. 3 00
 1 oz. bottles, per doz. 1 75
 16 oz. bottles, per doz. 18 00
 32 oz. bottles, per doz. 30 00

MINCE MEAT
 Per case 3 45

MOLASSES
New Orleans
 Fancy Open Kettle 50
 Choice 43
 Good 37
 Stock 37

Half barrels 2c extra
 Red Hen, No. 2 1/2 2 90
 Red Hen, No. 5 2 90
 Red Hen, No. 10 2 80

MUSTARD
 1/2 lb. 6 lb. box 16

OLIVES
 Bulk, 1 gal. kegs 1 10 @ 1 20
 Bulk, 2 gal. kegs 1 05 @ 1 10
 Bulk, 5 gal. kegs 1 00 @ 1 10
 Stuffed, 5 oz. 1 10
 Stuffed, 8 oz. 1 60
 Stuffed, 14 oz. 2 50

Pitted (not stuffed)
 14 oz. 2 50
 Manzanilla, 8 oz. 1 10
 Lunch, 10 oz. 1 50
 Lunch, 16 oz. 2 60

Queen. Mammoth, 19
 oz. 5 00
Queen. Mammoth, 28
 oz. 6 25

Olive Chow, 2 doz. cs.
 per doz. 2 25

PETROLEUM PRODUCTS
Iron Barrels
 Perfection 9
 Red Crown Gasoline 20.5
 Gas Machine Gasoline 32.9
 V M & P Naphtha 19.5
 Capitol Cylinder, Wood
 Bale 33.9
 Capitol Cylinder, Iron
 Bale 32.9
 Atlantic Red Engine 19.9
 Winter Black 10.4
 Polarine 37.9

PICKLES
Medium
 Barrels, 1,200 count 9 50
 Half bbls., 600 count 5 25
 5 gallon kegs 2 20

Small
 Barrels 11 00
 Half barrels 6 25
 5 gallon kegs 2 50

Qherkins
 Barrels 14 00
 Half barrels 6 75
 5 gallon kegs 2 75

Sweet Small
 Barrels 24 00
 Half barrels 11 50
 5 gallon kegs 4 20

PIPES
 Clay, No. 216, per box
 Clay, T. D. full count
 Cob 90

PLAYING CARDS
 No. 90, Steamboat 85
 No. 20, Rival assorted 1 50
 No. 20, Rover, enam'd 1 75
 No. 572, Special 2 00
 No. 95, Golf, Satin fin. 2 25
 No. 808, Bicycle 2 25
 No. 632, Tour'n't whist 2 50

POTASH
 Babbitt's, 2 doz. 1 90

PROVISIONS
Barreled Pork
 Clear Back 42 00 @ 43 00
 Short Cut Clr 41 00 @ 42 00
 Bean 40 00 @ 41 00
 Brisket, Clear 43 00

Pig
 Clear Family 29 00

Dry Salt Meats
 S P Bellies 19 @ 20

Lard
 Pure in tierces 22 1/2 @ 23
 Compound Lard 19 @ 19 1/2

80 lb. tubs advance 1/4
60 lb. tubs advance 1/4
50 lb. tubs advance 1/4

8

20 lb. pails advance 1/4
 10 lb. pails advance 1/4
 5 lb. pails advance 1
 3 lb. pails advance 1

Smoked Meats
 Hams, 14-16 lb. 25 1/2 @ 26
 Hams, 16-18 lb. 21 @ 22
 Hams, 18-20 lb. 20 1/2 @ 21
 Ham, dried beef
 sets 29 @ 30

California Hams 21 @ 21 1/2
Picnic Balled
 Hams 19 1/2 @ 20
 Balled Hams 38 @ 39
 Minced Hams 17 1/2 @ 18
 Bacon 33 @ 36

Sausages
 Bologna 15
 Liver 12
 Frankfort 17
 Pork 14 @ 15
 Veal 11
 Tongue 11
 Headcheese 14

Beef
 Boneless 25 00 @ 27 00
 Rump, new 30 00 @ 31 00

Pig's Feet
 1/2 bbls. 1 75
 3/4 bbls., 40 lbs. 3 40
 1/2 bbls. 6 00
 1 bbl. 12 00

Tripe
 Kits, 15 lbs. 90
 1/4 bbls., 40 lbs. 1 50
 3/4 bbls., 80 lbs. 3 00

Casings
 Hogs, per lb. 35
 Beef, rounds, set 19 @ 20
 Beef, middles, set 45 @ 55
 Sheep 1 15 @ 1 55

Uncolored Butterline
 Solid Dairy 22 @ 25
 Country Rolls 25 @ 27

Canned Meats
 Corned Beef, 2 lb. 6 60
 Corned Beef, 1 lb. 3 40
 Roast Beef, 2 lb. 6 60
 Roast Beef, 1 lb. 3 40

Potted Meat, Ham
 Flavor, 1/4s 55
 Potted Meat, Ham
 Flavor, 1/4s 1 00

Deviled Meat, Ham
 Flavor, 1/4s 55
 Deviled Meat, Ham
 Flavor, 1/4s 1 00

Potted Tongue, 1/4s
 1 00
Potted Tongue, 1/2s
 1 00

RICE
 Fancy 8 @ 8 1/2
 Bule Rose @ 8
 Broken

ROLLED OATS
 Monarch, bbls. 10 00
 Monarch, 90 lb. sks. 4 95
 Rolled Avena, bbls. 10 25
 Steel Cut, 100 lb. sks. 5 10
 Quaker, 18 Regular 1 50
 Quaker, 20 Family 4 90

SALAD DRESSING
 Columbia, 1/2 pint 2 25
 Columbia, 1 pint 4 00
 Durkee's, large, 1 doz. 4 20
 Durkee's, small, 2 doz. 5 00
 Snider's, large, 1 doz. 2 40
 Snider's, small, 2 doz. 1 45

SALERATUS
 Packed 60 lbs. in box.
 Arm and Hammer 3 10
 Wyandotte, 100 lbs. @ 8 00

SAL SODA
 Granulated, bbls. 1 40
 Granulated, 100 lbs. cs. 1 50
 Granulated, 36 pkgs. 1 40

SALT
Common Grades
 100 3 lb. sacks 3 15
 70 4 lb. sacks 3 05
 60 5 lb. sacks 3 05
 28 10 lb. sacks 2 90
 56 lb. sacks 43
 28 lb. sacks 24

Warsaw
 56 lb. sacks 26
 28 lb. dairy in drill bags 20

Solar Rock
 56 lb. sacks 38

Common
 Granulated, Fine 1 60
 Medium, Fine 1 75

SALT FISH
Cod
 Large, whole @ 10 1/2
 Small, whole @ 10
 Strips or bricks 11 1/2 @ 15
 Pollock @ 8 1/2

Holland Herring
 Standards, bbls. 13 50
 Y. M., bbls. 15 00
 Standard, kegs 85
 Y. M. kegs 96

Herring
 Med. Fat Split, 200 lbs 8 00
 Laborator Split 200 lb 10 00
 Norway 4 K, 200 lbs 16 50
 Special, 8 lb. pails 70
 Scaled, in boxes 17
 Boned, 10 lb. boxes 16

Trout
 No. 1, 100 lbs. 7 50
 No. 1, 40 lbs. 2 25
 No. 1, 10 lbs. 90
 No. 1, 3 lbs. 75

9

Mackerel

Mess, 100 lbs. 16 50
 Mess, 40 lbs. 7 00
 Mess, 10 lbs. 1 85
 Mess, 8 lbs. 1 56
 No. 1, 100 lbs. 15 50
 No. 1, 40 lbs. 6 70
 No. 1, 10 lbs. 1 75

Lake Herring
 100 lbs. 4 00
 40 lbs. 2 35
 10 lbs. 58
 8 lbs. 54

SEEDS
 Canary, Smyrna 8
 Caraway 75
 Cardamon, Malabar 1 20
 Celery 45
 Hemp, Russian 7 1/2
 Mixed Bird 9
 Mustard, white 20
 Poppy 70
 Rape 13

SHOE BLACKING
 Handy Box, large 3 dz. 3 50
 Handy Box, small 1 25
 Bixby's Royal Polish 85
 Miller's Crown Polish 85

SCOTCH
 Scotch, in bladders 37
 Maccaboy, in jars 35
 French Rapple in jars 43

SODA
 Boxes 5 1/2
 Kegs, English 4 1/2

SPICES
Whole Spices
 Allspice, Jamaica 9 @ 10
 Allspice, lg. Garden @ 11
 Cloves, Zanzibar @ 20
 Cassia, Canton @ 20
 Cassia, 5c pkg. doz. @ 25
 Ginger African @ 15
 Ginger, Cochlin @ 20
 Mace, Penang @ 20
 Mixed, No. 1 @ 17
 Mixed, No. 2 @ 16
 Mixed, 5c pkgs. dz. @ 45
 Nutmegs, 70-80 @ 35
 Nutmegs, 105-110 @ 30
 Pepper, Black @ 30
 Pepper, White @ 32
 Pepper, Cayenne @ 22
 Paprika, Hungarian @ 22

Pure Ground in Bulk
 Allspice, Jamaica @ 16
 Cloves, Zanzibar @ 40
 Cassia, Canton @ 32
 Ginger, African @ 24
 Mace, Penang @ 1 00
 Nutmegs @ 36
 Pepper, Black @ 30
 Pepper, White @ 34
 Pepper, Cayenne @ 30
 Paprika, Hungarian @ 45

STARCH
Corn
 Kingsford, 40 lbs. 7 1/2
 Muzzy, 48 lb. pkgs. 7 1/2

Gloss
 Silver Gloss, 40 lb. 7 1/2
 Argo, 24 5c pkgs. 95
 Silver Gloss, 16 3lbs. 7 1/2
 Silver Gloss, 12 6lbs. 8 1/2

Muzzy
 48 lb. packages 7 1/2
 16 3lb. packages 6 1/2
 12 6lb. packages 8 1/2
 50 lb. boxes 5 1/2

SYRUPS
Corn
 Barrels
 Half barrels
 Blue Karo, No. 1 1/2,
 2 doz. 2 85
 Blue Karo, No. 2, 2 dz. 3 50
 Blue Karo, No. 2 1/2, 2
 doz. 4 30
 Blue Karo, No. 5, 1 dz. 4 25
 Blue Karo, No. 10, 1/2
 doz. 4 00

Red Karo, No. 1 1/2, 1
 doz. 3 00
 Red Karo, No. 2, 2 dz. 3 75
 Red Karo, No. 2 1/2, 2 dz. 4 55
 Red Karo, No. 5, 1 dz. 4 55
 Red Karo, No. 10, 1/2
 doz. 4 30

Pure Cane
 Fair 16
 Good 20
 Choice 25

Folger's Grape Punch
 Quarts, doz. case 6 00

TABLE SAUCES
 Halford, large 3 75
 Halford, small 2 26

TEA
Uncolored Japan
 Medium 20 @ 25
 Choice 26 @ 33
 Fancy 28 @ 30
 Basket-fired Med'm 28 @ 30
 Basket-fired Choice 35 @ 37
 Basket-fired Fancy 38 @ 45
 No. 1 Nibs 30 @ 32
 Siftings, bulk 9 @ 10
 Siftings, 1 lb. pkgs. 12 @ 14

Gunpowder
 Moyune, Medium 28 @ 33
 Moyune, Choice 35 @ 40
 Moyune, Fancy 50 @ 60
 Ping Suey, Medium 25 @ 30
 Ping Suey, Choice 35 @ 40
 Ping Suey, Fancy 45 @ 50

Young Hyson
 Choice 28 @ 30
 Fancy 45 @ 56

10

Oolong

Formosa, Medium 25 @ 28
 Formosa, Choice 32 @ 35
 Formosa, Fancy 50 @ 60

English Breakfast
 Congou, Medium 25 @ 30
 Congou, Choice 30 @ 35
 Congou, Fancy 40 @ 60
 Congou, Ex. Fancy 60 @ 80

Ceylon
 Pekoe, Medium 28 @ 30
 Dr. Pekoe, Choice 30 @ 35
 Flowery O. P. Fancy 40 @ 50

TOBACCO
Fine Cut
 Hot 1 45
 Bugle, tin pail 4 50
 Bugle, 10c 11 00
 Dan Patch, 8 and 16 oz. 38
 Dan Patch, 4 oz. 11 52
 Dan Patch, 2 oz. 5 76
 Fast Mail, 16 oz. 7 80
 Hawatha, 16 oz. 8 00
 Hawatha, 5c 5 76
 May Flower, 16 oz. 9 34
 No Limit, 8 oz. 1 95
 No Limit, 16 oz. 3 30
 Ojibwa, 8 and 16 oz. 40
 Ojibwa, 10c 11 10
 Ojibwa, 8 and 16 oz. 42
 Petoskey Chief, 7 oz. 2 30
 Petoskey Chief, 14 oz. 4 60
 Peach and Honey, 5c 5 76
 Red Bell, 14 oz. 4 20
 Red Bell, 20c 2 10
 Sterling, L & D, 5c 5 76
 Sweet Cuba, canister 9 16
 Sweet Cuba, 5c 5 76
 Sweet Cuba, 10c 96
 Sweet Cuba, 1 lb. tin 4 60
 Sweet Cuba, 1/2 lb. foil 2 40
 Sweet Burley, 5c L&D 5 76
 Sweet Burley, 8 oz. 2 45
 Sweet Burley, 16 oz. 5 50
 Sweet Mist, 1/2 gro. 5 76
 Sweet Mist, 8 oz. 11 10
 Telegram, 5c 5 76
 Tiger, 5c 6 00
 Tiger, 25c cans 2 50
 Uncle Daniel, 1 lb. 60
 Uncle Daniel, 1 oz. 5 23

Plug
 Am. Navy, 16 oz. 35
 Apple, 10 lb. butt 41
 Day's Work, 7 & 14 lb. 42
 Drummond Nat. Leaf, 2
 and 5 lb. 60
 Drummond Nat. Leaf,
 per doz. 96
 Battle Ax 32
 Bracer, 6 and 12 lb. 30
 Big Four, 6 and 16 lb. 32
 Boot Jack, 2 lb. 90
 Boot Jack, per doz. 96
 Bullion, 16 oz. 46
 Climax Golden Twins 49
 Climax, 14 1/2 oz. 44
 Climax, 7 oz. 47
 Climax, 5c tins 60
 Creme de Menthe, lb. 65
 Derby, 5 lb. boxes 28
 5 Bros., 4 lb. 66
 Four Roses, 10c 90
 Gilt Edges, 2 lb. 50
 Gold Rope, 6 and 12 lb. 58
 Gold Rope, 4 and 8 lb. 58
 G. O. P., 12 and 24 lb. 48
 Granger Twist, 6 lb. 50
 G. T. W., 10 and 21 lb. 38
 Horse Shoe, 6 and 12 lb. 48
 Honey Dip Twist, 5
 and 10 lb. 49
 Jolly Tar, 5 and 8 lb. 40
 J. T., 5 1/2 and 11 lb. 40
 Kentucky Navy, 12 lb. 32
 Keystone Twist, 6 lb. 45
 Kismet, 6 lb. 48
 Maple Dip, 16 oz. 50
 Merry Widow, 12 lb. 32
 Nobby Spun Roll 6 & 3 58
 Parrot, 12 lb. 98
 Patterson's Nat. Leaf
 Peachey, 6, 12 & 24 lb. 47
 Picnic Twist, 5 lb. 50
 Piper Heidsieck 4 & 7 lb. 69
 Piper He

SPECIAL PRICE CURRENT

12

| | |
|---------------------------|-------|
| Sweet Lotus, 5c | 5 76 |
| Sweet Lotus, 10c | 11 52 |
| Sweet Lotus, 16 oz. | 5 50 |
| Sweet Rose, 2 1/4 oz. | 30 |
| Sweet Tip Top, 5c | 50 |
| Sweet Tip Top, 10c | 1 00 |
| Sweet Tips, 1/2 gro. | 11 52 |
| Sun Cured, 10c | 98 |
| Summer Time, 5c | 5 76 |
| Summer Time, 7 oz. | 1 65 |
| Summer Time, 14 oz. | 3 50 |
| Standard, 5c foil | 5 76 |
| Standard, 10c paper | 9 60 |
| Seal N. C. 1 1/2 cut plug | 70 |
| Seal N. C. 1 1/2 Gran. | 63 |
| Three Feathers, 1 oz. | 48 |
| Three Feathers, 10c | 11 52 |
| Three Feathers, and | |
| Pipe combination | 2 25 |
| Tom & Jerry, 40c | 4 00 |
| Tom & Jerry, 20c | 2 00 |
| Tom & Jerry, 3 oz. | 76 |
| Turkish, Patrol, 2-9 | 5 76 |
| Tuxedo, 1 oz. bags | 48 |
| Tuxedo, 2 oz. tins | 96 |
| Tuxedo, 20c | 2 04 |
| Tuxedo, 85c tins | 8 15 |
| Union Leader, 5c coli | 6 00 |
| Union Leader, 10c | |
| pouch | 11 52 |
| Union Leader, ready | |
| cut | 11 52 |
| Union Leader 50c box | 5 10 |
| War Path, 5c | 6 00 |
| War Path, 20c | 1 60 |
| Wave Line, 3 oz. | 40 |
| Wave Line, 16 oz. | 40 |
| Way Up, 2 1/4 oz. | 5 75 |
| Way Up, 16 oz. pails | 36 |
| Wild Fruit, 5c | 6 00 |
| Wild Fruit, 10c | 12 00 |
| Yum Yum, 5c | 5 76 |
| Yum Yum, 10c | 11 52 |
| Yum Yum, 1 lb. doz. | 5 40 |

CIGARS

| | |
|---------------------------|-------|
| Peter Dornbos Brands | |
| Dornbos Single | |
| Binder | 35 00 |
| Dornbos, Perfectos | 35 00 |
| Dornbos, Bismarck | 70 00 |
| Allan D. Grant | 65 00 |
| Allan D. | 35 00 |
| Johnson Cigar Co.'s Brand | |
| Dutch Masters Club | 70 00 |
| Dutch Masters Inv. | 70 00 |
| Dutch Masters Pan. | 70 00 |
| Dutch Master Grande | 65 00 |
| El Portana | |
| Dutch Masters, 5c | |
| S. C. W. | |
| Gee Jay | |
| Johnson's Straight | |

Above five brands are sold on following basis:
 Less than 300 35 00
 300 assorted 35 00
 2500 assorted 33 00
 3% trade discount on 300 or more.
 2% cash discount on all purchases.

Worden Grocer Co. Brands
 Worden's Hand Made
 Londres, 50s Wood .. 33 00

TWINE

| | |
|-------------------|----|
| Cotton, 3 ply | 40 |
| Cotton, 4 ply | 40 |
| Jute, 2 ply | 25 |
| Hemp, 6 ply | 30 |
| Flax, medium | 35 |
| Wool, 1 lb. bales | 17 |

VINEGAR

| | |
|-----------------------|----|
| White Wine, 40 grain | 12 |
| White Wine, 80 grain | 17 |
| White Wine, 100 grain | 20 |

| | |
|---------------------------------------|--------|
| Oakland Vinegar & Pickle Co.'s Brands | |
| Highland apple cider | 22 |
| Oakland apple cider | 17 |
| State Seal sugar | 14 |
| Blue Ribbon, Corn | 12 1/2 |
| Oakland white picklg | 12 |
| Packages free. | |

WICKING

| | |
|------------------|----|
| No. 0, per gross | 35 |
| No. 1, per gross | 45 |
| No. 2, per gross | 60 |
| No. 3, per gross | 90 |

WOODENWARE

Baskets

| | |
|------------------------|------|
| Bushels | 1 20 |
| Bushels, wide band | 1 25 |
| Market, drop handle | 45 |
| Market, single handle | 50 |
| Splint, large | 4 00 |
| Splint, medium | 3 50 |
| Splint, small | 3 00 |
| Willow, Clothes, large | |
| Willow, Clothes, small | |
| Willow, Clothes, me'm | |

Butter Plates

| | |
|-----------------------|----|
| Ovals | |
| 1/4 lb., 250 in crate | 35 |
| 1/2 lb., 250 in crate | 35 |
| 1 lb., 250 in crate | 40 |
| 2 lb., 250 in crate | 50 |
| 3 lb., 250 in crate | 70 |
| 5 lb., 250 in crate | 90 |

13

| | |
|---------------------|----|
| Wire End | |
| 1 lb., 250 in crate | 35 |
| 2 lb., 250 in crate | 45 |
| 3 lb., 250 in crate | 55 |
| 5 lb., 20 in crate | 65 |

Churns

| | |
|-----------------------|------|
| Barrel, 5 gal., each | 2 40 |
| Barrel, 10 gal., each | 2 55 |

Clothes Pins

| | |
|----------------------------|----|
| Round Head | |
| 4 1/2 inch, 5 gross | 65 |
| Cartons, No. 24, 24s, bxs. | 70 |

Egg Crates and Fillers

| | |
|-----------------------|------|
| Humpty Dumpty, 12 dz. | 20 |
| No. 1 complete | 42 |
| No. 2 complete | 35 |
| Case, medium, 12 sets | 1 30 |

Faucets

| | |
|--------------------|----|
| Cork lined, 3 in. | 70 |
| Cork lined, 9 in. | 80 |
| Cork lined, 10 in. | 90 |

Mop Sticks

| | |
|------------------------|------|
| Trojan spring | 1 35 |
| Eclipse patent spring | 1 35 |
| No. 1 common | 1 35 |
| No. 2, pat. brush hold | 1 35 |
| Ideal, No. 7 | 1 35 |
| 12lb. cotton mop heads | 1 75 |

Pails

| | |
|-------------------|------|
| 10 qt. Galvanized | 3 50 |
| 12 qt. Galvanized | 4 00 |
| 14 qt. Galvanized | 4 50 |
| Fibre | 4 00 |

Toothpicks

| | |
|---------------------|------|
| Birch, 100 packages | 2 00 |
| Ideal | 85 |

Traps

| | |
|----------------------|------|
| Mouse, wood, 2 hoels | 22 |
| Mouse, wood, 4 hoels | 45 |
| 10 qt. Galvanized | 1 55 |
| 12 qt. Galvanized | 1 70 |
| 14 qt. Galvanized | 1 90 |
| Mouse, wood, 6 hoels | 70 |
| Mouse, tin, 5 hoels | 65 |
| Rat, wood | 80 |
| Rat, spring | 75 |

Tubs

| | |
|-------------------|-------|
| No. 1 Fibre | 16 50 |
| No. 2 Fibre | 15 00 |
| No. 3 Fibre | 13 50 |
| Large Galvanized | 12 50 |
| Medium Galvanized | 10 75 |
| Small Galvanized | 9 50 |

Washboards

| | |
|-----------------|------|
| Banner, Globe | 3 75 |
| Brass, Single | 6 75 |
| Glass, Single | 4 00 |
| Double Peerless | 6 25 |
| Single Peerless | 5 50 |
| Northern Queen | 4 75 |
| Good Enough | 4 65 |
| Universal | 5 00 |

Wood Bowls

| | |
|---------------|-------|
| 13 in. Butter | 1 75 |
| 15 in. Butter | 3 15 |
| 17 in. Butter | 6 75 |
| 19 in. Butter | 10 50 |

WRAPPING PAPER

| | |
|------------------------|--------|
| Fibre Manila, white | 8 1/4 |
| Fibre, Manila, colored | 8 1/2 |
| No. 1 Manila | 8 1/2 |
| Butchers' Manila | 8 |
| Kraft | 10 1/2 |
| Wax Butter, short c't | 16 |
| Wax Butter, full c't | 20 |
| Parchm't Butter, rolls | 19 |

YEAST CAKE

| | |
|------------------------|------|
| Magic, 3 doz. | 1 15 |
| Sunlight, 3 doz. | 1 00 |
| Sunlight, 1 1/2 doz. | 50 |
| Yeast Foam, 3 doz. | 1 15 |
| Yeast Foam, 1 1/2 doz. | 85 |

Window Cleaners

| | |
|--------|------|
| 12 in. | 1 65 |
| 14 in. | 1 85 |
| 16 in. | 2 30 |

CHARCOAL

Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.

DEWEY - SMITH CO., Jackson, Mich.
 Successor to M. O. DEWEY CO.

14

BAKING POWDER K C

| | |
|---------------------------|---------|
| 10c, 4 doz. in case | Doz. 95 |
| 15c, 4 doz. in case | 1 40 |
| 25c, 4 doz. in case | 2 35 |
| 50c, 2 doz. plain top | 4 50 |
| 80c, 1 doz. plain top | 7 00 |
| 10 lb. 1/2 dz., plain top | 14 00 |

Special deals quoted upon request.
 K C Baking Powder is guaranteed to comply with ALL Pure Food Laws, both State and National.

Royal

| | |
|--------------|-------|
| 10c size | 1 00 |
| 1/4 lb. cans | 1 45 |
| 6 oz. cans | 2 00 |
| 1/2 lb. cans | 2 55 |
| 3/4 lb. cans | 3 95 |
| 1 lb. cans | 4 95 |
| 5 lb. cans | 23 70 |

SALT



Morton's Salt

| | |
|---------------------|------|
| Per case, 24 2 lbs. | 1 80 |
| Five case lots | 1 70 |

SOAP

| | |
|----------------------|------|
| Proctor & Gamble Co. | |
| Lenox | 4 75 |
| Ivory, 6 oz. | 5 75 |
| Ivory, 10 oz. | 9 60 |
| Star | 4 60 |

Swift & Company

| | |
|-------------------|------|
| Swift's Pride | 4 50 |
| White Laundry | 4 25 |
| Wool, 6 oz. bars | 4 65 |
| Wool, 10 oz. bars | 6 50 |

Tradesman Company

| | |
|----------------------|------|
| Black Hawk, one box | 3 50 |
| Black Hawk, five bxs | 3 45 |
| Black Hawk, ten bxs | 3 40 |

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 40 |
| Rub-No-More | 4 50 |
| Nine O'Clock | 3 85 |

WASHING POWDERS.

| | |
|--------------------|------|
| Gold Dust | |
| 24 large packages | 5 75 |
| 100 small packages | 5 60 |

AXLE GREASE



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

The Only Five Cent Cleanser



Guaranteed to Equal the Best 10c Kinds

80 Can Cases \$3.20 Per Case

Handled by All Jobbers

Place an order with your jobber. If goods are not satisfactory return same at our expense.—FITZPATRICK BROS.

FITZPATRICK BROTHERS' SOAP CHIPS

| | | |
|---------------|----------------|----------------|
| White City | (Dish Washing) | BBLs. 210 lbs. |
| Tip Top | (Caustic) | 250 lbs. |
| No. 1 Laundry | 88% Dry | 225 lbs. |
| Palm Soap | 88% Dry | 300 lbs. |

WRITE FOR PRICES

SEND FOR SAMPLES

Bread is the Best Food

It is the easiest food to digest.

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

Increase your sales of bread.

FLEISCHMANN'S YEAST

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

Sell bread made with

FLEISCHMANN'S YEAST



Coffee is a Kingdom OF ALL-SORTS

AND

"White House" Coffee IS KING of That Kingdom

Which is your customer likely to prefer?

Distributed at Wholesale by

Judson Grocer Co., Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for three cents a word the first insertion and two cents a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—About 100 miles north of Grand Rapids in thriving town of 1,000 population, a clean up-to-date grocery stock. Centrally located. Will sell or rent building reasonable. Address No. 160, care Michigan Tradesman. 160

For Sale—Good, clean grocery stock in good live town. Good location. \$8 month rent. Snap. Invoice about \$1,000. All cash business. Have other business. Address Box 66, Byron, Michigan. 165

Cash Registers—Let us quote you price on rebuilt cash registers. All makes—sizes—styles. Largest used machine dealers in Michigan. Save you money, terms to suit. Will exchange for your machine. The J. C. Vogt Sales Co., 215 So. Washington Ave., Saginaw, Michigan. 158

Wanted—We wish to hear from grocers, meat dealers and others who are going out of business and wish to get into a profitable line where their merchandising experience will be valuable. Our proposition does not require removal from your home town. McConnon & Company, Dept. X, Winona, Minn. 163

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

For Sale—Clean stock of groceries and crockery in one of the best towns of Michigan. Good location and good trade. Will invoice about \$3,000. Address No. 164, care Tradesman. 164

Collections everywhere. We get the money and so do you. No charge unless collected. United States Credit Service, Washington, D. C. 57

Cash Buyers of clothing, shoes, dry goods and furnishings. Parts or entire stocks. H. Price, 194 Forrest Ave. East, Detroit 678

Wanted—To hear from owner of good general merchandise store for sale. Cash price, description. D. F. Bush, Minneapolis, Minnesota. 176

One K-40 three and one-half ton Kelly-Springfield Motor Truck, equipped with Hydraulic Hoist Steel Dump body, eighty-one cubic feet capacity. Eight months' use, A-1 condition. The Oval Wood Dish Co., Tupper Lake, New York. 185

For Sale—One meat market outfit, new cooler 8 x 10 x 6, all tools new. Address A. C. Renkes, Clarksville, Michigan. 186

\$500 per week general merchandise business, double store, home stock, etc., free and clear, to trade for feed barn. Somebody's opportunity. Small railroad point. Overhead like four corners. W. J. Cooper, Mt. Pleasant, Michigan. 187

For Sale—Grocery stock and fixtures. Will inventory about \$1,800. Will sell at inventory. Reason ill health. Reasonable rent on a lease for a term of years. Address No. 174, care Michigan Tradesman. 174

For Sale—First-class, paying up-to-date summer resort; profit of \$3,500 each year and resort work lasts only two months a year. This is a dandy proposition. Easy payments. Write to W. N. King, Waverly, Minnesota. 190

For Sale—Hardware and implement business in good growing town in Southern Colorado. Has gravity water system, electric lights, cement sidewalks, and is railroad junction. Good stock and farming country surrounding. Address F. D. Potthoff & Son, Antonito, Colorado. 191

For Sale—Store in Michigan which paid 25 per cent. on capital stock last year. We carry a stock of \$20,000 dry goods and ladies' ready-to-wear. 10,000 population. A fine chance for the right party. Part cash required. Address No. 192, care Michigan Tradesman. 192

For Sale—Plumbing, heating, tinning and electrical business. Good live town of about 2,000 population, with electric lights, sewer and water system. This is a well established business and will pay to investigate. Will invoice about \$3,000. Reason for selling, owner wishes to retire from business. Address O. H. Neudenfelt, Enderlin, North Dakota. 193

For Sale—Grocery. Good established trade, mostly cash. All fresh and clean stock and fixtures. As owner has other business will sell this cheap or trade for farm. Address No. 196, care Tradesman. 196

CONDUCT YOUR OWN SALES—Save 90%. Usual cost. Hundreds of sales have been successfully conducted under our supervision. We furnish advertising, circulars, signs and detailed instructions. Write now for particulars. Commercial Advertising Co. (Sales Experts), Grand Rapids, Michigan. 197

Free For Six Months—My special offer to introduce my magazine, "Investing for Profit." It is worth \$10 a copy to any one who has not acquired sufficient money to provide necessities and comforts for self and loved ones. It shows how to become richer quickly and honestly. "Investing for Profit" is the only progressive financial journal and has the largest circulation in America. It shows how \$100 grows to \$2,200; write now and I'll send it six months free. H. L. Barber, 433-28 W. Jackson Blvd., Chicago. 800

General Merchandise and real estate auctioneer. Closing out and reducing stocks, address Leonard Van Liere, Holland, Michigan. 799

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 767

For Sale Cheap—Or exchange for real estate, stock of drugs and fixtures. Fine location. A. E. Ferguson, Romeo, Mich. 181

For Sale—First-class, meat and fancy grocery market. Established business, best location in best town in Michigan. Write H. 129 E. Front St., Traverse City, Michigan. 173

Will Sell Or Exchange—Farm of 240 acres, Jackson county, for drugs, hardware, general merchandise or small farm on car line. Chas. Maynard, Milan, Michigan. 175

Excellent Opening—For a bazaar, furniture and undertaking business. A new two-story brick building 29½ feet by 80 feet. Wired completely for electricity; basement and first floor heated by a furnace. A 50-barrel cistern for soft water in basement. The entrance to the basement is level with the surface of the ground. The building is centrally located on the main street. Parties interested phone or write Frank Weber or Roy T. Weber, Saranac, Michigan. 177

EVERY MERCHANT IN MICHIGAN Can use the John L. Lynch Sales Co., to build up their business, sell out their store, stock and fixtures, reduce stock, raise money or clean up odd lots left in stock. We can get you a good price for your merchandise. We sold for Blood & Hart, Marine City, Michigan, population 3,500 in nine days, \$17,774.00. Write them! We sold for George Duguid, Gobleville, Michigan, population 350 opening day of the sale over \$2,000.00. Write them! We have worked wonders for others and can do same for you. Write to-day for information, dates, references, etc. Please mention size of stock. John L. Lynch Sales Co., 28 So. Ionia Ave., Grand Rapids, Mich.

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

Cash Buyer of clothing, shoes, dry goods, furnishings and carpets. Parts or entire stocks. Charles Goldstone, 335 Gratiot Avenue, Detroit. 63

For Sale—Harness stock of Theodore Nohe, deceased; invoices \$1,500. Clean, new stock. In business three years; only shop within 15 miles. Located in one of the best farming sections of Illinois. Profitable and nearly cash business. Fine opening. Address R. W. Ruckman, Amboy, Illinois. 151

For Sale Or Exchange—Furnishings lease, 40 room hotel. If interested write for particulars. 225 W. High St., Bryan, Ohio. 189

HELP WANTED.

Wanted—Experienced window trimmer and card writer. Must also be shoe salesman. Splendid opportunity for advancement. State salary wanted. Apply Peoples Bargain Store, Saginaw, Michigan. 188

Wanted—Registered pharmacist or man with drug store experience. State age, references, experience, etc. Schrouders, Grand Rapids, Michigan. 182

Wanted—Young man experienced in dry goods and floor coverings to fill position in the leading store in Southern Michigan city of 6,000. References required. Address No. 195, care Michigan Tradesman. 195

POSITION WANTED.

Young man experienced in men's furnishings, desires steady position. A1 references. Address No. 194, care Tradesman. 194

For Sale—My entire property at Angell, Grand Traverse County, Michigan, consisting of three acres of land, dwelling house, store building, stock of general merchandise and fixtures. Good business, an ideal location, good reason for selling. Prices and terms very reasonable. If interested call or write Wm. A. Anderson, Angell, Michigan. 184

For Sale—Men's first class furnishings, clothing and shoe store for sale. Doing excellent business. First-class location, nominal rental. Established thirty years. Always made money. Stock in first-class shape. Located in prosperous city of 65,000, Northern Michigan. Reason for selling, illness. Apply now to No. 166, care Michigan Tradesman. 166

You Can Buy Flour —

IN

SAXOLIN

Paper-Lined Cotton Sanitary Sacks

DUST PROOF
DIRT PROOF
MOISTURE PROOF
BREAKAGE PROOF

*The Sack that keeps the
Flour IN and the Dirt OUT*

Ask Your Miller in Your Town

—he can give you his flour in this sack

Our co-operative advertising plan
makes the flour you sell the best
advertised flour in your community

For samples and particulars write

THE CLEVELAND-AKRON BAG CO., CLEVELAND

Four Kinds of Coupon Books

Are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.



TRADESMAN COMPANY, Grand Rapids, Mich.

THE MASTERY OF THE AIR.

Now that the United States is definitely in the war and is to be considered an essential unit in it, the brains of the country are working on the problem of how best to achieve a successful outcome. What we need is the cheapest solution; the cheapest in lives, in time and in money. The subject of air navigation received serious consideration during the early period of the war, but has not been so strongly in the public eye of late. It would be a good thing to bring attention back to it. The Zeppelins, it is now conceded, have proved a costly failure. They are so big as to be easy marks for anti-aircraft guns and entirely too slow to get away from fast airplanes. They can no longer be considered a factor. The mastery of the air, which they were expected to accomplish, has not been secured by them.

The advantages that will accrue to the side that secures the uncontested control of the air are almost unlimited. It is well known that the airplane acts as the eyes of the artillery, directs its shots, reports their effect and corrects the aim of guns that have missed. It is not so well known, however, what other work the airplane is capable of doing if it can overcome resistance of its own kind. On the Western front it is well known that the Germans have been entrenched for so long that they have had time to build complicated trench systems and bombproof cellars that cannot be reached by the heaviest and strongest artillery fire. To capture these requires a large expenditure of lives that can ill be spared. Airplanes can, however, when in control of the air, strike far back of these lines of trenches, destroy communications, break up infantry movements, destroy industrial plants and, not the least important factor, attack and uproot the submarine bases on the coast. In fact, only a little reflection is necessary to show that by means of complete mastery of the air it will be possible to inflict such damage upon the German enemy that he cannot continue to fight.

The Time of Opportunity.

America's entrance into the world war has aroused much eager questioning as to the conflict's probable effect upon business. The outlook is decidedly reassuring. The country's leading experts believe that business, far from being harmed by the expansion of the war, will be benefitted by it very materially.

This conclusion is based on a careful survey of things as they exist now. In this survey everything was taken at its face valuation. No effort was made to make anything appear more favorable than it really was. No facts, unwelcome or otherwise, were covered up. Unless some unthinkable thing transpires, the war will not reach American soil. It is only in keeping with economic laws that under these conditions America should prosper on a vast scale even though we are at war.

Looking at the thing even from a pessimistic angle, cold hard logic forces one to the conclusion that America is going right on prospering.

There is not a fraction of the reason for trepidation that there was when the trouble in Europe started.

And everybody knows how absolutely groundless the fears of business men proved at that time. Have confidence. This is a time of opportunity for those who will use it.—Butler Way.

A Crooked Salesman and His Work.

No one concern has the monopoly of crooked salesmen, but K. K. Bell, general manager of the Calumet Baking Powder Company, is the victim of one whose operations are worth mention. Mr. Bell was obliged to leave Chicago in the very midst of the recent convention of wholesale grocers to help prosecute a former salesman for whom the company had been looking for several months, and who has just been rounded up in Georgia working his little game.

It appears that for months past the company has been hearing from the South of visits upon the trade by a former salesman of that district still taking orders, some of them unusually large, making attractive prices, offering deals and doing a land office business. Incidentally, he usually borrowed money in advance of the goods, making plausible explanations for his necessity, and, of course, fleeing for new realms before anyone could overtake him. His crookedness is thought to aggregate many thousands of dollars, and when the company learned of his apprehension, Mr. Bell hastened off to help prosecute the offender.

Disclosures Coming to Light.

The Tradesman learns, on authority it deems absolutely reliable, that F. E. Davis, who succeeded in victimizing the merchants of Michigan to the extent of \$1,200 and would probably have secured ten times as much if he had not been promptly exposed by the Tradesman, came direct from South Dakota, where he secured \$12,000 in shipments of butter and eggs before he decamped. But for timely interference of the Tradesman he would probably have repeated the same result in Grand Rapids. It is a source of much satisfaction to the Tradesman that only one of its readers was among Davis' victims. The others were shippers who have been repeatedly importuned to join hands with the Tradesman, but "could see no use" in trade journals.

It is a matter of common knowledge that Germany has repealed all laws relating to the illegitimacy of children and that every woman in Germany—married or single—who refuses to do her part in increasing the population of the country is made "officially pregnant" by official edict. The women of other nationalities who are sojourning in Germany are forced to submit to this inhuman practice which is now universal among the German people. Two Grand Rapids women—a widow and her young daughter—who were in Germany at the time the Kaiser started the war, have not been permitted to leave the country and have been compelled to submit to the brutal lust of the most brutal nation which ever existed to conform to the official edict of the Kaiser, who is bending every energy to perpetuate a race of beasts to supplant the civilization of the ages.

Review of the Grand Rapids Produce Market.

Asparagus—Home grown \$1 per doz.
Bananas—\$5 per 100 lbs.
Beets—60c per doz. bunches for home grown.

Butter—There is an active demand for all grades of butter. Receipts have increased during the past week and have been cleaned up on arrival at unchanged prices. The quality arriving is the best of the year. The make is about normal. No important change is looked for in the immediate future. Local dealers hold fancy creamery at 36c in tubs and 37c in prints. Local dealers pay 32c for No. 1 in jars and 28c for packing stock.

Cabbage—New California commands \$3 per 90 lb. crate.

Cantaloupes—Ponys from California command \$3 for 54s and \$3.50 for 45s.

Carrots—40c per doz. bunches for home grown.

Cauliflower—\$2.75 per doz.

Celery—Florida, \$3.50 per box of 3 or 6 doz.; \$3 per box of 8 doz.; California, 75c@\$1 per bunch; home grown, 80c per bunch.

Cocoanuts—\$6.50 per sack containing 100.

Cucumbers—\$1.10 per doz.

Eggs—The egg market is firm and unchanged, with an increased consumptive demand. There is a considerable falling off in the production and the eggs now arriving show good quality for the season. The market is healthy on the present basis and if there is any change during the next week, there will probably be a slight advance. Local dealers pay 29c for fresh, including cases, holding case count at 30c.

Figs—Package, \$1.25 per box; layers, \$1.75 per 10 lb. box.

Green Corn—35c per doz. for Illinois.

Green Onions—18c per dozen bunches for home grown.

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

Lemons—California are selling at \$5.25 for choice and \$5.75 for fancy.

Lettuce—6c per lb. for garden grown leaf; \$1.75 per hamper for Southern head; \$3 per crate for Iceburg from California.

Maple Syrup—\$1.50 per gal. for pure.

Mushrooms—75c per lb.

Nuts—Almonds, 18c per lb.; filberts, 16c per lb.; pecans, 15c per lb.; walnuts, 16c for Grenoble; 15½c for Naples.

Onions—Texas Bermudas command \$1.60 per 45 lb. crate for yellow and \$1.75 for white.

Oranges—California Valencias, \$4.50 @4.75.

Peas—\$1.75 per bu. for home grown.

Peppers—Southern command 60c per basket.

Pineapples—Floridas are now in market, commanding \$4 per crate.

Pop Corn—\$2.25 per bu. for ear, 6½ @7c per lb. for shelled.

Potatoes—Old command \$2 per bu.; new, \$8 per bbl. for Virginia.

Poultry—Local dealers pay as follows, live weight: heavy hens, 23c; light hens, 21@22c; cox and stags, 15 @18c; broilers, 38@40c; geese, 15@16c; ducks, 22@23c. Dressed fowls average 3c above quotations.

Radishes—10c per doz. bunches for small.

Rhubarb—Home grown, 3c per lb. or 75c per 40 lb. box.

Strawberries—Home grown are now in the market, commanding \$2 for 16 qts. The crop is a heavy one.

Squash—Button, 4c per lb.

Tomatoes—\$4 for 6 basket crate, Texas; hot house, \$1.50 for 8 lb. basket.

Water Melons—\$4 per bbl. of 12 to 14 for Florida.

Wax Beans—\$3 per hamper from Florida.

A Toast to Bread.

Here's to the backbone of civilization—bread. It satisfies when nothing else can satisfy. When the nectar of the gods tastes flat and insipid in the merry quaff, and when the menu with its surfeit of viands and victuals fails to please, good, sweet, nutritious wheat bread comes like a ministering angel to put courage and spirit into the hearts of men. Arrayed in no delicious frostings or tempting garnishments, bread wields the scepter in its regal sway. Companion of prince and peasant, at home in cabin and castle, it is, indeed, builder of men and of nations—our daily bread.

Geo. F. Wright.

A-1.

Few people when they say of an article of excellent quality that it is A number one, know the origin of the phrase which they are using. It is a classification of wooden ships used by Lloyds Maritime Insurance Association. The letter stands for the construction, the number for the equipment of the vessel, the whole indicating that the ship is in all respects seaworthy.

Even the Shark Is Useful.

The use of shark skins for leather is becoming a large industry, and many fishing sloops are now engaged in the business of catching sharks. This work is common in both the Atlantic and the Pacific. The shark has never been considered as anything more than an enemy of man, but the leather industries of the country are finding a good use for them.

The Tradesman would go even further than Theodore Roosevelt suggests in his 4th of July speech at Forest Hills and suppress all newspapers published in the German language and the teaching of German in the public and private schools of the country. Everything German must be blotted out completely if democracy and humanity are to rule this world. Every person who still clings to the German tongue and insists on using it in any way is a menace to free institutions and is an especially dangerous person to tolerate in a free country while the gigantic struggle with the cohorts of tyranny is in progress.

The child is indeed father to the man; the former builds houses of blocks and the latter builds a block of houses.

The Sterling Desk Co. has changed its name to McLeod Furniture Co.

To avenge our wrongs costs more than to protect our rights.

BUSINESS CHANCES.

For Sale—Well established grocery business. Must be sold at once to settle an estate. Address, 120 East Main St., Battle Creek, Michigan. 198