

MICHIGAN TRADESMAN

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Thirty-Fourth Year GRAND RAPIDS, WEDNESDAY, JULY 11, 1917 Number 1764

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Uncle Sam Says "Business as Usual"

And You Should
Improve Every Opportunity
To Make It So

ATTENTION Retail Merchants Business as Usual

Plans and Ways to Increase Your Future Business In- dorsed by Michigan's Most Successful and Foremost Business Men.

It is our desire to assist the retail merchants of this country to increase their business, and we would strongly advise them to read pages 16 and 17 of this issue of the Tradesman. The plans presented on these pages have merit, and this company has accomplished remarkable results for many merchants, both in the United States and Canada.

If you as a merchant wish further information on this matter, we, the undersigned, will very gladly furnish you with same:

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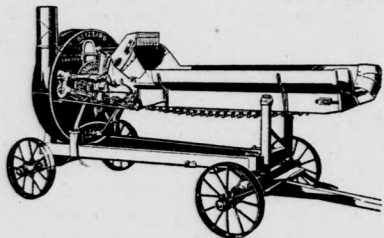
PURVIS MERCANTILE AGENCY

99 Fort Street, W.

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 Eight Sizes
 to Suit
 Every Need



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

Where we have temporary offices until our
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The Pere Marquette Railway runs through a territory peculiarly adapted by Accessibility
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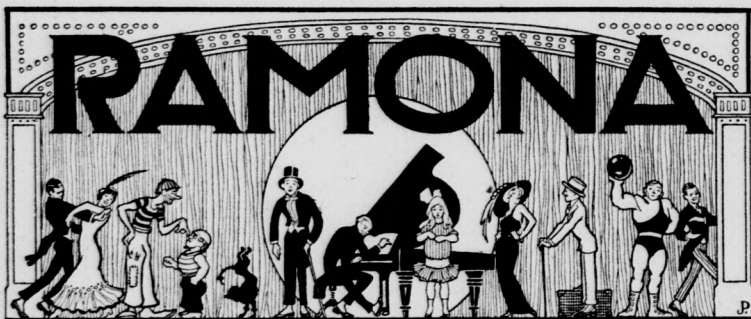
First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley
 and Electrical Development in several parts of the State insure Cheap Power. Our Industrial
 Department invites correspondence with manufacturers and others seeking locations. All in-
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Freight Traffic Manager,

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Ramona is ready, after weeks of preparation, to
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 docks freshened, brightened and made more fasci-
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These "ready-to-sell" packages save you the
 labor and time required to put sugar in bags, save
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You can supply the sugar wants of all your cus-
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 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
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"A Franklin Sugar for every use"

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

The Franklin Sugar Refining Company

PHILADELPHIA



Ceresota Flour

Always Uniformly Good

Made from Spring Wheat at
 Minneapolis, Minn.

Judson Grocer Co.

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

MICHIGAN TRADESMAN

Thirty-Fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 11, 1917

Number 1764

SPECIAL FEATURES.

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CANNED GOODS MARKET.

Beyond preparation for some Government requisitions nothing has occurred during the week to stimulate activity in canned goods. The feature of particular interest was the opening of Tuna prices on the basis of \$4.50, \$7 and \$11.50 for quarters, halves and 1s, respectively, the highest prices ever named for tuna since it has been on the market. This is considered a remarkable development for an industry that had its inception but a comparatively few years ago and to which the public had to be educated. Now, packers in the fullest confidence that consumers will pay the price rather than go without, have placed it in the same class as the finest salmon and expect the public to pay the inflated price which that delicacy is now commanding. The tuna pack thus far is reported to be very short, with fishermen demanding exorbitant prices for the raw fish but canning experts here are not able to reconcile even these conditions with the prices demanded by the packers. As to Columbia River salmon the reports from those waters are the reverse of satisfactory. No definite prices have been named as yet, but arbitrary prices are being quoted of \$1.75 for halves and \$2.85 for flat 1s. f. o. b. Coast. Reports from Alaska, however, are more encouraging and the pack is showing signs of being in excess of last year. Estimates are that Government requirements will not exceed 5 per cent. of the pack of salmon. Attempts to boost tomato prices have not met with success.

The Senate has added to the Food Bill, at the moment when the country breathed easier because prompt passage in satisfactory form seemed assured, an amendment that is equally wrong-headed from the point of view of conservation, prohibition, and maintenance of the revenues. The President is directed to take over after thirty day all stocks of distilled liquor in bond, and to pay 10 per cent. more than cost for them, although only a small portion of this liquor can be actually needed to provide alcohol for the war work. Senator Simons estimates that for this next year

\$110,000,000 would be lost in internal revenue if the amendment became law, and that at least \$200,000,000 would have to be provided for the purchase of whisky in bond, and that the measure's full cost in the years of its effects would be much greater. The distillers and retailers of whisky would distinctly profit. Not only are they allowed a generous percentage of profit, but they have a month to withdraw liquor from bond to avoid seizure, and they could thus hold for the market great quantities on which the price to the consumer would have risen enormously. At the end of the war they can resume manufacturing at the old stand. The Senate should retrace its steps, and pass such a liquor section as the country looked towards last Friday—stopping distillation until the end of the war, and authorizing the President to commandeer such distilled liquors as are needed for the war.

Those who believe they are safer in steel than in wooden cars will take comfort in the Government figures which show that the latter are disappearing at the rate of 2,000 a year. The Interstate Commerce Commission has repeatedly recommended that the railways be compelled to discard them. A wooden car is more dangerous between two steel cars than between two of its own kind. Doubtless many of those in service are now used on spur lines. The Railway Age Gazette, noting that 9,000 wooden cars have been scrapped since January 1, 1912, points to this as evidence of the altruism of railways, for steel cars are initially more costly and maintenance is probably more expensive. Without denying the altruism, we may note that a steel car is more durable than a wooden one, that a passenger hesitating between competing lines will take the all-steel train—and then there are smaller damages to pay!

It is gratifying to learn that the United States Government is going to pay its bills promptly. The common impression is that the departments insist on prompt delivery of goods, but that they pay when they get ready. This, no doubt, has been true many times. It is said that in some instances the railroads have had to wait a year or more to get their bills settled. The General Munitions Board now announces that payment will be made without delay. It has been the general practice of the Navy Department to send along its warrants within seven days. It is likely that out of the spirit with which the Government is being rapidly imbued will come a much better reputation for Uncle Sam as a businessman.

Art in advertising is the delivering of a great message in few words.

DISCOURAGING PATRIOTISM.

Unquestionably the war is going to have a big influence on all phases of life, but tremendously on business ideals and community practices. There has never been a time when a business man could find so much of the rare commodity known as "brains" in earnest, hard work "in the saddle" at Washington. The average "man in the saddle" at Washington has not seemed overstocked with the aforementioned commodity, especially if he happened to be in the Congressional riding school. There is some possible ground for suspecting that that isn't the place to look for it.

But the extraordinary needs of the war have inspired men of brains and large commercial attainments to rise up like grass in spring time and to volunteer their services to the Nation. Happily hundreds of them have been taken at their word and are apparently changing the traditional Governmental inefficiency into something very much like a working force. It stands to reason that such men, trained in the hard-headed necessities of competition and spurred on by the experience that in commercial life things that make good must win their way by genuine attainment, will act as a much-needed leaven in Uncle Sam's official and departmental loaf. Already remarkable things have been accomplished, and more are inevitable.

And yet it is deplorable that already the politician and the yellow press—muckrakers alike—are beginning to cast slurs and innuendoes on the sincerity of men who have long been recognized in business circles as leaders in capacity and integrity alike. It does not seem to have dawned on some critics that crooked men do not, as a rule, attain true "leadership" in business circles and that nowhere will real character assert itself one way or the other as inevitably as in business. It will be a sorry day if carping criticism and political chicanery undermine the honest efforts of trade leaders to not only help Uncle Sam in his crisis, but possibly to set new standards of business co-operation and Governmental encouragement.

FIRE IN THE REAR.

The Government has practically suppressed a number of socialistic newspapers by prohibiting their circulation through the mails, but it has done nothing to suppress the fire-in-the-rear newspapers published in the German language and those newspapers published in the English language which are subsidized by the German government to hinder enlistment, discourage the soldiers already under orders and handicap the Government in every way possible in its prosecution of the war. There is every reason to believe that this expedient will soon be adopted, because the tolerance of such copperhead pub-

lications in the country is a serious menace to the success of the crusade we have embarked upon to make the world free.

Theodore Roosevelt's sense of justice, and his fundamental belief in an ordered democracy, never shone out more usefully than in his set-to with Mr. Gompers at the Russian meeting at New York last week. One may regret that such a controversy should have been injected into such an occasion, but once in it, Col. Roosevelt bore himself manfully. He did not seek the quarrel. In his formal address of greeting to the new Russian democracy, it was right and proper that he should refer to the defects of our own. His denunciatory mention of the shocking East St. Louis murderous riots precipitated and conducted by union labor, under the direction of high union officials expressed only what every decent American feels. The attempted palliation of the horror and shame by the crafty Gompers, with his hollow apologies for labor unions resisting the "tyranny" of competing workman who had been "lured" to East St. Louis, raised a wrath in Mr Roosevelt which was wholly righteous. His bold stand and his burning words will be noted throughout the entire land, and will help to bring about a better public sentiment. Already the citizens of East St. Louis are putting on sackcloth and ashes and are pledging themselves—though a trifle late—to give ample protection to every laborer, black or white. All thanks to Col. Roosevelt, say we, for having borne his testimony, like a brave man and a good citizen, against mob murder.

The Liberty Loan was the first real stimulus given the bond business in so far as the millions of people who previously did not own bonds were concerned. The Franco-Prussian indemnity made the French buy their government bonds and taught them what bonds were. In our Civil War greenbacks were more or less of a substitute for bonds. But the Liberty Loan has been taken by 4,000,000 people, whereas previously less than 300,000 Americans actually owned bonds. There is no doubt that with such an aggregation of investors, and with the industrial activity that lies before us, the American people will begin to interest themselves in sound securities as opposed to mining and industrial stocks of the wildcat class. With a movement in this direction and the purchase of sound bonds under intelligent guidance, it would be possible to inaugurate a real bull movement in the bond market in spite of high taxes and ensuing liquidation on the part of the large bondholders.

THE CASE OF HOLLAND.

Appeal to the American People for Fair Play.

Ithaca, N. Y., July 10—Up to three months ago Holland, together with the other small neutral states, looked upon America as the leader in the fight for those scraps of paper which guarantee the existence of states as they do that of private corporations. This has been changed. The attitude of a number of American papers has reflected this change. Insidious little sneers about "a Dutch Queen with a German husband" began to appear. This was followed by a period of ill-concealed mirth at the fabulous wealth of the home-staying Knickerbockers. How they rolled in the guilders, these complacent gentlemen who had invested their surplus pennies in pork and fat and then sold to the Germans at fancy prices. Finally (shades of Mr. Balfour!) came the statistics. Quite marvelous statistics they were. They need fear no contradiction because the editorial paper basket swallowed all contradictions long before they could reach the composing room. Indeed, Holland was made the defendant in a lawsuit in which the jury (the American people) was not allowed to hear the lawyer who intended to plead for the innocence of his client. And while this went on Holland grew richer every day.

Let me tell you just how rich this war has made us. We have almost 600,000 men trained and ready to protect that frontier which has been the safest bulwark of the Allies whose domains border upon the North Sea. These 600,000 men cost us \$1,000,000 a day. That means \$365,000,000 per year. This money has to be paid through direct taxation. This taxation has to be produced in a country where all normal industry and commerce has come to an end. We have no coal mines and we have no raw materials. We are obliged to barter for coal with the Germans. What we get amounts to so little that our railroad service has been reduced to a few trains a day. Our electric light plants have gone out of existence. Our gas factories are working only part of the time. There are no street lamps. The average Dutch family may burn a single light in one room for one hour each day. The poor people all during the winter went to bed at 4 o'clock in the afternoon to keep warm and forget their misery. The schools were closed. The theaters were closed. Street cars ran once every half-hour. And what of the fabulous wealth of our callous merchants selling food to the German enemy? Perhaps 3 per cent. of the population, engaged in the slippery business of war-profits made vast sums which were squandered in foolish pursuits. But 97 per cent. of the people have been steadily losing that which had been gathered during long years of patient toil. The blockade deprived them of their raw materials. Taxation did the rest. The German submarines ruined our ancient commerce.

Until at last we have reached the point where people begin to look at us in pity. "Going to be another Greece, eh?" We are not going to be another Greece. For the benefit of those whose breadth of view creates all lands after their own imagined ideal, let me say this: We did not maintain our neutrality because we were too humble to fight. We knew, however, what entrance into the war would mean. It would mean the complete annihilation of three-quarters of our territory and the fate of Rumania and Servia and Montenegro and Belgium. It would mean an endless and desperate struggle around the water fortifications of Amsterdam. It would mean (and it may be well to remember this) that the German fleet could use the Zuyder Zee Islands and the blockaded harbor of Antwerp for a

dangerous guerrilla warfare against England. What would become of the horde of German refugees whom we have been feeding for over three years is a question which I may leave to the imagination.

All this, however, is beside the point. We have an army and, such as it is, it will fight to the last man for just one thing—our National independence. If we have kept out of this struggle with conscious intent we have been actuated by a different motive. We are not merely a mud-bank along the North Sea. We represent an idea. For almost a thousand years we have stood for the idea of a government based exclusively upon the consent of the governed. We fought the most protracted war of history to establish man's right to his own conscience. We gave the world an asylum where the Huguenot of the sixteenth century found the same cordial welcome which was given to his fellow-sufferer of the year 1914. The land of Erasmus became the land of tolerance and liberty of thought. As such we intend to maintain it for the benefit of all.

This idea, my friends, you can starve, you can blockade it, and if you so intend you can allow it to perish through sheer want. But better that we should go down in the mud of our native soil than become the pitiable object of a small state sacrificed to the interests the most brutal nation which God ever permitted to exist.

We possess no organized force which can fight the systematic and slanderous slurs upon our good faith as bona-fide neutrals. But we can appeal directly to the American people. And we do. We ask that we be not condemned without a hearing. We demand that we shall not be driven into a policy which would be detestable to the vast majority of our people because in this hour of distress we must be used as a scapegoat for somebody else's blunders. You count 100,000,000 people. We have only 5,000,000. You can destroy us. But you will not gain a triumph. You will commit suicide. For the spirit which created our national ideal is the very spirit which has guided the destiny of your own race.

Hendrick Willem Van Loon.

Late News Notes From the State's Metropolis.

Detroit, July 10—Detroit now boasts of being the fourth largest city in the country, its population, according to the Federal Government, being 870,000, greater than Cleveland, Boston, St. Louis and Pittsburg. In fact, Detroit is exceeded in population only by New York, Chicago and Philadelphia.

Architects are working on plans for the new ten-story building to be erected for R. M. Fyfe & Co., at Woodward and Adams avenues. It will be one of the largest exclusive retail shoe stores in the United States. The property is personally owned by R. M. Fyfe & Co., and with the building will represent an investment considerably over one million dollars.

Franklin A. Kelsey, Vice-President and Treasurer of Wright, Kay & Co., has resigned active interest in the firm. Mr. Kelsey had been connected with the company twenty-seven years. He will retain his financial interest and will be succeeded as Treasurer by Percy K. Loud.

The E. & R. Shoe Co., operating four retail stores in Detroit, recently made a sensational announcement, offering the following proposition: "To every registered man who purchases a pair of our oxfords from June 21 to Sept. 15, and is called to the colors on the first draft on or before Sept. 15, 1917, we will refund the purchase price of oxfords. This offer is to hold good until Sept. 15, or until the names of the first draft are published should they be published before that date."

Miss Pearl Brady, saleswoman in the children's department of R. M.

Fyfe & Co. and who is rounding out her fifth year of service with that concern, says that high white shoes are selling now and the indications are that they will be popular for next fall. Miss Brady believes that two-tone shades will be favored this fall also. Right now the bulk of sales in her department are on white canvas shoes, the warm weather the past few weeks being a splendid stimulant for white shoes. Ten dollars is the average price at the Fyfe store for white kid shoes, but there seems to be no objection to the price. "Detroit women want style and are willing to pay the price," said Miss Brady. "We hear few complaints on prices. People seem to understand thoroughly why shoes cost more, and if they want the quality they know that they cannot get it at former prices. It's a condition beyond the control of the shoe retailer, and no argument is necessary to convince the customer of that fact—they already know it."

State Officer to Sell Whitefish at Cost.

Saginaw, July 10—"Eat fish," is one of the suggestions of Food Controller Herbert Hoover as one means of reducing the cost of living and at the same time conserving the supply of meat.

The tip from the Nation's food controller was received with enthusiasm by State Game Warden John Baird who proposed to furnish the people of the State with a supply of fresh fish next winter at such a small cost that they will be able to make a big reduction in their household expenses if they are willing to co-operate.

Game Warden Baird says there are several inland lakes in the Northern part of the State which have been regularly stocked with whitefish for the past thirty years. The whitefish is in no sense a game fish, as it will not take any kind of a bait. The State fish law makes it illegal to take white-

fish from the inland waters with either spear or net. Consequently they have multiplied during recent years to such an extent that there are tons and tons of them in some of the Northern lakes.

Baird says that these lakes are not frozen over until the latter part of January and he proposes to take the whitefish from the lakes with nets. Instead of permitting commercial fishermen to do the work he will have deputies in his department do the netting and all game fish will be returned to the water.

Under the plan as he outlined it to-day he will have the whitefish shipped to the principal cities and villages of the State and sold under the supervision of deputy game wardens. For instance, if it should cost 10 cents per pound to place the fish on sale at Grand Rapids, Lansing, Flint, or Detroit, or wherever they may be shipped, the purchaser, will be charged that amount and no more.

It is not Baird's intention to go into the business for the purpose of making money, but simply that the people may have an opportunity to purchase fresh fish at a minimum price. As whitefish generally bring 30 cents per pound, and Baird believes the State can market them as a war measure for 10 cents, it will mean a material saving to many people.

His Needs.

"My brother bought a motor here last week," said an angry man to the salesman that stepped up to greet him, "and he said if anything broke you would supply him with new parts."

"Certainly," said the salesman. "What does he want?"

"He wants two deltoid muscles, a couple of kneecaps, one elbow, and about half a yard of cuticle," said the man, "and he wants them at once."

The Age of Cement

We have had the stone age and the iron age and the copper age. We are now in the Cement Age, due to the almost universal use of cement in all classes of construction. The many methods in which this staple is employed renders investments in cement propositions the most profitable and permanent of any investments now before the American people. Better consult us if you are interested in learning about an investment which we consider superlative.

Deuel & Sawall, Inc.

Financial Agents

Petoskey Portland Cement Company

Murray Building

Grand Rapids, Michigan

Highest Priced Industrial Stock in the World.

Stock of the Union Sulphur Co. was recently appraised in court proceedings at \$12,003 a share and is, undoubtedly, the highest priced industrial stock in the world. This issue is listed on the New York Stock Exchange, where it has a nominal quotation of \$11,000 to \$12,000, but shares seldom come into the market. The 2,000 shares of Union Sulphur stock outstanding are closely held and locked up in the strong boxes of some half dozen wealthy families, including the Whitons, the Hewetts, the Severances and the Twonbleys.

The Union Sulphur Co. seeks no publicity as to its wonderful earnings, which are said to run to some \$16,000,000 annually, and the company has gone on paying dividends at the rate of something like 100 per cent. monthly, for a number of years past.

These stupendous profits come from the great sulphur mine in Calcasieu Parish, near Lake Charles, Louisiana, where are found the largest sulphur deposits in the world, which at the present time furnish more than 70 per cent. of the world's supply.

The great sulphur beds in Calcasieu Parish were discovered about 1866, just after the close of the Civil War, by the late Jules Brady, who devoted the best years of his life, his entire fortune, and the investments of many of his friends to his efforts to extract the sulphur, but in the end died a broken-hearted man because of his lack of success.

Jules Brady's failure was due not to inability to locate the sulphur, as within a short time after he and his associates began operations they had definitely located immense deposits, but at that time it was impossible to successfully extract it.

The soil above the sulphur deposits was a swampy morass into which a shaft could not be sunk. It was not until several years after the death of Jules Brady that Henri Frasca, a young French chemist who had been for a time in the employ of the Standard Oil Co., after many experiments devised a successful process for the extraction of the sulphur.

This process, upon which Frasca obtained a patent, consisted of a series of three pipes, of varying diameter, enclosed one within another. Through one of these pipes great quantities of superheated steam was forced to the sulphur beds hundreds of feet underground. Through the action of the steam the sulphur was dissolved and forced to the surface in liquid form. The sulphur was then diverted into great wooden vats, where it cooled in a solid mass of 99 per cent. pure chemical. These masses were subsequently broken up and placed upon cars for shipment.

This process was eventually developed to a point where the sulphur was brought to the surface at the rate of 50 tons daily.

Henri Frasca had but little money when he perfected and installed his process, but when it was once in successful operation, it produced wealth so rapidly that his returns from his

holding in the Union Sulphur Co. yielded him an income of \$2,000,000 annually for some twelve years, and when he died a few years ago, the courts appraised his estate at more than \$25,000,000.

Henry Whiton, the present President of the Union Sulphur Co., is a son-in-law of the late Henri Frasca, the man who made it possible to overcome the difficulties that the late Jules Brady had found unsurmountable in his time.

In the period during which the Frasca patent was in force the Union Sulphur Co. had a virtual monopoly of the sulphur production in the United States, and as the yield from the Louisiana deposits amounted to more than 70 per cent. of the world's supply, the company practically dominated the sulphur industry.

The Frasca patent expired shortly after the death of the inventor, but up to the present time the Union Sulphur Co. has maintained its supremacy in the production of sulphur and has continued to distribute dividends at the rate of 100 per cent. a month among its fortunate stockholders.

Sulphur is frequently described as the chemical of universal use, since sulphur and the various derivatives from sulphur enter into such an infinite number of substances used in the arts, science and industry. In the form of sulphuric acid sulphur is a part of all high explosives, and there has been a tremendous increase in the demand for sulphur since the beginning of the war.

In medicine sulphur in one form

or another enters into thousands of remedies from Epsom Salts to Sulphate of Quinine. Sulphur is also the base of ether, the greatest of all the anesthetics. It is also used in enormous quantities in connection with electrical industries, and is indispensable in the operation of the telegraph, the telephone and the wireless.

Butter, Eggs, Poultry, Beans and Potatoes.

Buffalo, July 11—Creamery butter, extras, 38@39c; first, 36@37c; common, 34@35c; dairy, common to choice, 31@35c; dairy common, all kinds, 30@32c.

Cheese—No. 1 new, fancy, 24c; choice 23½c.

Eggs—Choice, new laid 35@36c; fancy hennerly, 38@40c.

Poultry (live)—Fowls, 22@24c; broilers, 25@30c; old cox, 16@17c; ducks, 20@23c.

Beans—Medium, \$8.75; pea, \$8.75; Red Kidney, \$8.00; White Kidney, \$9.00@9.25; Marrow, \$9.00.

Potatoes—New, \$5.50@5.75 per bbl. Rea & Witzig.

The Bachelor's Soliloquy.

My oldest pipe, my dearest girl,
Alas! which shall it be?
For she has said that I must choose
Betwixt herself and thee.

Farewell, old pipe; for many years
You've been my closest friend,
And ever ready at my side
Thy solace sweet to lend.

No more from out thy weedy bowl,
When fades the twilight's glow,
Will visions fair and sweet arise
Or fragrant fancies flow.

No more by flick'ring candlelight
Thy spirit I'll invoke,
To build my castles in the air
With wreaths of wav'ring smoke.

And so farewell, a long farewell—
Until the wedding's o'er,
And then I'll go on smoking thee
Just as I did before!

Edmund Day.

ROYAL BAKING POWDER

**Pleases
Customers**

Millions of families
Use ROYAL
exclusively and
always find
it satisfactory.



**Pays
Grocers**

Thousands of grocers
Sell ROYAL
steadily and never
find it
dead stock.

Unquestioned merit, persistent advertising and wide use have
firmly established ROYAL as the "Absolutely Pure"
high grade standard baking powder

No Alum

No Phosphate



Movements of Merchants.

Hastings—Louis Mills has opened a cigar factory at 134 West State street.

Detroit—The Rex Talking Machine Co. has changed its name to H. N. Ness Co.

Detroit—The Neumann-Lane Co. has changed its name to Wm. F. V. Neumann & Sons.

St. Charles—The Superior Coal Co. has increased its capital stock from \$15,000 to \$100,000.

Otsego—Mrs. L. McClelland has closed out her stock of groceries and retired from business.

Fennville—The Fennville Fruit Exchange has increased its capital stock from \$6,000 to \$10,000.

Ewart—Deacey & Thompson have engaged in business under the style of the Best meat market.

Alma—Putman & Bemis succeed Leonard Mitchell in the automobile livery and garage business.

Traverse City—The Gifford Electrical Co. suffered a loss by fire, July 9, amounting to about \$3,000.

Saline—Frederick Henne, hardware dealer, died at his home recently as the result of a stroke of apoplexy.

Reeman—Nick Tanis has opened an ice cream parlor and lunch room in connection with his grocery store.

Hancock—Daniel Crowley has closed out his stock of groceries and retired from business owing to failing health.

Centreville—Thieves entered the F. E. Lehr general store, July 9 and carried away stock to the amount of about \$200.

Holland—Hamilton & Bearinger have engaged in the sheet metal and automobile repair business at 25 West Seventh street.

Clinton—J. R. Kimball has closed out his stock of jewelry and silverware and enlisted in the service of the Government.

Albion—Arthur Smith, recently of Detroit, has taken possession of the H. H. Sheldon drug stock, which he purchased several weeks ago.

Muskegon—The Daniels Book Shop, Inc., has been organized with an authorized capitalization of \$6,000 and will deal in books and office supplies.

Flint—L. H. Gary and J. E. Eggleston have engaged in the drug business at 512 Asylum street under the style of the New Chevrolet Pharmacy.

Reed City—H. J. Crocker has sold his stock of feed and produce to Edward and Herman Bettin, who will continue the business under the style of Bettin Bros. Mr. Crocker has retained his stock of agricultural implements.

Manistique—E. N. Orr, of E. N. Orr & Co., druggists, recently surprised his many friends by bringing home a bride on his return from Chicago.

Owosso—Samuel Deckerman, formerly of Detroit, has purchased the stock of the Miller Grocery Co. and will continue the business at the same location.

Hancock—Earl Tilton will engage in business in the Mason block on Quincy street about July 27 under the style of the Central Meat Market & Grocery.

Muskegon—Daniels Book Shop, Inc., has been organized with an authorized capital stock of \$6,000, of which amount \$3,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Commercial Welding Co. has been incorporated at 69 Holborn avenue with an authorized capitalization of \$2,000, all of which has been subscribed and \$500 paid in in cash.

Battle Creek—Grover C. Burnham has purchased the stock of the Health Home Pharmacy, on West Main street, of F. H. Scott and will continue the business under the same style.

Negaunee—Miss Hedvig Anderson has purchased the millinery stock and store fixtures of Miss Margaret H. Sullivan and will continue the business at the same location in the State bank building.

Muskegon—M. A. Baloyan & Co. have opened an Oriental rug and Japanese art store at 201 West Western avenue under the style of the Armenian Bazaar as a branch of their Grand Rapids store.

Manchester—Mrs. Somers and Esther Riedel, of Tecumseh, have formed a copartnership and purchased the millinery stock of Miss Alice Cash and will continue the business under the style of Somers & Riedel.

Amasa—The Amasa Co-Operative Society has been organized to do co-operative buying of various articles for members, with an authorized capital stock of \$10,000, of which amount \$2,500 has been subscribed and paid in in cash.

Otsego—Chaffee & Schnebell, who recently purchased the City bakery, have remodeled it and will open it for business July 14 under the management of William Chaffee. Mr. Schnebell will continue the management of their bakery at Dexter.

Jackson—The True Temper Community Co. has been organized to handle household supplies both wholesale and retail with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

Munith—A hog is a hog nowadays. The biggest hog that ever stepped into this town was sold the other day by George Freymuth and it filled George's pockets with \$108.30 in real money. The hog weighed 810 pounds, and was two years and one month old. Within the last two weeks of its life the hog gained forty pounds due to scientific feeding.

Manufacturing Matters.

Detroit—The Little Wonder Stove Co. has increased its capitalization from \$150,000 to \$250,000.

Adrian—The F-X Truck & Auto Co. has decreased its capital stock from \$275,000 to \$195,000.

Detroit—The Superia Cigar Manufacturing Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—Dean & Sherk, thread manufacturers, have increased their capital stock from \$20,000 to \$500,000.

Detroit—The Sweeney-Huston Co., manufacturers of bowling and billiard apparatus, has increased its capital stock from \$300,000 to \$400,000.

Holland—The DePree Chemical Co. has purchased the old cereal plant, on River avenue, and will equip it for manufacturing San Tox.

Detroit—The Federal Cornice & Roofing Co. has been organized with an authorized capital stock of \$5,000, of which \$3,000 has been subscribed and paid in in cash.

Portland—The Concrete Silo Co. has been organized with an authorized capital stock of \$22,500, \$7,500 of which is preferred stock and has been paid in in cash.

Constantine—The Peerless Foundry Co. has been incorporated with an authorized capitalization of \$10,000, of which amount \$5,000 has been subscribed and paid in in property.

Muskegon—The Mat Co. has been incorporated to manufacture articles from coca fibre with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,500 paid in in cash.

Detroit—The Dygerts Accessory Stores Co. has been organized to manufacture and deal in auto accessories with an authorized capitalization of \$3,500, all of which has been subscribed and paid in in property.

Detroit—The Boulevard Candy Shop has been incorporated at 1552 Gratiot avenue with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash. This concern will manufacture confectionery.

Charlevoix—The Young High Velocity Carburetor Co. has engaged in business to manufacture all kinds of automobile supplies with an authorized capital stock of \$250,000, all of which has been subscribed and \$25,000 paid in in cash.

Detroit—The Gorham & Goddard Co. has been organized at 45 West Congress street to do general manufacturing and salvaging of machines and tools with an authorized capital stock of \$75,000, of which amount \$58,000 has been subscribed, \$38,254.28 paid in in cash and \$9,012 paid in in property.

Detroit—The Slaymaker Electric Welding Co. has been incorporated to manufacture and sell welding ma-

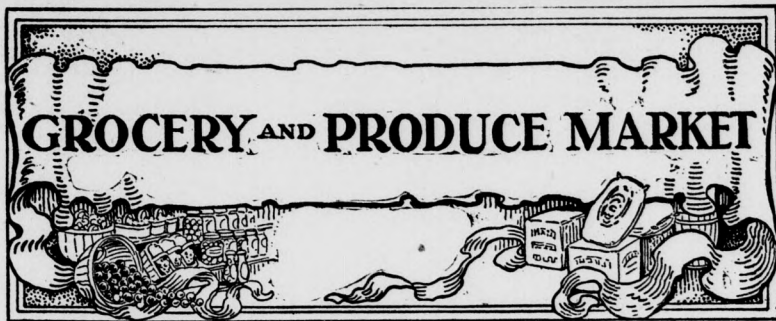
chinery and welded products and other machinery and tools with an authorized capital stock of \$28,000, of which amount \$22,400 has been subscribed and paid in in property.

Saginaw—Harry E. Oppenheimer, George Strable and H. A. Savage have taken over the plant of the defunct Brueck Sectional Bookcase Co., which went into bankruptcy several months ago, and will continue the business under the style of the Saginaw Sectional Bookcase Co., with a capitalization of \$25,000.

Plainwell—The directors of the Michigan Paper Co. have re-elected John W. Gilkey manager of the corporation. Mr. Gilkey was manager of the business many years until Jan. 1 of this year, when he resigned on account of ill health. His return to his former position is a matter of congratulation to the stockholders and customers of the company. The directors improved the opportunity to show their appreciation of the services of Superintendent Thomas by adding \$1,000 per year to his salary and dating the increase back to Jan. 1.

It is frequently assumed that the money stringency will be all over—in fact, we are simply going to swim in a sea of money—when the banks which now have deposits of the Government begin to pay them out to manufacturers working on Government contracts and when the manufacturers begin re-depositing them in the banks. It is thought that the money will all come back. But will it? The manufacturer receiving the check will doubtless re-deposit it—but only for a short time. He will soon have to be making payments against it to subcontractors furnishing raw materials and to his labor. If his net profit is 10 per cent., those payments would take nine-tenths of the deposit. Then he must draw checks for his own living expenses. His money is dissipated. The funds received by Government contractors do not remain intact for re-subscription to another war loan; there can be no such endless circle of payments. For re-subscription there will remain only a small part. And much of the other money paid to laborers and subcontractors will be used for living expenses. When a new war loan comes the necessary difference between the Government payments made to manufacturers and the amount that percolates from those channels back into the new war loan must be made up by savings during the intervening period in those of the country's industries not directly or indirectly working on Government contracts.

L. W. Buckley, who edited and managed the Grocery World, of Philadelphia, about thirty years ago, is in the city for the purpose of putting on a better homes exposition during the fall. Mr. Buckley has been engaged in exposition, food show and public entertainment work for more than a quarter of a century and has received many unsolicited testimonials of his efficiency, including a solid gold medal from the directors of the Portland exposition. Mr. Buckley is accompanied by his wife. They are guests at the Herkimer Hotel.



The Grocery Market.

Sugar—The market for refined is steady on the basis of $7\frac{1}{2}@7\frac{3}{4}c$ for granulated, New York basis. The sugar trade is of two minds as to the prospects for the future, some being confident that the demand for refined will pick up in the near future, with the result that a seasonable accumulation of orders by local interests will result. Stress is laid upon the outlook for a large fruit crop in some sections. New England, for instance, reporting a record peach yield, with low prices a natural sequence, which should encourage the canner and housewife to active preserving. Significance is seen in the heavy sale of fruit jars which may reflect the persistent advice of Washington and refiners to the public that preserving be pushed as a patriotic measure for the conservation of what would otherwise be wasted. Hence, while economy in the use of sugar is preached by Herbert Hoover, he lets down the bars for canning, whether by manufacturer or housewife. Whether sugar at $7\frac{1}{2}@8c$ will not curtail the volume of preserving remains to be seen. If statistics count, the consumption of the country has gained some 10 per cent. the past six months, which speaks well considering the prevailing high prices which logically should make in the reverse direction. If the Washington policy of saving the waste in sugar is successful, the next half year might tell a different story, but refiners hope for an offset in the movement to Europe, which has fallen some 140,000 tons behind the figures of a year ago. The fear of the drawback of 1c a pound being eliminated by Congress, which means that much increase in the price to the foreigner, to say nothing of the excise tax of $\frac{1}{2}c$, has a retarding influence, yet some 25,000 tons have been done recently at around 7c for July-August shipment. The British Commission is willing to pay 6.75c, it is said, and neutral countries are in the market for supplies, although possibly under the ban of the export embargoes of the United States. Java whites are cheap, and were there shipping available might compete more with American refined, but the long trip from the Far East acts as a counterweight. Cuba will probably make close to 3,000,000 tons of sugar this year, but it is figured that not over 500,000 tons at the most are available for the United States and Europe, which means that there will be no surplus to depress the market. Hence, the comparative stability, the net reaction from the high level reached on the recent move being but $\frac{1}{8}c$, refiners paying $5\frac{3}{4}c$ Friday, both for New York and exports. They need supplies to eke out and any big buying movement in granulated would further force them into

the market for raws. The chief source of hesitancy, when all is said, is the attitude of Washington, which holds the whip hand and will naturally frown on any sustained advance at the expense of the ultimate consumer.

Tea—Sentiment is mixed, but the general feeling is that until Washington has definitely settled the excise tax and the manner of its application, hand-to-mouth buying will continue. Stocks are moderate and not pressed for sale. Cables from Calcutta state that there will be a sale this week at that point. Shipping conditions are unsatisfactory and the same is true of exchange. Formosa is still finding the securing of tonnage a hard problem despite the talk that Japan will take care of the market. China is even worse, and while quotations from Hankow and Shanghai are unchanged, they are made under the proviso that freight can be obtained.

Coffee—Market remains unchanged for the week. Trade is very light and the market heavy, although there is no particular change for the week in any grade of Rio or Santos. Supply of coffee is undoubtedly excessive. Milds are also heavy and dull. Java and Mocha unchanged.

Canned Fruit—The market is firm, but offerings are light and demand consists chiefly of absorbing such offerings as happen to be available.

Canned Vegetables—Tomatoes are held at $\$1.80@1.85$ for old pack, but there are reports that some sales have again been made at low prices. At any rate there is no business being done at the higher prices and the market is at a standstill. Peas are firm at $\$1.20$ for Southern and $\$1.25$ for Western.

Canned Fish—The local trade declares that the confirmation of tuna s. a. p. orders have been comparatively small despite the reports emanating from the Coast that there has been a heavy demand. There has been a good demand for California sardines and the pack for the season is estimated at 500,000 cases in round cans on the basis of $\$1.10$ for halves and 80c for quarters. Salmon is about unchanged.

Dried Fruits—Discussion of the prune situation has been the chief feature of interest in dried fruit during the past week. The announcement of a 6c base by the Association has furnished endless discussion as being arbitrary and unjustified in the face of a record crop. The production this year may run as high as 275,000,000 pounds, but an average of the estimates places it at 250,000,000 pounds. Domestic consumption is usually estimated at 70,000,000 pounds, but allowing for an extravagant use during the past season it should not exceed 90,000,000 pounds. Yet making the most liberal allowances possible, it

would be difficult to imagine the possibility, with exports, of disposing of more than 165,000,000 pounds. The question then is as to the disposition of the other 90,000,000 pounds, a good sized crop in itself. The Prune Association therefore faces a difficult situation, for if it must prorate the prunes taken from the grower-members it means that they shall receive less money return for the portion of their crops disposed of than they were led to expect. If the Association becomes the owner of the entire output it will mean that vast capital will be tied up in unsold prunes. In other words either the growers, as the individuals, or the Association as a body will find themselves in possession of a certain amount of cash plus a surplus supply of prunes. The value of the Association may be demonstrated in giving every grower an equal chance and it may be able to maintain the market price and prevent the demoralization of the market that would otherwise come from a surplus bumper crop. There is, however, room for increase of the domestic use of prunes, for it will be seen that the per capita consumption per annum is less than one pound. Manifestly there are a great many people in this country who do not use prunes, so that the Association can do effective work in increasing the domestic consumption popularity of the prune and widening its market rather than in attempting to get all they can get out of the present consumers. At any rate the trade feels that present supply and demand conditions do not justify an opening price as high as any named in a short crop year.

Cheese—The market is steady, with a normal consumptive demand at prices ranging about $\frac{1}{4}@1\frac{1}{2}c$ higher than last week. The make just now is the finest of the year and the demand is good for both storage and consumptive use. We look for a continued good market at prices ranging about as they are now.

Corn Syrup—The market is quiet and firm. Cash corn is scarce, hence there is no immediate indication of a reduction in the price of the syrup. Confectioners are operating less actively, and other consuming circles are still taking supplies fairly freely.

Molasses—The market is dull and steady. It is assumed that the excise tax will stand as brought in the Senate, but the uncertainty will continue until the revenue bill is finally passed.

Rice—The trade is waiting for developments in the South, where the reports have been none too cheerful regarding the prospects for the new crop. Drouth has made things uncertain, although in some sections rains are reported that should cause the irrigation problem to be less critical. Supplies are moderate, both here and in the South, but, on the other hand, the demand is flat, export and domestic. The food control question and high prices exert a retarding effect.

Provisions—The market on smoked meats is steady, following a decline of about $\frac{1}{2}c$ per pound on the different kinds. There is a good consumptive demand and a fair supply. The market on barreled pork is firm at unchanged quotations and a light supply and fair consumptive demand. The market on dried beef is firm at unchanged quota-

tions from last week, with a good supply and a good consumptive demand. The market on pure lard is steady at unchanged quotations and no further change is looked for in the immediate future, due to a good supply and a fair demand. The market on compound lard is firm, following a decline of $\frac{1}{2}c$ per pound, with a good supply and a large consumptive demand. Canned meats are very firm at unchanged quotations.

Salt Fish—The market is without incident for the week. Shore mackerel are still coming on the market, without any change in price from the opening figures a week ago. The demand is quiet.

Late Detroit News.

The subject of minimizing the deliveries of merchandise is having more serious consideration than when the Federal Government first advocated the parcel post system. Interviews with leading dealers indicate a considerable sentiment for the plan. There is no question that if the number of deliveries could be lessened, and the cost thereof reduced, it would prove a Godsend to the retailers.

Leo Zuckerman, proprietor of the Worth store at 230-232 Woodward avenue, (one of Detroit's newest specialty shops for women) is ready to install a women's shoe department on the first floor as soon as he secures the right tenant.

The Velick Shoe Co., operating a retail shoe store on East Jefferson avenue, Fairview district, is looking for a suitable location in Highland Park, somewhere near the plant of the Ford Motor Co. Another store will be opened when the proper location is secured.

The next three years will see some astonishing changes in the retail district on Woodward avenue. The Newcomb, Endicott Co. has given a bond assuring the erection of a fourteen story building at the northeast corner of Woodward and Grand River avenues within the next three years. It is to cost not less than \$300,000. When completed the Sorosis Shoe department, now on the main floor adjoining the men's wear department, may be moved to some other part of the building and given considerably more space. The new structure will adjoin the main building, and will be 60 x 80 feet in size.

Bedell & Co. and The Bedell Co., both eastern concerns operating women's ready-to-wear stores, have signed for long leases on Woodward avenue, between State and Grand River avenues, and each will erect a ten or fourteen story retail building on leased ground. A women's shoe department will be one of the features of each store. Work on the one mercantile building which will occupy the property where the Fyfe shoe store is now situated will be started early in 1918.

The Union Sales Co., which conducted a mercantile sales business at Toledo for eleven years, but for the past six months has made its headquarters at Battle Creek, has removed to this city, locating at 431 Houseman building.

Ann Arbor—The King Trailer Co. has increased its capital stock from \$50,000 to \$150,000.



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.

The Merchant Who Cannot Afford a Holiday.

Written for the Tradesman.

Dingle tells me he is not going for a holiday trip this year. "I can't spare the time," he says. "I can't afford to take a day off. The business situation demands every minute of a man's waking hours, and a holiday trip would be suicidal."

There are quite a few merchants whose mental attitude, when a holiday is suggested, can be expressed in identical words. I know men who have postponed taking the customary two weeks off for year after year; until holidays have become for them only forgotten memories.

"Business is a grind," says Dingle. "You've got to keep close to it, or it will get away from you. Suppose I went away a couple of weeks, where would the business be? Why, as it is, it keeps me from 8 a. m. until 11 p. m. every day to keep things going."

Right now is a good time to discuss the holiday question, for many merchants are planning for their holidays, and many others are making excuses for not taking that oft-postponed trip.

I am close enough to Dingle's business to know why he thinks he can't take a holiday. His business is run down, just like Dingle himself. It needs vitalizing, just like Dingle. Trying to make both ends meet with that business is like trying to farm land that has been persistently cropped and never let back into pasture. Dingle has not had a trip since 1912. He has not had an atom of enthusiasm since 1913. What he needs right now is to break away from that pesky old store, and that weary old grind of making both ends meet, and get some fresh ideas and a new perspective. If he doesn't take a voluntary holiday in July, his creditors will probably enforce one in December.

I was talking a while ago to another merchant, a man who has made a success of his line. He has a big business, with wide ramifications. It includes probably a dozen departments, and between 75 and 100 employees. His store is open, not from 8 a. m. to 11 p. m. but from 8 a. m. to 6 p. m., closing at noon on Thursdays in the summer months. He says:

"When I step out of the store at 6 o'clock, I put the business right out of my mind until the next morn-

ing. I've trained myself not to think of it outside working hours. What's the result? Why, I come to it fresh every day."

This man takes a holiday trip every summer. He has his summer cottage. He has seen quite a bit of the world in the course of these trips. Right now he is seeing America. Every member of his staff has two weeks off in summer with full pay. That holiday is compulsory, as I happen to know.

You say, "That man has a big business and can afford to take long trips. When my business is a little better, I'll see the world myself—but I can't just now." I knew that man, twenty years ago, when he was starting with five salespeople, fifty dollars capital and about a million dollars' worth of nerve. He took a holiday trip the first year—a good, substantial trip across the continent, if I remember. Maybe those holiday trips had as much to do with making the big business as the big business had to do with providing the holiday trips.

Abraham Lincoln abolished slavery more than half a century ago, and his emancipation still stands. The man who voluntarily makes himself a slave to his business is out of tune with the spirit of free America. If your business can't let you go for two weeks, there is something wrong with you, or with the business. Both need attention. Probably amputation will be the most effective remedy.

I know all about this holiday proposition because I have tried it both ways. I have entertained the firm conviction that I couldn't afford to let up for a minute. And, on the other hand, I have thrown all business peremptorily aside for weeks. I have proven to my own satisfaction that the latter is, in the long run, by far the more profitable course.

If you haven't already done so, make your plans for that trip. Determine that, come what may, you will take your two weeks off. What sort of outing to take is entirely up to you. There are merchants who make it a point to visit the wholesale centers and get in touch with leaders in the trade. There are others who hike to the nearest bit of water and spend the two weeks fishing for stubborn fish who positively will not be caught. Travel in itself is not rest. Change is. The more complete the change, the better.

I know a magazine editor who has his office just off Fifth Avenue, New York, on the nineteenth floor of a skyscraper. Every summer he lays off for a month, goes up North, hunts out or builds a shack a hundred miles from any other human being,

and hunts and fishes and loafs—and winds up his visit by burning the shack. He used to go into Northern Ontario. "Too many people there!" he told me last fall. "I'm going to try Northern Quebec." For a man who lives in the very midst of the four million, complete solitude is the only holiday.

The nature of the trip doesn't matter so much; as long as you leave the worries of business behind. Take them with you, and there's no real holiday. Put your best salesman in charge of affairs, and then say to yourself: "It's out of my hands now. I positively won't think of business for two weeks." At the end of the two weeks you'll be able to think of business more clearly, more effectively, than you've done in a twelve month.

And why not carry the holiday idea into your everyday life? Some people say that you must eat with your business, sleep with your business, live with it constantly, to make it a success. In one sense, that's so. But don't let it haunt you every waking and sleeping moment. When you lock the doors at night, lock your worries there. Eight or ten good hours of honest work are worth more than twenty-four hours of constant worry.

Victor Lauriston.

Seattle has just celebrated the completion of a waterway which connects Lake Washington, through Lake Union, with Puget Sound—a waterway nowhere less than 100 feet wide and thirty-six feet deep, and eight miles long. Its completion adds about ninety miles to the waterfront available to seagoing vessels in Seattle; and its locks are capable of lifting larger ships than any other locks North of the Panama Canal in this hemisphere. It is stated that the waterway was first recommended by George B. McClellan, as a Government engineer, to Secretary of War Jefferson Davis in 1856. The money required for it was raised by National, state, and local endeavor. At a total cost of a little less than three and a half million dollars, the city is given an enormous new fresh-water harbor, accommodating the largest warships or merchant craft.

Figures may not lie of their own accord, but a skilful mathematician may juggle them to suit his own purpose.

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UPPER PENINSULA.

Recent News of the Cloverland of Michigan.

Sault Ste. Marie, July 9—W. E. Watt, of the Watt System of Air Conducting, of Chicago, has again taken up his summer residence at Lonely Lake, Ontario. Mr. Watt has been making this his summer home for the past few years. Lonely Lake is a beautiful spot, about nine miles back of Echo Bay, and is only one of the many beautiful summer places near the Soo. It seems strange, nevertheless, it is true, that the moneyed men from the East and West appreciate this beautiful Northern country more than the natives. It will only be a matter of a few years when more of our capitalists will make this country their headquarters.

From an account received here last week, it would appear that the officials in Escanaba were an easy bunch. They recently purchased four young coyotes for the city park zoo which turned out to be baby foxes. The trapper turned the trick and before the game wardens and fur dealers passed on the species, the checks had been cashed and the deal was closed. It may be possible, however, that they will be able to get away with it by putting up the proper coyote signs, and in all probabilities some of the tourists visiting Escanaba might believe that they are the real thing at that.

Our ex-Mayor and esteemed fellow citizen, Sherman T. Handy, represented the Chippewa Bar Association at the State convention in Grand Rapids last week and was elected as a member of the board of directors for the Eleventh Congressional District. On behalf of the Upper Peninsula members, he extended an invitation to the Association to hold the next annual meeting at the Soo. No better selection could be made. Let us hope that it will be decided at

the next meeting to accept the Soo's hospitality.

"A man may be able to argue with a woman, but it never does any good."

Mose Yalomstein, well-known proprietor of the Hub, is the proud owner of a new 8 cylinder Oldsmobile. Mose always had a lingering weakness for an 8 cylinder and to say that he is happy in his new possession would be putting it mildly.

Nicholas Pavlow, who conducts a bath house in Escanaba, was in the city last Thursday, with a view of locating a branch establishment in this city.

Mr. and Mrs. A. W. Dawson and son, who are making an automobile tour through Eastern states, reached New York in time to spend the 4th of July at Coney Island. After spending a few days there they will leave for Washington.

L. J. LaBelle, general manager of the Kreetan Lumber Co., was in the city for a few days on a business visit. He left for Chicago and will be taking in the sights of the Windy City before getting back to his native soil.

Frank Raymond, our leading furniture dealer, was a Grand Rapids visitor last week and reports unusual activity in the furniture business at the present time. From all accounts the war has not been a handicap in that line to any great extent.

"Proverbs are pebbles of thought which people gather up to throw at one another."

W. T. Feetham, our popular jeweler and chief push for the Abbot-Detroit Motor Car Co., left last week for Cleveland to attend the stockholders meeting. Bill was fortunate enough to secure ex-Governor Chase S. Osborn as one of the speakers at the meeting. It would not be surprising if Bill was presented with a new Abbot as the compliments of the company, as no doubt it would be a valuable asset to the company to have

Bill show his achievement as a chauffeur of one of the new Abbots, so as to make another record-breaking run to the Shallows, which he says can be made in an Abbot without getting buried in the mud, as he did with one of his other cars last week. While he has made no promise as yet to his numerous friends, we have every reason to believe that this good fortune may be in store for him.

The 4th of July celebration, which was held at Dafter last week by the business and farming interests, was well attended. Many Sooites availed themselves of this opportunity and a most enjoyable time was spent on the picnic grounds. That the Dafter people know how to entertain was well demonstrated.

Mr. Lily, chief clerk for the Richardson & Avery Co., at Raco, spent Sunday at Salt Point. He reports the condition of Mr. Richardson, who was severely hurt a short time ago, is much improved. He was able to be taken to Saginaw for treatment.

The Chippewa and Mackinac people are to hold a joint meeting next Saturday, when plans will be formulated to bring the Dixie highway terminal to the Soo, instead of Mackinac City. It is expected that at least ten or twelve of the directors will make the run of the East Michigan Pike from Detroit to attend this session. Among them will be Wm. E. Metzger, President of the Dixie Highway; W. S. Galbraith, manager of the Detroit Automobile Club; Frank J. Roger, State Highway Commissioner; Philip T. Colgrove, President of the State Good Roads Association, and Frank Hamilton, one of the directors of the Dixie Highway Association. Other prominent men and public speakers will also be in the party. The meeting will be held at the Hotel Islington and it is expected that many Sooites will be in attendance. It is beginning to look as if the Dixie Highway will soon be a reality in Cloverland. The Soo boosters are all working with

this end in view and success will surely crown their efforts.

William G. Tapert.

Philosophy, before the war, forgot to be staid and flirted with the notions of the man in the street; psychology betook itself to selling soap; social science became a grammar-school topic. Only religion, among the aristocratic subjects, was left in its lonely snows. The war, however, in summoning every art and science to the field, has manufactured a new knapsack religion, taking up no room among the other beliefs necessary to fighting, warranted to keep until death at least, and easily laid aside during bayonet practice. The Germans take their god as a national hero and excuse his defections, at times, much as the Greeks winked at the escapades of Zeus; to the French their god is a fiery faith, unquestioned and as high as stars above the murky battlefield; the Madonna of the Italians is serene in her frame still. But the English, according to Mr. Wells and some others, have been obliged to hurry back to the Old Testament and endow the Lord with earthly limitations, like King David's god of war. There is no doubt, of course, that religion had to become more intimate, more accessible, if it were to adapt itself to the hasty dying of war-times. There must be a place, and an honorable place, for the inarticulate religion that manifests itself suddenly in a heroic deed, with no previous talk of God. But is not the deed itself a fine enough confession of faith?



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

Barney says—

Why is it that so many dealers who come in are now talking about collections? Is it true that all store-keepers are trying to collect their bills more promptly?

Yes, Barney, the smart ones are.

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E. A. STOWE, Editor.

July 11, 1917.

WRITE TO THE SOLDIERS.

Be good to the soldier boys.

Write them letters at every opportunity, that they may know the people at home think of them and their hardships in behalf of the country.

Many a soldier lad lost his life during the Civil War from pure homesickness. A friend of the writer was captured during Stoneman's raid in the Southwest and found himself entering Andersonville prison pen soon after.

The moment he stepped beyond the stockade a deadly homesickness took possession of him. The sights and sounds of that awful pen sent to his heart a feeling of despair. Only a boy, he thought of home and mother and felt every hope left behind when he entered there.

Scores were dying among the prisoners every day. It was a pitiful sight and our soldier boy almost dropped to the ground from sheer lonesomeness.

Presently the thought entered his mind that some of these men would live to see the old flag and home once more. Why not he? With the thought came a resolve that he would be one of the number to live until the gates of the prison opened to freedom.

It was this resolve which buoyed him up for seven long months, amid scenes that daunted stronger hearts than his own. He lived to come out, a mere skeleton, yet still alive, and so very thankful when his eyes fell once more upon Old Glory waving a welcome to the exchanged boys in blue.

That was more than fifty years ago. The Andersonville prisoner of that day is now an old, gray-haired man of more than 70 years, still hale and hearty despite the hardships of his boyhood soldier days; and he was many times buoyed up by letters from home and friends during the darkest hours of army life.

Another soldier of that war, a man of middle age, with scarcely any education, having been brought up in the wilderness, far from schools and educated people, found much delight in having read to him the monthly letters sent to him while in the army from his old employer, for whom he had worked when called to enter the army.

"I reckon I'd a died if my boss hadn't writ," declared the big-whiskered man after his return from the war. "Let me tell you fellers the kindest thing you can do is to write the soldier, for he

gets in the dumps more times than you think from wantin' to hear from the friends at home."

It is the same in the present war. Many a lad from the farm, the workshop, the store and office will yearn for letters from back home. Letters from father, mother, sweetheart or brother are the finest ever, but a letter from the least casual acquaintance will be welcomed, be sure of that. How often when away from home we meet someone whom we knew only by sight when in the old town, we rush up to him with the glad hand simply because he came from back in the home town, and it feels good to look upon a remembered home face and feel the touch of his hand.

Let us not neglect this correspondence. In the old days the letters were sent to the camp, directed "to follow the regiment." Doubtless it will be so now. One of the most prized letters we have was written from Strawberry Plains, Tennessee, in 1864. It was penned by a relative of the writer who was soldiering for the Union at the time, and who, ten days later, laid down his young life for the cause of the Great Republic.

Be the present war short or long, there will be lonesome hearts in camp and town off there, battling for the folks at home. The least we who are not eligible to enlistment can do is to keep the gallant boys doing their mite for home and country posted on doings back home with our cheery letters. Don't forget to make them brim full of good cheer, as that is quite necessary to aid in heartening our soldiers at the front.

No doubt some soldiers will be afflicted with good home letters, while others, having no near relatives, will get very few. These latter we should not neglect. Hunt out some of these fellows and send them a bit of gossip now and then, together with the kindest thoughts you can muster, in the hope that even a word now and then from a comparative stranger may help some soldier to realize that everybody left behind is his friend, ready and anxious to do something to ameliorate his condition while battling for his flag and country.

One touch of nature makes the whole world kin.

Our enlisted boys certainly have given that touch to every heart in America. The tramp of a million young men to the battle line has found an echo in every soul that lives under the starry banner of our country, and we shall fall far short of our duty if we fail to do what we can to make the boys in khaki comfortable.

ONLY THEMSELVES TO BLAME.

The long-standing freight congestion is due solely to the deplorable lack of terminal facilities and up-to-date handling equipment. The railroads should have emphasized the urgency for the immediate expenditure of millions of dollars to bring their terminal and freight handling facilities up to a point to enable them to handle freight expeditiously, economically, and efficiently. Their credit is impaired, and the only way to bring about desired improvements would be through an increase in rates.

The railroads of the United States are to-day handling freight by the

same primitive methods that obtained forty years ago. The result is excessive costs, inefficiency and crudeness in operation. The railroads have made wonderful progress in mechanical equipment, passenger comforts and other facilities, but in the handling of freight, particularly at terminals, they are behind every other civilized country in the world. It is the same old hand-truck process—long discarded in European traffic centers—with the resulting costs of handling ranging from 30 cents to \$1.75 per ton. Poorly designed, narrow loading and unloading platforms, rough and careless handling of goods, confusion and losses are characteristic.

Terminal operation is, perhaps, the costliest feature of general operation. When you realize that the cost of handling a ton of freight at terminals is greater than the actual cost of the haul from Chicago to New York, 1,000 miles, the conclusion is irresistible that there is something wrong. This may, perhaps, be found partly in the scarcity of labor, the high cost of land prohibiting expansion, but it has always been relatively the same. The present system is wrong. Railroad executives are traveling along the same old wasteful road of hand-trucks—in poorly designed terminals, with the cost of handling fast reaching staggering figures. If you consider that there are approximately 300,000 freight stations or freight terminals scattered along the railway lines of the country you will not marvel that the slightest abnormal volume of traffic starts a general congestion. That railroad executives years ago should have acted for the standardization and modernization of their freight terminals so as expeditiously and economically to handle freight goes without saying. If proper attention had been accorded to the utterances of the late James J. Hill, such a thing as freight congestion would never have occurred.

It is to be hoped that the railroads will speedily shake off their seeming lethargy in the matter of modernizing and improving their costly freight handling methods and terminal facilities, taking European countries as an exemplar. The revenue of a railroad is largely derived from freight. It is the marrow of the revenue bone. It needs the closest kind of watching especially in the matter of costs at terminals.

Two young Germans living near Casnovia have been receiving letters from their aged mother in Germany at intervals during the war. Like many natives of Germany, the mother was never in favor of the Kaiser's war and in a recent letter she expressed the hope that some one would shoot the Kaiser, evidently not realizing that all outgoing mail is censored by the German government. In this instance the censors sent on the letter with an enclosure stating "Your mother will be shot to-morrow." The sons have since ascertained that the threat was carried into execution exactly as stated, which adds one more to the millions of forcible examples of German kultur which the war has disclosed.

THE YELLOW PERIL.

If any of the readers of the Tradesman stand in awe of the Japanese peril, it would be well for them to read the article entitled the Japanese Point of View in the North American Review for July. The article is from the pen of F. W. Henshaw, Associate Justice of the Supreme Court of California. The writer does not share the prejudice which appears to be cherished by most Californians in regard to the Japanese. On the contrary, he deprecates the manner in which the people of that commonwealth insist on treating the Japanese, believing that it is unfair, unjust and un-American and must, sooner or later, involve this country in war with a nation which will only embark on war as a last resort. Judge Henshaw's analysis of the Japanese character is remarkably clear and comprehensive. His concluding statement expresses the situation in a nut shell: "If we are desirous of throwing away all expert trade to the growing Orient for the next hundred years, we are working admirably to that end."

The Tradesman has yet to see any allegation against the Japanese which cannot be disproved by investigation. A Grand Rapids gentleman who has lived in California winters for several years comes back to Michigan every summer with the statement that the Japanese are a menace to the country. When asked to specify in what respect they are such undesirable citizens, he remarked: "If the Jap has a field full of fruit and his American neighbor is similarly situated, he will not turn his hand over to help his neighbor until his own crop is harvested and marketed." This terrible arraignment is on a par with all the charges the Tradesman has heard regarding the undesirability of the Japanese workers on the Pacific coast.

Discussion of the rate on the next loan to be offered to the public by the United States Government has already begun. It is a little early. Brokers and dealers in investment securities are entitled to a rest, so far as Government financing is concerned, for they have had a pretty big draft on their time, strength and resources in distributing the Liberty Loan. Present discussion relates to the question whether the Treasury could get further funds at 3½ per cent. or would have to go up to 4. Much would depend on the current rate in open market and so long as the moneys for the loan just sold are in transit we shall have quotations of 5 to 6 per cent. It is not likely that the Government could place a large loan at 3½ per cent. under these circumstances. A little later probably rates will settle down some, for the demand for miscellaneous business purposes is not great. Some months ago a leading banker of this city expressed the opinion that the United States could borrow \$4,000,000,000 without going above 4 per cent. Shortly after he visited Washington and was told by Treasury officials that no doubt that amount could be had at 3½. But the best thing to do about Government borrowing now is to do nothing. Give us a rest for a few weeks at least.

BURNING WORDS.

Message of Liberty to a World Enslaved.*

No greater responsibility can fall upon a man than to appear personally before an audience which he has reached only in the abstract. Early in my newspaper experience I received quite a jolt on just such an occasion as this. I was on a programme of speakers and my subject was "Journalism." It was one of the first speeches I had ever made and I was so timid about announcing myself that I was permitted to go in and sit among the unfortunates who had to listen to me. On the platform sat a lonely, distinguished looking individual, whom I learned later was another contributor to the evening's entertainment and beside whom I, in both appearance and intellect, would have sunk into insignificance.

In such agonizing moments one may be forgiven for listening to conversations. In front of me sat a young man and woman. Soon they began to discuss the lonely individual on the platform.

"Who is he?" said the girl.
"Guess he's the guy what's gonna talk about writin' pieces for the paper," replied the young man, after which he added: "What do you think of him?"
"Well, if you want my honest opinion," answered the girl, "I think he's a nut."

It is nothing unusual for an editor to look like a nut. And not infrequently he acts like one.

When an editor assumes to address his fellowmen, whether orally or with his pen, he does so authoritatively, whether he knows anything about his subject or not. No good editor will back down when it comes to knowing things. In whatever pharmacopoeia he finds himself he is at home and if he isn't he makes a bluff at it.

In order that I would not be entirely at sea in the subject to which most of you have devoted your lives, I began reading up on the chemical and physical ramifications of your business in the one lone book I have on the subject. My library on this subject consists of a lonely history of medicine which Dr. Warnshuis gave me to quiet my nerves after he had repaired my insides.

Now, please understand I referred to this volume to learn something about medicine and this is the first paragraph that caught my attention:

"Buckle maintains that ignorance and low-grade minds are the cause of fanaticism and superstition, and, although his equation is reversible we may consider this proposition true if we apply it to certain fanatical leaders of mankind, savage or civilized, who, as 'moulders of public opinion,' have retarded human progress."

But wait. This is what I discovered later:

"Chamfort said that there are centuries in which public opinion is the most imbecile of all opinions, but this reproach can not be entirely saddled upon the complaining millions of men. History teaches everywhere that permanent ignorance and superstition are the results of the oppression of mankind by fanatical overmen. In medicine, this is sometimes ludicrously true. There is nothing men will not do," says Holmes, "there is nothing they have not done to recover their health and save their lives. They have submitted to be half-drowned in water, and half-choked with gases, to be buried up to their chins in earth, to be seared with hot irons like galley slaves, to be cramped with knives like codfish, to have needles thrust into their flesh, and bonfires kindled on their skin, to swallow all sorts of abominations, as if to be singed and scalded were a costly privilege, as if blisters were a blessing, and leeches a luxury. What more can be asked to prove their honesty and sincerity?" Yet while the lack of public enlightenment in certain periods produced the stationary or discontinuous mind, there are signs that the modern organized advancement of science may bring forth rich fruit for the medicine of the future through the social co-operation of the mass of mankind with the medical profession."

That lets me in, as well as giving me something upon which to hang this talk.

If the history of medicine is the building and the broadening of a science, has it been in any way different from the history of the building and broadening of man as an individual? Where, if at any time and place, has it wandered on by itself or in what respect does it differ from the story of man himself? "Savage man," says one historian, "untutored because inexperienced, first of all, confused life with motion. He could see no casual relation between a natural object and its moving shadow, a sound and its echo, flowing water and the reflections on its surface. Winds, clouds, storms, earthquakes, and other sights and sounds in nature were to him the outward and visible signs of malevolent Gods, demons, spirits and other super-

*Response by A. P. Johnson, Editor Grand Rapids News, at annual banquet Michigan State Pharmaceutical Association, June 21, 1917.

natural agencies. The natural was to him the supernatural, as it still is to many of us. He, therefore, worshipped the sun, the moon, the stars, trees, rivers, springs, fires, winds and even serpents, cats, dogs, apes and oxen; and, as he came to set up carved stocks and stones to represent these, he passed from nature-worship to fetish-worship. Disease, in particular, he was prone to regard at first as an evil spirit or the work of such a spirit, to be placated or cajoled, as with other deities, by burnt offerings and sacrifices."

Likewise his relation to the society of his own kind was equally dimmed and blurred for want of knowledge. He knew the ground upon which he lived was his by natural and inherent rights, and as he has sought and groped for the cure of physical ills, so has he fought and struggled for social and civic happiness.

It would appear that although we are still in the dawn of scientific accomplishments, his ability to discover and cure his physical ailments has surpassed his ability to govern and control himself. It would appear from this that he knows and has tasted the blessings of the physical happiness that comes of perfect health, while as yet he has no tangible conception of a political or social ideal. He has yet found no panacea for organized strife and no pharmacopoeia which successfully has instructed him in the science of social concourse. It would seem that his only hope lies in the discovery of some serum that can be squirted into his system as an antidote to his fighting proclivities.

I know of no class of men or women who, by reason of their study and training, are more fitted to grasp the trend of world events as they relate to the history of mankind than those engaged in the work of relieving physical distress through the application of medical or pharmaceutical science. They know and must know, that man is striving for some goal, some object, some tangible something which will make him feel that his mission on earth has been worth while.

It does not stand to reason, men and women, that the work we do with our brains and our hands will endure for ages, while we, as the creators of that work will pass away forever to lose our identity with life itself. It is singularly difficult for a lay mind to address you on this subject. One does not dare to dangle before you ethereal or spiritual hopes. One can not safely venture into allegories, for your profession is one which deals with the most prosaic of facts. One can not philosophize or

theorize without endangering one's course on the rocks and cliffs of your practical knowledge. Hence, I intend to drop right here this absorbingly interesting, although distressingly vague and visionary, speculation on the hereafter and confine myself to what is being done to-day to destroy what man has built up as institutional and constructive in his relation with his fellow men.

Assume for the moment that some influence should arise that in a single instant would sweep away the great superstructure of medical science. Assume that upon your return to your mortars you were deprived of those basic elements which are necessary components in the making of your remedies, made such by scientific proof of their usefulness and ages of experiences. Assume that the anaesthesia in all its forms was suddenly eliminated by an arbitrary force, that the cleansing and antiseptic formulas were rendered useless in their application and aid to medical science, that some one ruthlessly and wantonly snatched from the hand of the suffering these blessings of human discovery and use, how would you regard such action and what would remain for you to do?

One step further. Place yourself in the position of one who is forewarned or such a danger, as being one of the great society of men and women whose lives were dedicated to the alleviation of suffering, would you stand idly aside and see this monument to human skill brushed aside by brute force for the aggrandizement of a few or because by divine or human right that few aspired to the control of the benefits of your profession?

That is exactly the situation that confronts the civilized world to-day. In fact, the parallel is a mild one. No simile can be painted by mortal tongue or pen that adequately can describe the danger which confronts the society of man if the rule against which we, as a Nation and as a people, are committed, should be free to exercise its sway among the peoples of the earth. What would happen to the medical science under the conditions I have described would but faintly resemble the echo to the cannon's roar, as compared with the misery, suffering and anguish which would follow in the wake of the victory of our foes.

In the relation of nations to one another, as in the history of medicine, there have been built over thousands of years certain standards of procedure. Fundamentally based on human rights, these standards have become international laws, which men and nations have

been taught to observe for the common good of mankind. They began with the earliest man, who, with his neighbor, organized himself into a society. In all of history, even warring nations have recognized these inviolate rights.

Our enemy has denied every man, woman and child all of those rights which man for thousands of years has struggled with himself and his adversaries to respect. Our enemy has become a law unto himself, established standards of his own. Standards which are at variance with every sense of justice and humanity known to history, or the peoples who have made history. Our enemy has sought to build upon a crumbling and decadent foundation a superstructure, which society has many times dismantled. In the name of God and Hohenzollern, our foe has written the blackest page in the annals of the human race, a page which will never be blotted out so long as there is a record of human events.

From the siege of Babylon to the present hour the peoples of this earth have never tasted a more bitter cup nor drank the dregs of deeper sorrow. There was cause for the pagan butcheries of Cyrus, Alexander, Hannibal and Caesar in the ignorance of the times. There was hope for Atilla, because the tide of evolution had not completed the meta-

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morphosis that changed the beast into a man. There was a purpose back of Charlemagne, the purpose of organizing barbaric hordes into a semblance of civilized society. There was an object in the crusades, fanatical as they were, but only with the fall of Jerusalem and Constantinople and the horrors committed in the name of the cross by these fanatics can we compare the blow which has fallen upon us to-day. As Atilla was a scourge of God for the chastisement of the Christians, so is the course of despotism and bureaucracy the chastisement in our day of universal freedom and democracy.

There was hope in the reformation, the hope of the renaissance and the freedom of all to worship God according to the voice in their hearts. The French revolution broadened the human vision and a Napoleon was needed as a basis of comparison. Our own revolution was a struggle for freedom and our civil war a lesson to the world that freed men must remain united.

But lives there a man who can find beneath this blow one righteous cause that will go down into history as justifying the destruction of all that man has built up in his struggle to create a society that would give to every life born into God's free sunlight the right to remain on earth until that same God called it back to whence it came?

Lives there a man who, basing his observations on the past can acclaim the right of our foe, in the light of what he has done, to govern any society of beings that was put on this earth to live?

If such a man lives and his philosophy is right, then Christ was wrong, Socrates was wrong, Buddha and Confucius were wrong. The only one who was right was Mohammed, who wrote his sensuous philosophy to suit his own lustful moods and created a society to satisfy his own brutal instincts. The only society on earth allied with our enemy is the waning remnants of the lustful, brutal, barbaric Saracens.

It is a combination of the Saracens and the Hun. It is the pooling of Atillaism and Islamism against the survival of the fittest. Both of these men have forsaken as once he forsook the brazen images before whom he sacrificed the innocent blood of children.

You wonder how the foe justifies his cause with his own. First of all a justification is not called for, because the foe is a foe to his own people. No people on earth could be condemned as a whole for what has transpired in the past three years, for no society of men and women ever existed that has sanctioned such procedure. It is the iron grip of the few personalities, the junkerism that was born out of the liberties of fanatical period. The voice that speaks is the voice that spoke in the darkness of the German Interregnum in the twelfth century, the fading voice of a brutal and bloody past.

But there are those among the foe, who, by nature of their learnings, must be led to some firm and fast belief. For their new philosophies have been created, new conceptions and ideals. For them the learned are writing a new code in human concourse, a code which establishes the Hun and the Saracens as a law unto themselves.

During the civil war our country prescribed a code of ethics and deportment for American soldiers on conquered territory. Like all our institutions it was full of tolerance and of those principles of brotherly love which lofty men can recognize, both during and after battle. It must have been a good code, for shortly afterward all the civilized nations, or practically all, adopted a similar code. Among them was the country with which we are now at war.

You know the story of Belgium. You know how the enemy has deported himself in the lands made destitute by his torch and wand. A new code of ethics has been issued from the universities of Germany, a code which gives the German soldier the right to adopt any means which make for final victory, humanity, chastity, children, notwithstanding.

Throughout all of history we have built up an institution known as international law. Unlike the English law, it has no centralized jurisprudence. We have regarded it so sacred that a permanent court has not been found necessary. That law has been laid down to us in treaties and in the universal recognition of human rights, in the protection of citizens of one country in foreign lands, in the inviolate rights of small countries, unable to match their strength with the world powers, in the rights of all men, women and children from all countries and of all nationalities to come and go on the open seas, the rights of neutrals, world rights.

Our foe has set that aside and is writing a new international law. It is neither in form nor substance based upon any of the examples of the past. It reckons with no precedent and no established relation of man with his fellows. It is a law that gives right to the mighty. It justifies the foe in what he does and leaves no alternative from which others may choose. "I am the law and the word," is the slogan of

their leader, "and with me stand God and Mohammed."

Have you thought of that? Take from the wealth of your beautiful and God-given profession the things which have made your science, next to the cross, the most merciful boon to mankind; strip it of its accomplishments, of its achievements and of all that you have built up and leave but the primitive sorceries that existed before the light of knowledge was bestowed upon the brain of man and you will have what will be left of our society unless you and I and every freed man and woman under the Stars and Stripes stand by and hold to the principles of humanity and justice in this, the world's darkest hour. Upon you, upon us, upon America, civilization has pinned its hope. Destiny has decreed that we shall lead the peoples of this earth from darkness into the light, from slavery to freedom, from grief, suffering and anguish into happiness and humanity.

I am not seeking to hold before you a glowing Utopia, a fantastic millenium or a glittering Arcady of mortal contentment. We do not expect that this frail contrivance which harbors for but a moment the soul of life, which came from we know not whence, will reach a state of perfection in its present form. We do not expect that the lion and the lamb will dwell together until the root of evil and intolerance has been chiseled from the human heart. We are not fighting for imaginary bliss, empty glory, to add to our domains or to dominate the races of the earth.

We are fighting to nail the flag of liberty to the mast of human rights. We are fighting with tested therapeutics to stem the ravage of social disease where the victims are powerless to lift their own hands. We are doing for nations what you and doctors and nurses are doing for the afflicted, the stricken, the suffering. We are doing for society what the Red Cross is doing for the peoples and countries made destitute through the ravage of war.

How much like the picture of your daily lives is this great panorama of world events. When your fellow man is injured, when from weakness he reels by the roadside, his first thought, the first thought of those who rally to his side, is where is the nearest drug store, where is the nearest man or woman that can give to this sufferer what he needs? Where is the nearest brother skilled in the knowledge of the human body and versed in the ailments of mankind? Where is the nearest woman who can administer that merciful relief that has ennobled medical science above all that has distinguished the achievements of man?

Democracy is the pharmacopoeia of future generations. World rights are the antiseptics in which the human mind must be sterilized before it can cast off the intolerance which has enslaved the many to the few and brotherly love is that merciful anesthesia that will remove the pain, anguish and suffering caused by war.

We are the drug stores, the doctors and the nurses of the world. Upon our store and knowledge depends the outcome to this struggle. Upon our steadfastness, upon our faith in our remedy, upon our hope in an ultimate purpose of mankind lies the happiness of all life that is to follow.

What nobler mission has ever fallen to the lot of mortal beings? What richer fruit has ever grown upon the tree of life than to give happiness to a world? It is within your giving and mine. It is within the means of every heart that beats under our beautiful flag to carry the message of liberty to a world enslaved in the errors of a dark and hungering past.

The pen is in our hands with which to write a history that will mark the starting point in human happiness. It is for us to turn to the new page, for we are living in the dawn of a new day. No matter what worlds await us or what form of life or servitude we will take on in eons to come, that is what we are here for now. I am one of those who would be glad to have it stand that I lived in such a time and did my little bit, and forever pass on and out of the spheres where life has its being. And so would you and so would all of us who came here in time to see the hope of the human race glimmer in the distance, who were permitted to help the weary on their way, the suffering to succor and the erring to the love that endureth all things.

Not a Good View.

"Have you anything to say in your defense before sentence is pronounced against you?" asked the Judge.

"Only one thing, said the convicted burglar. "The only thing I have objected to in this trial was being identified by a man that kept his head under the bedclothes the whole time I was in the room. That is not right at all."

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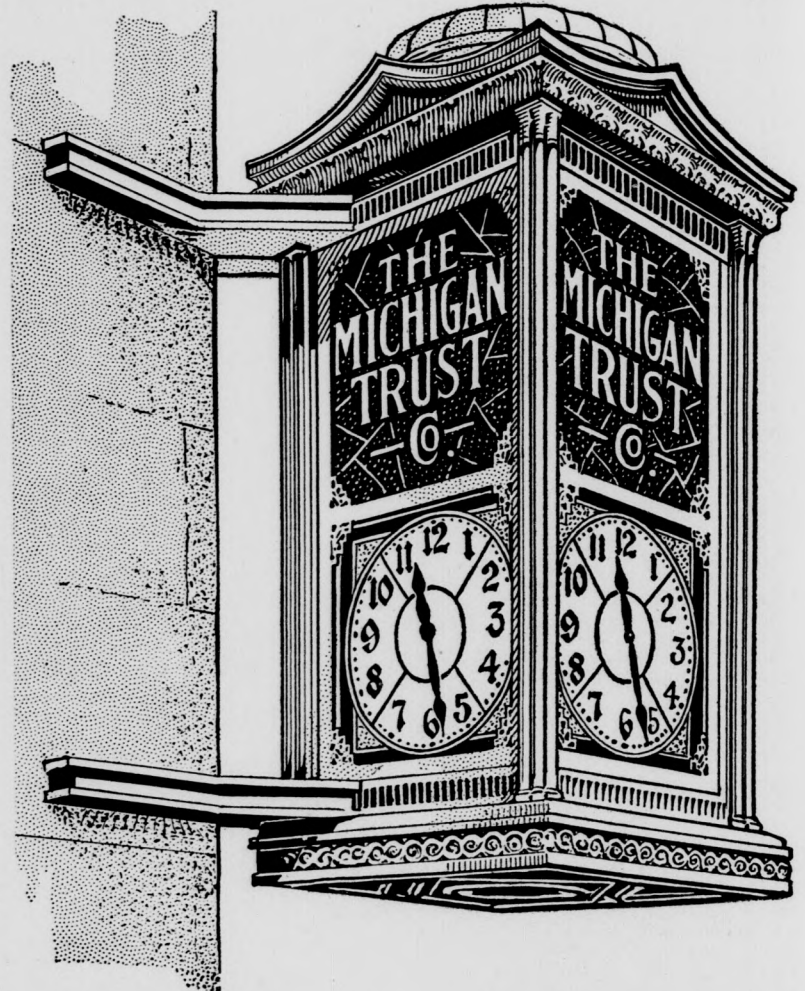
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The Michigan Trust Company is installing on the corner of the Michigan Trust Company Building a large ornamental bronze and glass clock (and electric sign combined) with 4-30 inch dials, each facing a street and containing a set of beautifully clear chimes which will ring every quarter hour and are arranged for the Cathedral peal of the Westminster Reveille and full Westminster. The clock is ten feet high and is being put up by the O. B. McClintock Company, of Minneapolis, which company has given The Michigan Trust Company the exclusive right to its use in Grand Rapids.

This clock will be both an ornament and a great public convenience.



White Fabrics Will Be Still Higher.

There is some difference in the opinion of retailers and jobbers concerning white goods, the latter insisting that with the season late thin goods would not have their usual season; retailers know more of women and realize that when the sunny days break out they can very quickly buy, make and wear and in the end get through with a very creditable season. Just now heavy white goods are the best sellers, as piques, Oxfords, gabardine, basket weaves, poplins, etc. Not only for skirts, but dresses, suits, middys, children's wear, etc. Very fine goods are limited and high. The superfine grade of cotton can not be had in any quantity. This prevents many of the manufacturers from entering the lists and producing finer goods.

There are two views to take of the finer goods question, as many manufacturers seem inclined to sit back and wait for the business to come. With the scarcity of the finer grades of cotton, the extra price of labor, etc., the expected short season (where they may be disappointed), the mill men probably think why worry, if the finer goods are wanted, they must come to me, if not wanted I am in any way. The manufacturer has been hard hit getting fine cotton. It has been difficult from the beginning of the war to get it in Egypt and now it is forbidden. To think of Sea Island cotton now is as high hanging luxury.

Last July the sale of white fabrics continued in a free-hand manner and the same business may be expected here this season, as a late spring means a late fall, and women must wear so much of white cotton attire anyway. Ready-to-wear and semi-made white cotton skirts are freely shown at the retailers and are selling; why not? This is a staple garment, worn in the house from April to November.

Unmade materials for skirts form good stock to sell over the counter; pretty fabrics are as low as 50 cents, even lower; four yards up make a presentable skirt and they are easy to fashion. Gabardine effects, plain or with an all-white stripe in fancy weave, are well liked. It is expected in the trade that fine white fabrics may sell even in August, as buyers last year ordered them with fall goods for children's wear and dressy gowns until settled fall.

Business is rather quiet now for cotton in the gray. Orders are fair up to October and November. The general opinion regarding the fine cottons that are made in this country is that their future relies upon the

quality, style and appearance; their fate is in the designers' and manufacturers' hands. A strange anomaly exists just now when plain heavy cottons for Government use are priced many times equal to fine novelties. Travelers returning from the cotton belt report cotton fifty and fifty after long rains in certain sections. A manufacturer claims as the general opinion that the consumer will pay 25@30 per cent. more for cotton than they are to-day. Piques are fair, as are voiles; checks, stripes and floral designs go as named. Muslins firm, organdies rather quiet and gabardines very lively.

Organdy and cotton Jersey are taken for covering hats; the latter entirely covers a frame in one color or the crown is of one and the brim in combination. Leghorn hats are trimmed with organdy, narrow ribbon and flower sprays. A cap of satin is covered with white organdy and a flower of the same. Lingerie hats of voile over satin will flourish at garden parties and summer-day gatherings.

Organdy at some entertainments has already been combined with taffeta and satin and such soft woolens as cashmere and gabardine. Although white is generally used for such frocks there are colored combinations, as flesh and Belgian blue, that are lovely. White voile and white linen are combined with the linen use as a square yoke from which falls a panel of voile slightly gathered to the yoke and held by a loose belt of linen. Sleeves of voile with linen cuffs, also a linen collar and linen as a pleated flounce from the knees, voile above. These novelty arrangements help to sell the goods, and the majority of the trade think that now, the weather being settled, we will see a cheerful, busy time in the cottons; it is bound to come, they are pretty, suitable and women admire a cotton gown immensely.—Dry Goods.

The discovery of an antitoxin for the gangrene that follows various kinds of gunshot wounds, if the report from the Rockefeller Institute is accurate, is like the winning of a greater victory on the battlefield. If it had been announced and its efficacy fully confirmed in August, 1914, misery beyond computation might have been prevented. Quite early in the war, Surgeon-General Gorgas declared that gangrene infection "seems to be unprecedentedly frequent, and such infections are fatal in a very large proportion of cases." The antitoxin which Dr. Bull and Miss Ida Pritchett have discovered, and can produce in large quantities for field

use, has thus far been employed only on animals. The world will be eager to be assured that, according to the hope expressed by the announcement, it may be as effective with human beings.

The willing clerk is the one who is most likely to get to the head. The clerk who is always worrying for fear he will do somebody else's work ought to have his job changed to shoveling coal. Be willing. This is what gets you where you want to be.



cMc Ready-Made PRICE CARDS

are neat and attractive and cheaper than you can make them—40 cts. per 100 and up. Write for Samples CARNELL MFG. CO. Dept. k, 338 B'way, New York

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Of All Jobbers
PRESIDENT SUSPENDER CO., Shirley, Mass.

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 Book That Takes the Risk Out of Buying

For many years "OUR DRUMMER" with its net guaranteed prices has been famous for taking the risk out of retail buying. This is more than ever the case now in these unusual times. It not only makes buying secure from the price standpoint, but it removes uncertainty in the way of getting goods. Back of the prices in this book are huge open stocks of the merchandise it advertises.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

Draperies

For Sun Room and Summer Cottages

We have in stock all the latest styles in

Fancy Scrims
Stratford and Gobelin Cretonnes
All over fancy colored
Marquissettes
Bengal, Madras and Iridescent
Draperies

See our line before buying

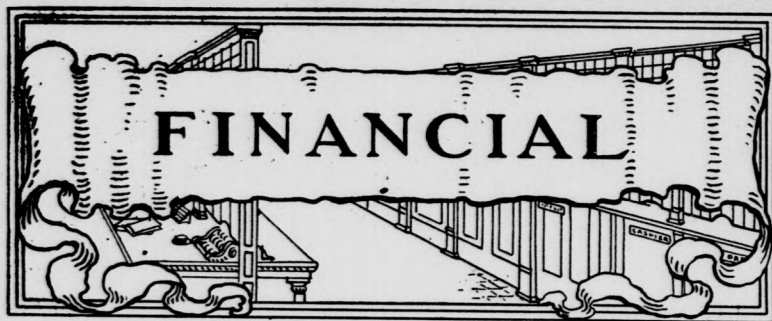
Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids

::

Michigan



The Liberty Loan As a Public Educator.

Written for the Tradesman.

War financing, war food control and war supplies—these are the burden of financial advices to-day and it is right they should be in order that the country should awaken to the full realization of the gigantic task this country has entered upon to uphold and perpetuate an ideal—human liberty; the world's liberty from autocratic and military oppression. Yet to fully awaken the people it has been necessary to depict possible disastrous results unless there was instant and universal co-operation on their part in meeting this crisis.

One feature of the situation has not been sufficiently emphasized and that is that the money contributed through the purchase of Liberty Loan bonds goes right back into the channels of business through which industrial activity is greatly stimulated and business prosperity assured. Even the large advances of the Allies, amounting to one billion dollars or more, goes directly back into the pockets of the American people, because it is expended in America for supplies for the Allies. In other words, millions of dollars which have hitherto been idle are now being used in manufacturing enterprises, a very large percentage of which goes for the payment of wages, thus increasing the purchasing power of the wage earner. This done, the retailer, wholesaler and manufacturer are able to add their quota to the general prosperity.

There is no reason why parsimonious economy should prevail or that a spirit of pessimism and fear should be rampant. Sensible economy, and an added spirit of thrift and conservation of food are necessary to meet the demands of the future. There seems to exist an impression that the purchase of Liberty Bonds in a donation to the Government. It is not. It is a sound investment upon which the interest return is certain and the principal absolutely safe. Even the donations to the Red Cross bring general financial returns, as the money used for supplying the equipment is spent in the United States, the salaries of the forces being paid by the Government.

There will be another Liberty Loan this fall, but it will probably not amount to more than three-quarters of a billion dollars. The oversubscription of the two billion dollar loan makes certain the full subscription of the new issue. Secretary McAdoo, in his letter of thanks to members of the Liberty Bond committees, says: "Loyally and unselfish-

ly you gave the Government your best efforts and you can enjoy the satisfaction of knowing you have contributed immeasurably to the first signal victory America has won in this righteous war." This sentiment is equally applicable to every person who bought a Liberty Bond, whether it was a fifty dollar bond or one of ten thousand dollar denomination. The American people are in this war to stay and will meet every obligation imposed upon them in this conflict for democracy and human rights.

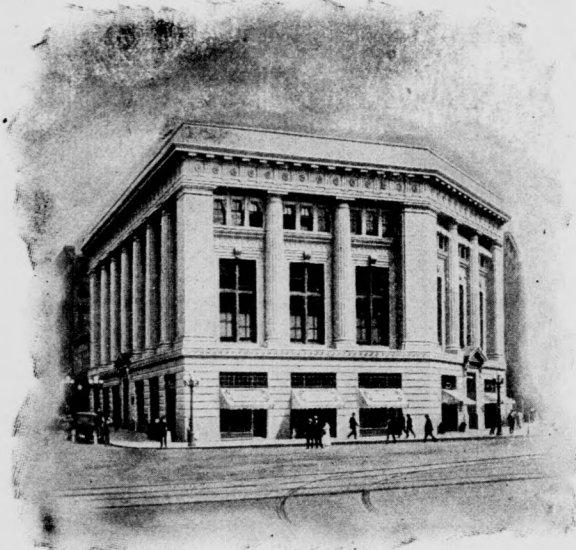
The bond market can look forward to a degree of relief as the people become more and more awakened to the necessity of loaning their money to the Government. Buying bonds is contrary to the habit of the masses of people. As before stated, many of them actually suppose the money loaned is lost and many others foolishly believe there is a substantial risk of loss. It takes time to overcome these popular misunderstandings. These will disappear when the buyers of bonds present their interest coupons to any bank for collection every six months and promptly receive their interest. Then a tangible evidence of value will be presented and a new class of investors will be created.

Bonds of all kinds must at present give way to United States issues. The war must be financed before everything else and municipalities and corporations must go without much of their ordinary supply of capital until the war is over. Still this will by no means paralyze business because of the steady expenditure of the money realized through the sale of Government bonds.

Although there are lingering effects of the recent economy agitation, with the advent of better weather and improved crop conditions the volume of trade has regained its previously large proportions. Bank clearings are running practically one-third above last year's figures, nearly all of which increase is a reflection of the great advance in prices. Commercial failures, both in numbers and amount of liabilities, continue substantially lower than during the corresponding period in 1916. Gross earnings of the railroads reflect the saturation of their facilities, but net returns from operation suffer on account of the larger inroads made by the heavily augmented expense, a large part of which is labor cost.

Preparation for the Government financing and to meet the July dividend and interest disbursements aggregating \$300,000,000 naturally caused a hardening tendency to the money

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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

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WAR SERVICE

Many men who contemplate service in the U. S. Army or Navy are now making arrangements with us for the care of their securities and income while they are away.

As Agent or Custodian we are prepared to assume the entire management of real and personal property, collecting income, paying all charges, and remitting the net income and amounts to such persons as may be desired.

Our charge for this service is moderate, and our long experience secures efficient management.

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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.

market, higher rates of interest ruling. However, as these vast amounts are distributed and reinvested money conditions will be easier. The renewal of the importation of gold is helping the situation and indicates Great Britain intends to continue to ship us enough of the precious metal to maintain money conditions as nearly normal as possible, at least until we have accomplished the transition from a peace to a war basis.

One unpleasant feature of the situation is the labor unrest among some of the highest classes of labor in the United States, showing an element of selfish indifference to the welfare of the country. This condition of thought is not new to organized labor, which in the enforcement of its demands has shown a ruthlessness that would do credit to the German cruelty in the carrying on of the war—an utter disregard of the rights of others, irrespective of consequences, and this is in spite of air promises made the Government to the effect there would be no strikes during the war. These strikes, be it noted, are in industries vital to the Government in its prosecution of the war—in the ship yards, iron mines, copper mines, etc. If the Government is compelled to step in and assume control of wages and output, organized labor will have no one but itself to blame.

As is the case with the railroads, there is a howl whenever a public utility mentions a raise in rates, yet the country faces just such a proposition. To continue to give effective service it will be necessary for electric plants, telephone companies and kindred enterprises to raise their rates for service. The reason for this is the enormous increase in the prices of all materials—especially copper and labor. This is one of the sacrifices the people must ultimately meet because of the war. This situation has slightly affected public utilities securities. This effect, however, will, probably, be temporary. People have become accustomed to the great convenience of electric lights and telephones and there is every prospect they will co-operate intelligently with the public utilities in their respective communities.

Americans are willing to pay the price if they have reason to know they are getting value received, and less attention is now paid to the ranting of political demagogues.

Paul Leake.

Definition of Opportunity.

Opportunity is the thing you do to-day to get ready for to-morrow—opportunity is within yourself—it is the power to see profitable work to be done and the efficiency to do it well—the powers of nature and of human nature have existed always, ready to make a winning combination for the man who knows how.

For every failure habit, there is a success habit.

For every wrong business method, there is a right method.

For every ability, there is a market; and

Every line of goods which represents a true service to the buyer can be profitably sold. L. C. Ball.

War Trade Has Made Claflin Business Profitable.

The purchase of the H. B. Claflin Corporation business by a syndicate of merchants made up of the old merchandise creditors in part means much to the wholesale dry goods trade of New York. When the crash came in June, 1914, it developed that the merchandise indebtedness of the H. B. Claflin Company was only about 10 per cent. of the total indebtedness of the concern. The merchandise creditors were in a hopeless minority and the name of Claflin was thoroughly discredited. It had been built up in large part by the alliance of many great mill agencies and mills whose products were distributed through the concern as part of the National jobbing distribution of the country.

It became apparent at once to a few far-seeing merchants that, whatever became of the Claflin debts, there was something more than their own debts to be conserved. They soon found that the noteholders of the country cared nothing for the maintenance of the jobbing business. They were led to believe that it had never been a paying business in late years, that its continuance would be a menace to the proper liquidation of the properties, and that the best thing that could happen would be to wipe out the concern as soon as possible and bend every effort to conserve the scattered retail properties. For a time it looked as if this view would predominate. Financial authorities and many trade newspapers, shouted for the elimination of the Claflin jobbing house.

There were three or four merchants in the Worth street district who believed from the beginning that the house could be reorganized and should be maintained for the better good of the trade of New York. It was difficult to present their views at the time, as such strong influences were at work to choke off any favorable words concerning the possibilities of jobbing in New York.

Eventually the facts and prospects were presented to the business men of the country in a proper way, and it was determined that if need be a court fight would be undertaken to prevent the bankers from being an instrument of injuring the trade of New York and of many great mills merely because one man or a group of men had gone wrong. Such a fight did not become necessary. Hands were put to the plow, and the effort was undertaken to reorganize and re-establish the business. Some things that were hoped for in the matter of the personnel of the concern were not carried through, but the main

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

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.

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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.

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.

point was carried and the business was reorganized.

The war has made it supremely profitable. New York is naturally a great business center, and the Clafin Company, because of its location alone, is in possession of a great asset for business both at home and abroad. This asset has been developed conservatively again under the present management, and to-day the store has more customers on its books than it ever had before. The methods of doing business have been radically changed, from time to time, but in the main the house continues as a great distributing agency. The management has been successful and has won the confidence of the large merchandise creditors. They are the men who are backing it for the future.

The fetich that the dry goods jobbing and retail trade of the country could be combined in a profitable enterprise has been dropped for some time. The Clafin business is forever divorced from retail store ownership, and this in itself is expected to do a great deal to regain for a great New York house the place it formerly occupied as a quick distributor of merchandise in bulk.

This wholesale business was profitable even when it was stated to be unprofitable. It could easily have been more profitable than it was if all energies had been bent toward that end instead of diverted to the acquirement of retail enterprises and skill in Wall Street manipulation. The present managers, who were trained in St. Louis, learned within a year of experience in New York that the field was a most wonderful one. Hampered as they have been by past traditions and alliances, they have made progress and ought to be able to move on very much faster in future.

It is expected by the merchandise creditors that the sale of the wholesale house should bring another dividend of at least 15 per cent. to all creditors, and, with the accumulated profits of the past two years in retail houses, it is thought that it will be possible to liquidate many of the present holders of the creditors' representatives. If anything like the same measure of success obtains in liquidating the twenty-three retail enterprises that have been secured in the wholesale department of the organization, the creditors of the old H. B. Clafin Company are going to get very much more than they were anticipating two years ago.

In some quarters it is contended even now that the concern will pay out as much as 75c on a dollar to creditors. Some men even go so far as to predict that the creditors will get dollar for dollar and the stockholders of the old concern may even be able to get a certificate of owing nothing after all bills are paid. Of course, none of the creditors seriously expects that the old stockholders will get any money back.

The Salt of the Sea.

There is enough salt in the oceans to cover the United States to a depth of 8,500 feet.

Bankruptcy Proceedings in South-western Michigan.

St. Joseph, July 2—Ray E. Lancaster, engaged in the bakery business at Schoolcraft, filed a voluntary petition and was adjudicated bankrupt and the matter referred to Referee Banyon. The following are listed as creditors.

Secured Creditors.	
Charles Schoomaker, Three Rivers	\$1,552.50
Unsecured Creditors.	
J. F. Esley Milling Co., Schoolcraft	\$125.00
Twin City Grocer Co., Elkhart	58.20
J. F. Halladay & Son, Battle Creek	44.66
Union City Milling Co., Union City	31.95
Stuart Grain Company, Schoolcraft	35.00
D. C. Thompson, Schoolcraft	50.00
Rush S. Knapp, Schoolcraft	20.00
Best and Russell Co., Chicago	11.00
South Bend Oil Co., South Bend	31.25
Armour & Co., Kalamazoo	11.10
Pfælzer & Sons, Chicago	9.50
Herbert R. Avery, Three Rivers	40.00
Fleischmann Company, Kalamazoo	8.00
Carl Klocke, Three Rivers	5.25
Star Paper Company, Kalamazoo	4.50
Home Telephone Company, Schoolcraft	5.00
S. S. Stern & Co., Marcellus	6.15
E. Walter & Co., Marcellus	3.25
L. B. Sweet & Son, Marcellus	8.33
I. N. Smith, Marcellus	15.00
Charles Seigel, Marcellus	15.00
C. R. Miller, Marcellus	14.00
King & Palmer, Marcellus	35.00
Centre Store Company, Marcellus	42.50
Dr. Homer Kenedy, Marcellus	62.75
Montgomery Ward & Co., Chicago	1.72
	\$700.41

Assets.	
Household goods	\$ 136.00
Stock in trade	50.00
Machinery, tools, etc.	1,000.00
Property claimed to be exempt	196.00
	\$1,392.58

July 3—Alfred Bentall and Charles Day, copartners doing business as Bentall & Day, individually filed voluntary petitions and were adjudicated bankrupt. The matter was referred to Referee Banyon. There are no assets over and above the statutory exemptions and the following are listed as creditors:

Cummer Manufacturing Co., Cadillac	\$240.00
Kehl Bros., Northport	300.00
Joseph Duesk, Chicago	753.00
H. E. Ashelby, Northport	450.00
Wm. Bartlett, Northport	377.00
James Thomas, Northport	288.00
Anderson Undertaking Co., Traverse City	95.00
Dr. Guy M. Johnson, Traverse City	110.00
H. M. Lardie, Old Mission	25.00
J. J. Meale, Lawrence	178.00
H. M. Lardie, Old Mission	103.00
Presbyterian Mission Fund Life Insurance Co., Philadelphia	65.00

July 5—In the matter of Ray E. Lancaster, bankrupt, of Schoolcraft, an order was entered calling the first meeting of creditors at Kalamazoo for the purpose of proving claims, the election of the trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of Bart Foley, bankrupt of Dowagiac, the adjourned first meeting of creditors was held at the referee's office. The trustee's first report and account, showing total receipts of \$712.50 was considered and approved and allowed. The trustee's report of exempted property was confirmed by the referee. The first order of distribution, directing payment of certain administration expenses, was entered and the meeting adjourned for thirty days.

July 6—In the matter of Roscoe M. Tabor, bankrupt, of Kalamazoo, the final meeting of creditors was held at the referee's office. The trustee's final report and account were approved and allowed. Certain expenses of administration were ordered paid. A first and final dividend of 6 6-10 was declared and ordered paid to all unsecured creditors. The trustee was authorized not to interpose objections to the bankrupt's discharge. Creditors have been directed to show cause why a certificate should not be made recommending the bankrupt's discharge and, no cause having been shown, it was determined that such favorable certificate be made. The final order of distribution was entered, whereupon the final meeting of creditors was adjourned without day.

July 7—Sidney D. Pidgeon, of Constantine, filed a voluntary petition and was adjudicated bankrupt and the matter referred to Referee Banyon. There are no assets over and above the statutory exemptions and the following are listed as creditors:

L. J. Ashbaugh, Constantine	\$ 9.50
Mary J. Davey, Pittsburg	200.00
First State Bank, Constantine	400.00
Commercial State Bank, Constantine	1,271.24
Commercial State Bank, Constantine	103.85
Charles Watt, Constantine	400.00
Keasey & Wagner, Constantine	30.00
Morrison & Dickerson, Constantine	6.00
	\$2,420.59

Kent State Bank

Main Office Fountain St. Facing Monroe
Grand Rapids, Mich.
Capital - - - - \$500,000
Surplus and Profits - \$500,000

Resources
9 Million Dollars

3 1/2 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 3 1/2 Per Cent SAVINGS CERTIFICATES ARE A DESIRABLE INVESTMENT

Fourth National Bank
United States Depository

Savings Deposits

Commercial Deposits

3
Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3 1/2
Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus
\$580,000

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

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

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.

MEN OF MARK.

C. E. Flanders, President Flanders Food Co.

C. E. Flanders hit the trail of life about forty years ago in Haverhill, Mass. Although the Flanders family traces back (authentically, not deviously) some 275 years in the State of Massachusetts, he wastes no time on the Mayflower myth. In view of the fact that the ancestors of some fifty million people came over in that famous ship, he is unwilling to crowd in.

Mr. Flanders was educated in the schools of his native city and subsequently in Mt. Hermon, Mass. The Massachusetts towns of Haverhill, Lynn and Brockton lead the world, so far as shoe manufacturing is concerned. It was quite natural, therefore, that as a high school boy, Mr. Flanders should find his first job, during vacation, in a shoe factory. This did not hold him long, however, and taking up educational work in Chicago, he made the acquaintance of H. J.

palate of the consumer. For more than three years, Mr. Flanders lived in Spain, but spent part of each year traveling in France and the British Isles. Here he was gleaning information concerning world markets and foreign-made specialties. Incidentally he was marketing his olives and olive oil.

Naturally, a man of his make-up and experience was sought after by others. Some eight years ago. Mr. Flanders transferred his services to Libby, McNeil & Libby of Chicago. Here, in direct charge of the sales of pickles and condiments, he very largely developed the business of that well-known house.

Mr. Flanders' next position was with the Williams Bros. Co., of Detroit, with which institution he remained until it went into liquidation.

About six months ago Mr. Flanders organized the Flanders Food Co., with ample capital to embark in the manufacture and sale of prepared food products on a successful scale. He enters upon this new enterprise with

are they? Mr. Flanders says, "A comfortable home; the family life; and a prosperous business; due consideration for others, and a determined effort to develop the best that is in a man, whether that man is your neighbor or yourself." Pretty good.

His almost endless travel, both in the United States and abroad; his association with both the wholesale and retail grocery trade in every state in the Union; his association with growers and field men, factory hands and factory processes, all combine to make a sum total which you can never beat. There are shrewd buyers, clever sales managers, fine factory men, but here is a circle, full rounded, which embraces all the requirements of a successful food and condiment business. His wonderful optimism, his vast energy, his faculty for organization, his contagious enthusiasm—the result is not to be doubted.

Sparks From the Electric City.

Muskegon, July 9—Nick Tanis, of Reeman, has made an addition to his store.

Pelky & Killmann Bros., of Cedar, are building a fire proof garage.

Jay Lycin, who is spending his vacation at Hart, come home July 4 to be near his wife. We saw him at the ball game alone.

E. C. Welton made an auto trip to Traverse City and the Soo during his vacation. Ernie reports a fine time.

The Cedar Bank expects to erect a modern building during the summer.

R. Christie has moved his stock into the new location, corner of Western avenue and Jefferson street. Mr. Christie has three large floors and a

basement and he expects to add to his already fine line of hardware.

Walter Keebaugh, of Arcadia, is remodeling his hay barn into an up-to-date garage. Walter is a hustler and we predict success.

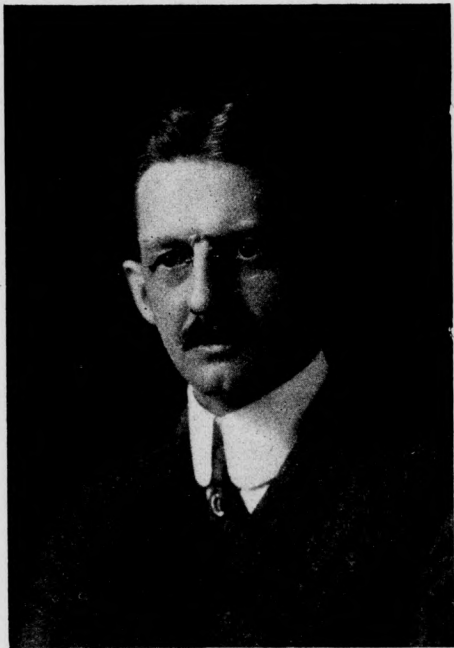
When there was talk of the Pere Marquette having to be broken up and sold, the writer for one felt sorry, but now we see our mistake, for had it been done a portion of it might have fallen into the hands of some one willing and competent to handle it. As it is, we now have a man as general manager who even advocates taking out the telephones. The Pere Marquette depots of Muskegon and Holland are a fair sample of the management and if the Railway Commission does not compel some changes at the North yards, there will surely be a slaughter there. Passengers are permitted to get off in the dark, with engines and cars passing back and forth on the various tracks and no protection is offered or even a pretense of same.

Very much has been said about the farmer producing more and from what I can see and find out from reliable sources there is fully 35 per cent. larger acreage of beans and potatoes in Michigan than last year, which, with anything like favorable weather, will produce an enormous increase over previous years.

Now it is up to the Government to start a campaign against sheep killing, disease spreading dogs and rats and mice to help save millions of dollars of food. E. P. Monroe.

The more prominence you acquire, the more slander you inspire. You can't expect men to like you for demonstrating their own inferiority.

There is just one person you need study to be honest with. That one is you. The rest will take care of itself.



C. E. Flanders

Heinz. He was one of the varieties Mr. Heinz fancied and although then nothing but a boy, he was induced to locate at Pittsburg, where he spent twelve very strenuous years. His inside work took him through every manufacturing department of the business and in no academic way. Jeans and perspiration were the order of the day—every day. From the manufacturing end, he undertook buying for his employers and also the very important work of locating, building, and equipping their outside factories.

In 1903 Mr. Flanders, with his family, took up his residence in Seville, Spain. Why? To learn the olive business from the Spanish end of the line, in the same "direct-contact" way that he had learned the pickle business. Very few men know olives so well as he does. His accurate and practical information begins with the little bud on the scrubby olive tree and traces the resultant fruit, perfectly selected, perfectly cured and perfectly packed, to the appreciative

much confidence in his ability to build up a large and profitable institution in the near future.

Personally, Mr. Flanders is a delightful man to meet—frank, straightforward and clean. Two all-absorbing interests exclude pretty much all of those minor relaxations which appeal to many men. Golf has been given up, theater-going and club life largely forsaken, and even the delights of horseback riding fail to draw him from his desk or his fireside. A charming wife and two interesting boys claim pretty much all the time which the knotty problems of business do not absorb. Outside of home and business interests, his leading activities have centered around welfare work for boys and young men. In this work he has taken a keen delight and been very successful. In Chicago Mr. Flanders was particularly active in church and Sunday school organizations, as well as in the Y. M. C. A.

President Eliot speaks of "The Durable Satisfactions of Life." What

Pleasure Cars or Motor Trucks

The Gem Motor Car Corporation has equipped its factory to produce both pleasure cars and motor trucks, whichever is in greater demand at the moment. This dual capacity enables the company to take advantage of the market and produce the class of goods which will bring in the largest measure of returns for the stockholders. This is one reason why we are recommending the stock of the Gem Motor Car Corporation so highly.

DEUEL & SAWALL, INC.

Murray Building, Financial Agents

Citz. 7645

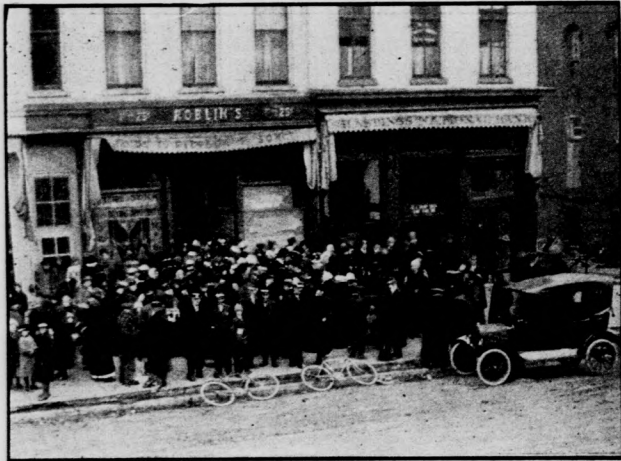
Grand Rapids, Mich.

Bell M. 2849



THE KERCHEVAL SHOE HOUSE,
817 KERCHEVAL AVENUE, DETROIT, MICH.

We show here a picture of the crowd who attended the second day of our sale—we sold for this concern, \$12,000 worth of men's women's and children's shoes in fourteen days. Write them for information. Sale began May 30th, 1917, and ended June 16th.



ROBLIN'S—1c TO 25c Store, HASTINGS, MICH.

We conducted a special sale for Roblin's 1c to 25c Store and show here the opening day crowd. On this day we sold \$604.00. Just think how many sales at 1c to 25c had to be made to make the above amount. Write them.



FOSTER BROTHERS—SHOES—PORT HURON, MICH.

For this concern our general manager sold \$6,452.00 worth of shoes in eleven days. We show here a picture of the crowds that attended this sale.

Contract Right Now
Be the First in Your Town. Don't Wait.

Mr. Merchant

In Face of the Endorsements on the Front Cover of This Paper and the Evidence Furnished You in This Advertisement

You must admit that we possess the merchandising and advertising ability to conduct a successful special sale in your store, and raise you enough ready cash to put you across the worry line and on the right road to successful business after your sale is over.

YOU MUST ADMIT—That our special sale proposition is one that should appeal to you. If you are overstocked. If you are in need of ready cash. If you want to retire from business, or if you want to increase your future business—you take absolutely no risks—you advance us no money—you do not pay us one cent until we have sold your merchandise at a profit and then you pay us only a very small commission on the merchandise sold and for which you have the cash. Remember, you place the selling price on all merchandise offered for sale during our campaign. Remember, you limit the amount of money to be spent on advertising, and last, but not not least, if you contract with us you will do business with the most reliable Sales Co. in America.

The pictures of crowds shown here are actual photos taken on the opening days of our sales in these stores. The figures furnished can be verified by writing any of these firms who will gladly furnish you with all information covering our work.

On the 9th day of June we opened a special sale for G. Hawley Walker, Limited, 126 Yonge St., Toronto, Ontario, Canada, whose stock of men's clothing and furnishing amounted to \$32,000. The Saturday before our sale opened this store sold \$700—on the opening day of our sale June 9th, we sold \$5,010.62, and in eighteen days we sold \$27,363.82. This sale showed a good net profit. Write G. Hawley Walker, for all information.

What preparation have you made, Mr. Merchant, for July and August, 1917?

The best special sale months of the entire year. Are you one of the many merchants that are going to reap the rich reward in the future through our special sale service? If not, you had better avail yourself of the opportunity **NOW**. No telling when the crash will come and the bottom fall out of high prices. Protect yourself and the future by our special sales. Don't let this great opportunity pass you by. Write, wire, phone or call. All information free and strictly confidential.

The Joseph P. Lynch Sales Company

44 South Ionia Ave.
Lindquist Bldg.

Grand Rapids :-: Michigan



A Statement
JOSEPH P. LYNCH

General Manager

Joseph P. Lynch

Ever since I first began in business I have stood for everything that is right. In the way of modern merchandising through the medium of Special Sales we have won success in every sense. Wholesalers, and Newspapers, and the public have all recognized our methods and sanction my advertising. The fact that I guaranteed the return on merchandise sold during our special sales is proof that our competitors said I could not exist. Our competitors have long since gone out of business. There is no question of doubt that merchants who do business with a man whose reputation is unquestioned.

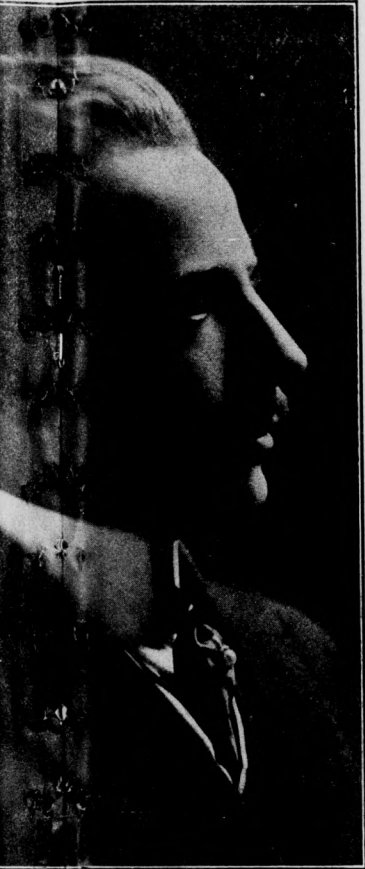
The Joseph P. Lynch Reputation is Your Guarantee

We dare not jeopardize our reputation for profit we might make on your business. We represent our work or our end.

Consider This

Reputation is the safeguard of business. Those who make false claims and who do not have expert knowledge of the methods. He is safe if he puts his money in the hands of good reputation.

Why take a chance with speculators (so-called) when you can have a reliable concern with such unquestioned reputation? Those on the front cover of this paper are the most reliable of its kind in America. The proverb, "Honesty is the best policy," is the best.



**A Statement by
JOSEPH P. LYNCH
General Manager of the
Joseph P. Lynch Sales Co**

first began in the Special Sale Business everything that is good and wholesome modern merchandising and advertising, sum of Special Sales in retail stores. I in every sense of the word. Merchants, Newspapers everywhere endorse my tion my advertising. When I announced guaranteed the merchant a good net profit sold during our special sales my com-uld not exist. Some of these same com-g since gone out of business—while my own in leaps and bounds—proving beyond t that merchants everywhere are ready with a man whose ability and respon-ioned.

**Joseph P. Lynch Sales Co.
Reputation Established
Your Guarantee**

jeopardize our reputation for the small make on your sale. We dare not mis-rk or our endorsements.

Consider This Well:

s the safeguard of inexperience "Avoid e false claims" whether or not a mer-t knowledge of special sales or their safe if he puts his trust in sales experts on.

chance with small or unknown sale pro-1) when you can do business with a re-th such unquestionable endorsements, as t cover of this paper. Our company, the its kind in America, is a monument to nesty is the best policy."

**More Facts
and Figures
on Sales
Conducted by Us**

D. W. CONNINE & SON, WEXFORD

For D. W. Connine & Son of Wexford, Michigan, whose stock of general merchandise invoiced at \$11,200 and population 105, I sold \$1,905 the first day of sale and second day \$708.00. In ten days I collected over \$1,000 of \$2,800 on book accounts.

A. SHOOK & SON, CORAL, MICH.

For A. Shook & Son of Coral, Michigan, population 385, whose stock of general merchandise amounted to \$7,000, we sold the first day \$1,122.00 and the second day over \$400.

C. E. ALBERTS, RAVENNA, MICH.

For C. E. Alberts, Ravenna, Michigan, population 600, whose general merchandise stock invoiced at \$7,000, we sold the opening day \$708.00.

C. B. TOWNER CO., BYRON CENTER, MICH.

We opened a special sale for C. B. Towner of Byron Center, Michigan. The population of Byron Center is 300. Wednesday, the opening day of our sale we sold \$1,267.69 and on the second day we sold \$869.51.

S. E. EDELSTEIN, BOYNE CITY, MICH.

On Thursday, April 12th 1917, we opened a Special Sale for S. E. Edelstein, whose stock of men's furnishings amounted to \$8,000. The largest day's business this store ever had in fifteen years, was \$400. On the opening day of our sale we sold \$1,307.63, second day, \$543.00, third day, \$531.00.

F. J. VIGOR, CAREY, OHIO

We opened a Special Sale for F. J. Vigor, whose stock invoiced \$9,000, the population of Carey is 2,000. The largest day's business this store ever had in eighteen years amounted to \$418.00. On the opening day of our sale we sold \$1,389.26, and in ten days over \$5,000.

What we have done for others we can and will do for you.

And it will cost you absolutely nothing unless we do. Every one of our sales must be a success or we receive nothing for our labor and pains. Write, Wire, Phone or Call on us at once, for full information, absolutely free.

**The Joseph P. Lynch Sales Co.
Lindquist Bldg.
44 South Ionia Ave.
Grand Rapids :: Michigan**



THE FAIR STORE, GRAND RAPIDS, MICH.

Crowds at the opening day of The Fair, where we sold \$6,736 the first three days of sales. This was the greatest and most successful sale ever held in the city of Grand Rapids.



SPEYERS READY-TO-WEAR, KALAMAZOO, MICH.

We personally wrote and planned the advertising that drew the above crowd and on the opening days the sales amounted to \$4,021.36. In fifteen days we sold over two-thirds of the entire stock. Write and find out about us.

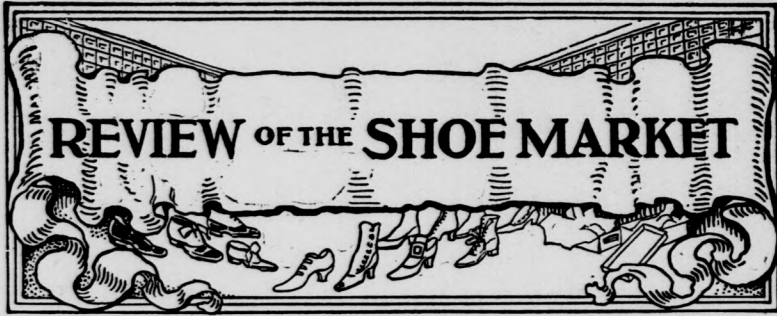


LITTLE HENRY STORE, MUSKEGON, MICH.

We personally wrote and planned the advertising for the above sale and the first three days' sales amounted to \$10,189.99.

**There Is But One
JOSEPH P. LYNCH**

His Picture Appears in the Center of This Advertisement
We Have No Other Traveling Representative



Making the Most of In-Stock Facilities.

Written for the Tradesman.

Quick-selling shoes from houses that have built up efficient in-stock facilities is a comparatively recent achievement in shoe retailing. And all indications at the present time are that the plan will grow in favor not only with small village and rural dealers but also with the larger merchants of the big towns and cities. Time was, of course, when the city shoe dealer couldn't see the in-stock proposition, and that for the simple reason that it hadn't been specially developed to meet his requirements; consequently when he found himself running low on sizes in the middle of the season, he could either re-order from the factory—waiting from four weeks to six for delivery—or he could mark down the remainder of his broken lines and dump them into the mid-summer clearance sale. This was the situation in those days when 90 per cent. of the jobbers' trade was in the country. But, as above intimated, that situation has now been changed; and in-stock facilities have been developed to a point where retail shoe dealers anywhere, whether in the small town or the big city, can readily avail themselves of quick-selling shoes on short order—orders usually filled the day they are received—and just the kind of shoes their trade requires.

And the in-stock plan is gaining friends every day. It is in line with intensive merchandising methods. It promotes quick turnovers. It obviates the necessity of taking long chances—chances that sometimes amount almost to a gamble. It enables a dealer to take advantage of an unexpected local buying-impulse. The shoe dealer who is connected up with an in-stock house can try out two or three lines where the fellow who orders months ahead from the factory is trying out a single line. "I'll buy anything," said the manager of a shoe store to the representative of an in-stock house. (It was a woman's proposition under discussion.) "I don't give a pickled darn what it is—how smart, freakish or even bizarre—provided it moves. But get that straight. We are all from Missouri in this store. You've got to show us. If it proves to be a moving line, and you'll guarantee to get the goods to us quick when we are convinced, all right; otherwise, nothing doing." And this particular house has, I think, the largest retail stock of women's novelty shoes I have ever seen anywhere. There's not much of any one thing on hand at any time, unless it's a fresh re-

order on something that's just proved to be a hummer; but they are trying out simultaneously many new ideas. And they are all in-stock propositions. When they see a line showing indications of a winner, they play it up; if something else falls flat, they haven't much of it anyhow, so they should worry; what they have will serve as bait for special day or week sales.

Between season leaders and specials constitute another good in-stock feature, and more and more this idea is gaining friends. With the shoe dealer it may very well happen—and often does actually happen—that it's a long time between seasons; in other words, when the bulk of the season's trade is in, there comes a long lull when there's nothing special stirring. Then is when the alert city shoe dealer applies the stimulus of the between-season leader or special—something a trifle different from that which has gone before, and yet something that doesn't exactly anticipate that which is to follow some weeks later on; with a price-concession that gets their attention right on the jump. Now the big city dealer who can visit the Eastern markets and get around the big manufacturers and jobbers, and sort of still hunt, as it were, for the ripe plums, is in a position to pull off something unusual in his old town in this thing of leaders or specials, but the little fellow can't do this, for he generally cannot spare either the time or the money. But right here's where the in-stock house can lend a helping hand, for many of them are prepared to supply shoes of this sort—and at a price that will enable the small shoe dealer to make a real killing in his community.

And quick-selling novelties galore may be had from in-stock houses. Some houses are noted for their novelties. They act upon the assumption that the trade—especially the women's and misses' trade—must be baited along with things new under the sun; their creed is, Keep 'em interested in stylish shoes. Now the notion of style is, of course, inseparable from shoes—though there are various degrees of stylefulness to which a dealer may go; but the assumption can well be made that the average dealer will require a little something—more or less—of an extra conventional type in footwear, particularly in women's and misses' shoes. The principal questions are: What? and Where? It's up to him to say What, for he's the only one to answer that question; but the logical answer to the latter enquiry is, in-stock. For there's where he can get it quickest,

Shoe Laces



LARGE PROFITS can now be made on Shoe Laces. Button Shoes with all their trouble and expense are in the minority.

Now is the time to reap your harvest. Our stock is now complete in both Round and Tubular in all colors and lengths.



HIRTH-KRAUSE COMPANY

Shoes, Findings
Rubbers and Tennis

Grand Rapids, Michigan

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"

and there's where he can quickly get some more of it if it proves to be making a local hit.

From all of which the writer is firmly of the opinion that the in-stock proposition is going to cut an increasing figure in the scientific, intensive, eminently businesslike and solidly profitable shoe distribution of tomorrow. Cid McKay.

Boomlets From Bay City.

Bay City, July 9—William T. Ballamy is spending his vacation touring Ontario by automobile. The writer advised him not to imbibe too freely of Canadian rye. He promised to be cautious.

Charles A. Walker, general merchant, Metamora, made a flying trip to Oxford July 2. A shoe salesman who accompanied him is ready to testify that the flight was successful, because only high spots were touched.

B. Kinsman, successor to John Bark, Romeo, is reducing stock, preparatory to moving his stock of general merchandise to a larger store, because his present quarters are too small for his rapidly increasing business.

Richmond, one of the live towns of Eastern Michigan, has two post-offices, Lenox and Richmond, and its citizens boast that there is not another town in the State which can claim the same distinction.

Fargo, a village situated on the recently completed extension of the Detroit, Bay City & Western Railway, is now a favorite trading center. Its department store, recently erected and stocked by Henry Heilmiller, will compare favorably with any store in cities of 5,000 to 10,000 population.

The hotels of Michigan were unusually quiet last week, it being the vacation period of those knights of the grip who sell groceries, flour and meats. Here's hoping they may have an enjoyable time and return to their territories with a fresh stock of stories. Many of the old ones—I refer to the stories—are worn threadbare and adorned with gray whiskers.

C. W. Lindke, who for many years conducted a general store at Cash, is engaged in the elevator business at Watertown, which is one of the many towns which have been built along the line of the D. B. C. & W. Railway.

Mayor Mundy has placed a ban on street carnivals. His decision will be approved by a large majority of the residents of our city.

C. F. Harrington, President of the Hotel Harrington Co., Port Huron, died July 6. Mr. Harrington was a genial gentleman and a familiar figure at the Hotel Harrington. He will be greatly missed by a large number of traveling salesmen.

The North Branch Co-operative Co., North Branch, succeeds Herman Bros.

Glenn Harris, the heavy weight member of Bay Council, is at home rocking a cradle, a baby daughter having arrived at his home July 7. J. H. Belknap.

Gabby Gleanings From Grand Rapids

Grand Rapids, July 9—J. J. Dooley, accompanied by Mrs. Dooley, left for Detroit Monday. While John is doing Detroit with his salesmen, Mrs. Dooley will visit friends in Birmingham, Cedar Point and Sandusky. She will return via Detroit and escort J. J. back to the domestic hearthstone. They expect to be gone two weeks.

Don't forget to remember next Saturday, July 14, is the day for the U. C. T. picnic at Manhattan Beach. Arrangements have been completed for some time. Be there with baskets and friends. Those of you who did not receive cards kindly overlook the error, as it was not intentional. Some error through the mailing list. Come

one, come all and be with the gang.

The July U. C. T. meeting was opened and closed in due form by Senior Counselor E. J. MacMillan. A large number were conspicuous by their absence.

Grand Sentinel Stevenson, of Muskegon, was in attendance and gave a nice talk on co-operation and the launching of a succession of rallies for the coming fall. Come again, Steve, you are always welcome.

Walter Lypps says if they keep cutting down the speed limit, he is going to cut off two or three cylinders from his Studie six, because he can't keep his foot off the exciter.

John D. Martin makes a good sub-officer, but he is inclined to get his feet up in the air.

As usual, the U. C. T. picnic, Saturday, July 14. L. V. Pilkington.

Items of Interest from Byron.

Byron, July 9—Byron, celebrated the biggest and grandest Fourth it has had for years. Everything was a grand success. There were fully 5,000 people here. A surplus in the treasury shows that the people of Byron and vicinities responded heartily.

The flag pole raising was very magnificent and it was a fine pole and flag. Supervisor Guy L. Braden was the toastmaster.

Burr Wood, the assistant in the bank, had the misfortune to get his collar bone broken while playing ball. He and one of the players collided. He is able to attend to most of his work.

The fireworks were grand and no fires resulted. The marshal of the day and special police managed the crowd in fine shape. No drunken brawls. The home guards of Shiawassee county gave an exhibition drill and did it fine. Groceryman.

He Did.

The sleepy man waited until Clarence Baker, barber, took another breath.

"Say," he said, "cut it short."

So the barber did.

And when the victim woke again, he looked like a peeled muskrat.

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



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

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's61	.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

PRESTIGE

In your Men's Shoe Department means a whole lot to your business

Bertsch Shoes for Men

carry with them that PRESTIGE that will bring customers to your store.

If the HEAD of the house is a satisfied customer you are pretty sure to get the business of the rest of the family.

Men in every walk of life know and believe in the BERTSCH SHOE.

The STYLE and SERVICE GIVING QUALITIES of the BERTSCH SHOE have made permanent friends for the line.

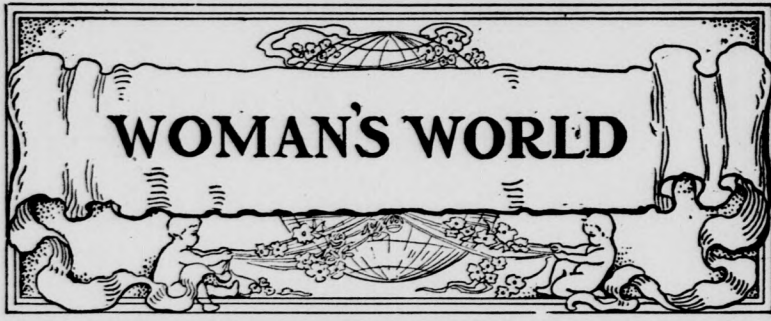
You should RECOMMEND and SELL the BERTSCH SHOE to your trade because it WILL give BETTER SERVICE and BETTER SATISFACTION than any other similar line offered you today

It will add much to the PRESTIGE of your store.

THEY WEAR LIKE IRON

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.



WOMAN'S WORLD

Reluctant to Admit Cost of Pet Extravagance.

Written for the Tradesman.

Have you ever noticed how reluctant most persons are to acknowledge the full cost of a pet extravagance?

I know one man, an inveterate hobby rider, who freely confesses that only one of his many hobbies ever has paid its own way. He is exceptional in his candor. This man works in a bank, and so has a mind trained to accepting figures as they are. He is an enthusiast in the raising of fruits and flowers. When he reads of a novelty, he can not rest until he has tried it out. A few years ago he heard of a new plant, and sent to England for a few seeds. From these he raised and sold several dollars worth of seed. Not counting his time anything, he truthfully can claim that this paid. As to every other of his thousand and one horticultural and floricultural experiments, some of which promised large profit, he admits a deficit. This facing of the actual facts is what marks him as out of the ordinary.

Among my acquaintances is another man who is a great lover of animals. His mornings and evenings and much of his Sundays he devotes to the care of his chickens, goats, and pigeons. He is unlike the bank clerk in that he hasn't a mathematical mind. He hates accounts and does very little book-keeping. But he has managed to keep track of the number of eggs one of his prize hens laid during the year ending the twentieth of last May. I believe it was 269. He never fails to cite her when you ask about his poultry. And he will go on and show you that two thousand hens, laying at the same rate, would yield an annual income of more than four thousand dollars, clear of all expense. Wily soul, he is careful not to mention that most of his flock are superannuated biddies not averaging an egg apiece per week, and kept simply because he hasn't the heart to dispose of them. About his feed bills he says as little as possible. This man always is optimistic about his various living creatures, and seems not to realize that he is putting in a great deal of hard work on a proposition that, under his management, certainly never more than pays expenses, and most of the time loses him considerable money. It is the dream of his life to quit his present occupation and have a chicken farm.

Pauline Winant does some wonderful things in the way of justifying her expenditures, which are mainly for clothes. She is very plausible. She convinces herself and almost convinces you that the thing she wants

is not only chic and becoming, but a genuine economy as well.

Before Easter she sighted a very handsome hat, price \$25. "It's more than I want to pay—millinery is so fearfully high this year," and she knitted her brows thoughtfully as she spoke, "but with this one hat and a pair of shoes I can get along this summer. But of course if I wear my old things, I must have something pretty good in a hat. So much depends on hat and shoes anyway. And really it will be a great saving to take this, even if it does seem a little expensive, instead of buying a cheaper hat at say eighteen or twenty dollars, and a suit and a lot of dresses. I always would rather have just a few things and have them nice." Poor Richard himself was hardly more given to epigrams of frugality than is Pauline.

Of course she bought the hat, also a very stylish pair of shoes at \$12.50. In regard to these, "I've looked at every shoe store in the city," she declared, "and this is the only pair I could find that fitted me and were comfortable on my feet. It just doesn't pay to buy cheap shoes and throw them away before they are half worn out."

Early in May, word that a cousin was coming for a long visit made a new suit absolutely necessary, or so Pauline averred. Of course she deplored the outlay, but she paid a high price, reasoning that while she was getting she might better have one good enough that it would answer for two seasons. With the approach of June, since she would be invited to several weddings, she discovered that she simply couldn't do with less than two new gowns. These are both beauties and when completed cost her a pretty sum.

Pauline is a stenographer and lives at home. She spends almost her entire salary on her wardrobe—much more than she should spend, considering the family circumstances. And yet she commits every extravagance in the name of economy.

It is in connection with the automobile that self-delusion in regard to expenditure reaches its culmination, or at least this is the conclusion arrived at by my friends the Parrs.

"We lately have been sounding some of our acquaintances who keep machines," Mrs. Parr told me, "to find out, if we could, what it would cost us to own and run a little auto." She mentioned three or four of the low-priced makes. "Almost without exception they advised us to have a car, but each suggested one more expensive than those we spoke of—every one has his favorite, of course.

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.



139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.



Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

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

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

Double Your Bread Sales

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



The new "Airlight" 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.

'You simply must have a self-starter—you are liable to break an arm with one,' they all told us. While our friends all recommend the late models and appliances, they carry the impression that it wouldn't take so very much money. For one thing, they all hold up that our use of a machine would be so light that the expense of upkeep would be quite small. One man thought a good machine would last us twenty years! 'When you have a car you don't spend nearly so much on theaters and other amusements,' another friend assured us.

"Really, most seem to count nothing for depreciation," Mrs. Parr declared. "An automobile is bought and paid for. That money is spent, and no further reckoning is made of it. As to new tires, repair bills, gasoline, oil, insurance, taxes, license fees and the like, I truly believe that most don't set these items down, or if they do enter these expenditures in their accounts, they never add up to find the sum total. From only two of our friends could we learn anything definite. These are both salesmen, whose houses supply them with machines and compute operation and maintenance from actual outlay. From what these men told us, we decided we would best wait a while before buying a car. But we found that most people are so in love with motoring that you simply can't get them down to facts and figures."

This is very true—you can't get most persons, even those who are classed as sensible and level-headed, down to facts and figures regarding the expense of an automobile. You must allow for a strongly affectionate bias in its favor, for the automobile is now the most popular of all hobbies—the prime favorite of all pet extravagances. Quillo.

Cash In on Telephone and Typewriter.

Are you getting your money's worth out of your telephone and typewriter? These two modern, indispensable pieces of office machinery have an incalculable value as regards obtaining new business for your store.

Most of us use the newspapers, possibly some outdoor displays, a church programme or a cook book advertisement and let it go "at that." This is where we begin to unconsciously treat advertising as a necessary evil.

Oftentimes what proves to be one of the most productive publicity "stunts" turns out to be the cheapest. Your telephone is a part of your business fixtures and is already installed; your typewriter is there and paid for—use them to the utmost.

Everyone, without any exception, has a little vanity hidden away somewhere within himself and an advertising message of a personal nature is going to tickle this vanity and get an audience with him "right off the reel." In every town there are some well-dressed young men to whom this inexpensive advertising will make an instant appeal and as far as the old, staid business men are concerned, they will "fall" nearly every time if the proposition is handled in a diplomatic sort of a way.

As an example of what can be done with the phone, I will explain one part of our "Brown's in town" campaign. The big idea was to move the seemingly large quantity of brown merchandise which had accumulated. "Teasers" and other various kinds of advertising matter were used to get the public aroused and interested and the day the plan was "let out of the bag" the windows (broadside) were trimmed to the limit with brown merchandise of every description; and then came the phone.

We have two trunk lines into our private exchange and arrangement was made with the local telephone company for a special operator to handle the calls at the main exchange. One of our trunk lines was turned over to the advertising department, where one of our girls sat and called up picked names from the classified pages of the phone directory, saying in each instance: "Mr. Blank, Mr. Brown's in town at the B. & M." Being naturally curious, they, at some time during the day, stopped in front to see what it was all about and the results were very gratifying. While the idea didn't cost much all together, we believe the phone did the big end of the work. Duke Murta.

The Courteous Man Is the Big Man.

The easiest man in the world to see and transact business with is the big man—the really busy man. I have met at times some of the "biggest" men in the country. I have yet to meet one who did not have time to be courteous.

The bigger a man is, the more tolerant and approachable. Which leads back to my original premise; it is only the man who is not quite sure of himself who treats his visitors rudely.

The wise merchant will welcome the traveling salesman. The worthwhile salesman can help the intelligent merchant, while the other kind of salesman cannot do any harm to the merchant who is master of himself.

The salesman of to-day is far more than a peddler. He is a business man. He is the advance courier of progress; he brings the latest news of the markets of commerce, the newest wrinkles and ideas. He is in daily and intimate touch through his house with all the developments in his particular realm of trade. Besides this, his occupation takes him into places and he has been trained to observe. Like the bee which passes lightly from flower to flower, the traveling salesman flits from store to store, and—who can tell?—he may have picked up an idea in Kalamazoo that could be applied with equal success in Bellingham. Do not despise little things. The pebble in the road may be a nugget of gold to the man who has eyes to big ideas, to the man who thinks.

There is no other situation on earth where the Golden Rule offers such a safe rule as in the relation between buyer and seller. It is up to each to govern his treatment of the other by "Do unto others as you would have others do unto you."

Lots of bright hopes are exchanged for gloomy experience.

SPLENDID OPPORTUNITY FOR YOUNG MEN

Study Veterinary Medicine. Have a profession of your own, be independent. It is one profession that is not crowded. Its future looks brighter than ever before. No one doubts the future of the livestock industry. The U. S. government needs Veterinarians as Meat Inspectors, Serum Inspectors, etc. Become a qualified veterinarian and a good opening is practically waiting for you.

The Grand Rapids Veterinary College offers every opportunity for studying Veterinary Science. Three fully equipped laboratories, a veterinary hospital, exceptional clinical facilities, a faculty of 12 members, three good lecture rooms, a large dissecting room, 1,800 free clinics in one year, 500 alumni all making good. Organized and operated under state law. Governed by board of trustees.

A 4 Years' Course of 6 1/2 Months Each

School opens in September, ends in April. Nearly six months each year to earn money to pay expenses. Grand Rapids offers remarkable opportunity to make money while at college.

Every student is given a free membership in the Y. M. C. A. with full privileges. We have an organized football team, athletic association, lecture course.

Four years at Grand Rapids Veterinary College will give you an efficient knowledge of Veterinary Medicine. Write for catalogue and information.

Dr. C. S. McGuire, Dean of Faculty. Colon C. Lillie, Pres. Board of Trustees. 194 Louis Street, Grand Rapids, Mich.

Grand Rapids Store Fixture Co., Inc.
The Place, 7 Ionia Ave., N. W.
BUY AND SELL
Used Store and Office Fixtures

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 Hilfer Co., 1503 Peoples Life Bldg., Chicago, Ills.

Crescent Mapleine

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

FIRE ESCAPES

Schools, Public Halls
Factory and Office Buildings
Apartment Houses, Hotels, Department Stores

Special Designs and Standard
"State Specification" Equipment

Ask for Estimate

ADOLPH LEITELT IRON WORKS

213 Erie Street

Grand Rapids, Michigan



—the home drink

Besides its popularity at drug stores, fountains and restaurants, Bevo has found a welcome place in the home. A family beverage—a guest offering—a table drink that goes perfectly with all food.

As a suggestion for Sunday supper—Sweet red or green peppers stuffed with cream cheese and chopped nuts or olives, served on lettuce leaves. French dressing. Cold meat. Toasted crackers. Bevo for everyone. A beverage that tastes like no other soft drink. Pure, wholesome and nutritious.

Bevo—the all-year-round soft drink.

Sold in bottles only and bottled exclusively by ANHEUSER-BUSCH—ST. LOUIS



24B

Conservative Investors Patronize Tradesman Advertisers



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.

Utilizing By-Products of Creamery and Cheese Factory.

A good deal of attention has been directed the past few months to the problem of utilizing to better advantage our creamery by-products, such as buttermilk and skimmilk. This matter has properly been made a part of the valuable work of food conservation energetically undertaken by the Department of Agriculture and a large amount of information and advice on the question of converting these by-products into valuable human food has been sent out from the Department offices at Washington. Much of this printed matter has dealt with the manufacture of buttermilk and cottage or similar soft cheeses, but we understand that investigations are now underway to determine other forms of cheese that may profitably be made from the surplus skimmilk and buttermilk and which would be profitable to manufacture in those plants so situated that softer, perishable cheeses cannot be marketed advantageously.

In connection with this undertaking there are some features of the present cheese market which are worth considering. Last fall and winter we experienced a very pronounced shortage of the cheaper grades of skimmilk and part skim cheese of the cheddar type and before spring came with its heavier flow of milk, all grades of these cheddar skims were selling at unheard of prices, their advance in value being relatively much greater than that experienced in the market for whole milk cheese. Full skims, which in normal times sold around 2@5c a pound were kept closely cleared in the early months of the present year at 10@13c and even 14c a pound. These record prices, with the opening of the new season, stimulated a much heavier production and lately we have had a most unsatisfactory market for these poorer grades of cheddar skims, prices falling back so sharply that other outlets for skimmilk now probably offer relatively better inducements. Several factors have contributed to this decline. The most important has been the cessation of the export demand for cheap skims; but our domestic trade has suffered also. Probably the largest domestic outlet for cheap cheddar skims has been the saloon trade, where such skims were widely used

in supplying the free lunch counters. But high prices until lately prevailing for all food have done much to reduce the free lunch feature of the liquor business and legislation in several states has also had an effect. We are informed that a law was recently enacted in Pennsylvania abolishing the free lunch, and that State has been an important buyer of cheddar type skims for this purpose.

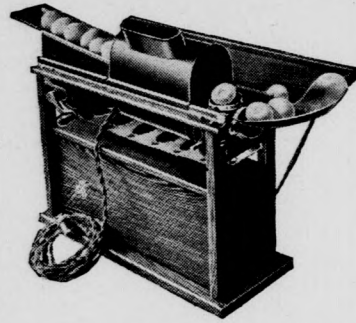
It is impossible to say how long the present unsatisfactory conditions in our market for low-grade skims will continue. A return to recent high prices is dependent upon export buying and there is no sign of an early resumption of this trade. In the meantime speculators refuse to store the surplus make at prices which are in line with those at which the whole milk cheese is moving into storage, or which appear in line with other outlets for skimmilk.

This unsatisfactory position of low-grade cheddar skims indicates that it would be well for those contemplating the manufacture of firm-bodied cheese from skimmilk to investigate the possibilities of some other than the cheddar type. And of these the various varieties of hard cheese produced largely in Southern Europe and formerly extensively imported into this country deserve attention. The war has largely reduced shipments of these hard skim cheese from Italy, our chief source of supply. During 1914 Italy sent us about 24,500,000 pounds of cheese, during 1916 about 19,150,000 pounds and shipments for 1917 will be, according to present indications, very materially lighter. Our market has been so short of these Italian types that the industry has been rapidly developed in other countries to supply the demand here. For four months past we have been importing these hard Italian type skims, useful chiefly for grating purposes, from Argentine Republic, the last shipment, comprising about 250,000 pounds, having arrived last week in New York.

It would appear, in view of existing high ocean freight rates that a larger part of our skimmilk might profitably be utilized in the production of these Italian cheese. At least the proposition is worthy careful investigation.

An ounce of care is worth a pound of repair to the cyclist.

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.



S. J. FISH CO. JACKSON, MICH.

Patentee and Manufacturer
of the

Best Egg Tester

on the market

Write for catalogue—no agents

This Ad will not appear again

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

Valid Reasons Why the War Came to Us.

Ann Arbor, July 10—With no disloyalty to our country; without weakness or cowardice; with full yielding of our means and service to our country's need; with supreme faith in God who rules over all, we may still ask and seek to know why this war has come to us. Blind, unreasoning obedience is not expected or desired in a Government like ours. The more we know of the causes of this war, the more earnest will be our desire to do our part in its prosecution. Three years' object lessons of war have only intensified our horror of it; given us better understanding of what it means to the soldier who takes part in it and filled our hearts with sympathy for those who give their loved ones to their country's service, knowing that if they are captured by the Germans or Turks they will be horribly mutilated by the two most brutal peoples of the world. The close student of our National life can not help discovering that many things have been going wrong. We have made some progress in righting wrongs and in overcoming hurtful tendencies, but in some ways the weeds of life have grown rank and undisturbed, choking out the grain of true success.

We would not say these things have brought on the war; we do not claim that war has come as a punishment, but out of the trial and struggle we expect there will come correction, much desired improvement which, alas! only affliction can bring.

We have been sinfully wasteful of food while others starved, both at home and abroad. We have fed, warmed and sheltered the idler and let the worker suffer need. We have made sports, athletics, amusements, wealth, power, social caste, even education, our gods—first in our thought, affection and plans, in obedience to the command: "Thou shalt have no other gods before Me." We have despised the Poles and Italians, and called them cattle because of the way they live—the way that despotism has forced them to live in their own lands. They have performed the menial work which we have outgrown and they have in many cases proved more dependable than the American day laborer. We welcomed the German emigrant because of his thrift and industry, but we allowed him to import un-American customs, beer guzzling, concert and dance halls, Sunday amusements and other objectionable things to desecrate our Sabbath and lower our moral standards. Can we not see that we are following in their wake, according to our National tastes, with ball games, horse races, excursions, theaters, shows and the like on the Sabbath day? The more we are prospered, the more we accumulate and have to enjoy, the less we thank God who gives us all. Those churches only are filled which can offer counter attractions to worldly pleasures, sensational features, amusements, recreations, contests, prizes, rich adornment, music, art and unnumbered expedients to draw the people from the place of worship and soul food.

The drink traffic, blighting and slaying its millions, has long been legalized, licensed and protected by our Government. As a war measure we may have prohibition much sooner than we otherwise could. Tramps and vagabonds—idlers—have been fed and clothed by both private and public institutions, while the worker is taxed to help support them. This wrong may also be righted.

Coal, minerals, water power, lumber and other products of the earth—the gifts of God to all the people—have been given over to the absolute control of individuals, corporations and capitalists, not only that they might amass enormous fortunes for themselves in legitimate ways, but have been used to oppress the people

to force greater profits by holding back necessities and producing scarcity. A Government of the people, by the people and for the people will correct this.

We should have begun paying our debt to France by sending her troops three years ago. We should have entered the war as soon as the German barbarians invaded Belgium, contrary to every law and in violation of their plighted word. We should have sent troops to Asia Minor as soon as we knew to a certainty that the German nation and the German people were encouraging the Turk to massacre Armenians. The torpedoing of any neutral merchant or passenger ship was ample cause for a declaration of war. Some day we may wish our histories could say we entered the war voluntarily in the cause of humanity—not that we were forced into it. We should have been more proud of our record if we had acknowledged our idleness, extravagance, wastefulness and follies and begun the present reform movements before impending war forced us to do so.

Let us be grateful that many, rich as well as poor, have long practiced rigid economy and are competent to teach the novices in the time of a great National crisis.

E. E. Whitney.

Ten Commandments for Employees.

1. Be on time.
2. Dust your counters the first thing in the morning. This will save the merchandise from becoming soiled.
3. Keep your stock in good shape; stock work should be done in the morning before getting busy with customers.
4. After you are through with a customer, put the stock back in good shape; this will prevent it from becoming mussy and will save time in making the next sale in the same department.
5. Do not leave your department except on business. If your time is not taken up with a customer or in doing stock work, then "loaf" in your own department. Otherwise you will be wasting the time of some employe who is minding his own business.
6. Call at the office on business only. Employees in the office have no time to waste visiting with you.
7. Employees are requested to do their shopping in the morning. Their time should be devoted to the trade later in the day.
8. Avoid "knocking" employes or employer. Many times it has been found that some store salesman caused a breach in an organization which disrupted the selling force to a serious extent. The organization as a whole comes first and the salesman, no matter how efficient, must make way for the progress which can only be enjoyed after the elimination of all dissatisfaction. Let loyalty and goodfellowship prevail.
9. Always bear in mind that your success depends on your own efforts. If you are not worthy of advancement, there is something wrong with your sale sheet and the interest you take in your work. Too much visiting with friends during business hours makes a big difference in your sales totals.
10. The fellow who only sits still and does what he is told will never be told to do big things. Think beyond your job. Nothing is more fa-

tal to success than taking your work as a matter of course. The surest way to qualify for the job just ahead is to work a little harder than anyone else on the job you are holding down. Don't be afraid to start at the bottom. Bare hands grip success better than kid gloves.

Under the stimulus of an unusual war demand the condensed milk industry of the United States has made a very rapid expansion during the past year. The larger manufacturers for some time past have been behind in their orders, and to meet the enlarged demand many new factories have been erected and many more are being planned. The big companies have had their agents covering the dairy country from coast to coast and new plants have been installed wherever the supply of milk and other conditions have been found to favor their success. It is impossible to tell how long the boom will continue. The demand is still active and will probably continue so as long as the war lasts. With the coming of peace it is difficult to predict what will happen.

Every time a man hears his name mentioned in connection with a political office he imagines that the world is growing better.

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

**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.

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. GRAND RAPIDS, MICHIGAN

FREE! FREE!



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



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.

Paris Green Arsenate of Lead
Get Our Prices

Reed & Cheney Co.

GRAND RAPIDS, MICH.

**HORSE SHOE
TIRES**

Wrapped Tread System

Guaranteed For 5,000
Miles

Made in All Styles and Sizes

The Treads are thick, tough
and long wearing. The non-skid
prevents skidding and insures
uniform speed by clinging to
solid bottom on muddy, wet
thoroughfares.

Red and Gray Inner Tubes
Batteries, Spark Plugs
Auto Shawls and Robes

Wholesale Distributors:
BROWN & SEHLER CO.
GRAND RAPIDS, MICH.



Grand Council of Michigan U. C. T.
 Grand Counselor—John A. Hach, Coldwater.
 Grand Junior Counselor—W. T. Balamy, Bay City.
 Grand Past Counselor—Fred J. Moutier, Detroit.
 Grand Secretary—M. Heuman, Jackson.
 Grand Treasurer—Lou J. Burch, Detroit.
 Grand Conductor—C. C. Starkweather, Detroit.
 Grand Page—H. D. Ranney, Saginaw.
 Grand Sentinel—Al W. Stevenson, Muskegon.
 Grand Chaplain—Chas. R. Dye, Battle Creek.
 Next Grand Council Meeting—Jackson.

Pickings Picked Up in the Windy City.

Chicago, July 9—Chicago is now enjoying its summer resort season. All forms of amusement parks, bathing beaches, and the municipal pier are open for the summer and people are taking advantage of every moment to enjoy these wonderful spots.

John Dietrich, Secretary of the G. J. Johnson Cigar Co., Grand Rapids, was a Chicago visitor on business last week, calling on factory customers in Chicago and throughout the State.

William Rooney, Illinois representative, other than Cook county, paid Chicago a visit last week.

The accident to the whaleback at Milwaukee last week is still the talk of the city. It is doubtful if this boat is again put in commission for some time to come, because the upper decks were totally wrecked. This is quite a loss to the excursion loving people of Chicago. The boat was always well patronized.

Chicago is to enjoy another strike, that of the engineers at all plants in the city which manufacture their own ice. They are striking for an increase in salary of 15 per cent, more than they are now receiving. At present they receive 48 cents per hour. Strikes in Chicago are a common thing.

Striking waiters and bartenders at the Bismarck Hotel have coined a new name for that institution, to-wit: "Fort von Hindenburg."

Marshall Field & Co.'s Review for the past week: "Wholesale distribution of dry goods for the current week is running well in advance for the corresponding period of 1916. Road sales are greater and buyers coming into the city have been of larger numbers than last year. Collections are very satisfactory, which speaks well for the prosperity of all lines of business."

The Tradesman has started something. It is now becoming the talk of Chicago among the grocery dealers, as well as other lines, to inaugurate what is known as "carry home all purchases under \$5." This, it is claimed, will eliminate waste and effect a larger measure of economy. This, it is said, was the result of a meeting of fifty members of the Chicago Retailers Association, but the writer thinks the suggestion comes from the Michigan Tradesman. It is the intention to instruct all salesmen when making a sale to a customer not to mention "Will you have this sent ma'am?" This no doubt will be a great help, to the country.

One of Chicago's visitors last week was Ed. Bullock, Sr., Counselor of

Cadillac Council, Detroit. Mr. Bullock drove from Detroit to Chicago with his family, enjoying every moment. During his stay in the city he visited his friends at Indiana and Garfield boulevard, leaving for Detroit July 7. Eddy sure thinks that Chicago is a big city.

One of the large real estate deals put over last week was that of the Hall Printing Co. They will build a \$900,000 addition of seven stories to their plant. This will be in the neighborhood of Chicago, Townsend, Kingsbury, and Superior streets. The building will have a frontage of 130 feet on Townsend and Kingsbury streets by 341 feet on Chicago avenue. It will be the largest printing establishment in the city when completed.

One of Chicago's daily publications, called the Day Book and the only address newspaper printed in the city, wound up its affairs last week. This little paper formerly sold at a penny, of late 2 cents. It is reported that in the last six months it has been losing as much as \$500 per month. The largest circulation was 25,000 copies daily. The owner and editor was a Mr. Cochran, who is editor of the Toledo News Bee. The paper was founded in 1911 and was well thought of by the masses in the city.

It is reported that the people living in the vicinity of Fort Sheridan and the naval training station will petition President Wilson to remove all disorderly houses. This is being done for the purpose of protecting the country's young men who are in training and those who will enlist from time to time from being thrown into bad company.

J. A. Barclay is now in charge of the new delicatessen, ice cream parlor and cigar store in the Morrison Hotel. Mr. Barclay is very much of a successful clerk and during his short managership of the cigar part of the store has increased the business about 10 per cent, over what it has been in the past.

Charles W. Reattoir.

Guarantee Side of Prices and Qualities.

A man who is now closely studying the situation of the piece goods mills and who, for years, was in close contact with the consumer, makes the statement below. For various reasons he has asked to have his name withheld:

"Any concern that, without an explanation or without qualifying honestly by setting forth the exact possibilities, sells merchandise upon which it cannot make good is doomed.

"Years ago, it is true, it was possible to succeed and sell merchandise with any explanation which could not be guaranteed. To-day the ethics of business have been raised to such a standard that a man or firm must make good on every transaction. This is especially true of the retail clothing business.

"The statement that, due to in-

feriority of quality, it is impossible to guarantee the wear of clothing until conditions change, is not true. It may be true that there are mills which are, and which have been, lowering their standards, yet there are mills that all of the time have made dependable merchandise, qualified to stand an un-red-taped guarantee. There are also clothing manufacturers who have now and at all times continued to make clothes that could be guaranteed.

"This dependable merchandise, of course, costs much more and must be sold by the retailer at a higher price, but the fact remains that dependable merchandise is, and has all of the time been available. The position of the retailers who find it impossible to guarantee their merchandise is the result of not taking conditions as they were and acting accordingly. This position is the step-off to inevitable business ruin unless these retailers right-about-face and either pay an advanced price for dependable goods and advance the retail price—frankly explain the situation to the consumer—or, if the consumer will not pay the advanced price, frankly advertise the fact that merchandising cannot be guaranteed and the standard of quality has been lowered. There may be a temporary loss of business, but this will be erased in a short time by increased prestige and good-will—two things that are business magnets."



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

CODY HOTEL

GRAND RAPIDS

RATES \$1 without bath
 \$1.50 up with bath

CAFETERIA IN CONNECTION



Don't Despise the Drinking Man—Help Him

Don't kick a man because he is drunk. Help him. Surely every man is worth saving. Drop us a line and let us tell you how we can aid him. Address The Keeley Institute, 733-35 Ottawa Ave., N. W., Grand Rapids, 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

OCCIDENTAL HOTEL

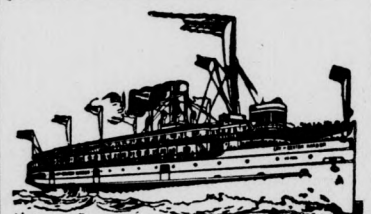
FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon Michigan



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.

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

INCREASED EFFICIENCY.**Services and Activities Which May Be Curtailed.**

Washington, July 10—The Commercial Economy Board of the Council of National Defense wants the voluntary assistance of every business man. This board is endeavoring to save lost motion in business during the war and in this manner to release men and materials for the war. Whatever can be done in this respect will correspondingly reduce the demands upon important business operations.

In practically every trade there have grown up non-essential services, some of them mere conveniences and others hardly that. In time of peace they may be permissible. In time of war they are a serious waste, and should be stopped.

Returns of Bread.

The bakers' acceptance of returns of bread from retailers is such a service. Approximately 4 per cent. of the bread sold is returned. It is estimated that enough to feed 200,000 people has been lost entirely apart from the unnecessary expense of handling. The Board's request, made after consultation with the bakers, has met with hearty acceptance by all in the trade and the practice will be largely stopped.

Returns to Retail Stores.

Retail dry goods and department stores have permitted the practice of returning goods to develop until today the return of 15 to 20 per cent. of all goods sold is common. Like the bakery returns, this privilege has sprung from the desire of the stores to out-do one another in serving the public. The Board has recommended that the practice be severely curtailed—a welcome suggestion to the trade. There will be released for more essential service many accountants, book-keepers, clerks, packers, checkers, deliverymen, and delivery equipment.

Retail Delivery.

The Board is now studying the retail delivery system. Suggestions will soon be made to avoid duplication of delivery service, and to reduce the number of deliveries made, and an effort will be made to bring home to store patrons that going home empty-handed keeps men from essential employment and that a package under the arm is not in these times a thing to be ashamed of, but rather a mark of patriotism.

Number of Styles.

One of the costliest of the non-essential services so far considered by the Board is the offering by commercial concerns of an excess variety of styles. In some lines of business, the Board has been informed by men in the business, the styles could be reduced 25 to 50 per cent. without inconvenience to the customer. A conference was held on June 1 with the garment trades and later with the shoe trade. Joint committees in the trades are now at work reducing and simplifying the styles for 1918.

Gradual Readjustment.

Business men will understand the enormous savings which will be brought about by this work. Furthermore, they will appreciate the wisdom of this deliberate preparation which might leave unsold many styles already made up. The readjustments suggested have been made in the other countries at war and sometimes they have been made suddenly and drastically without opportunity to avoid loss.

The illustrations given above indicate in general what the Board of Commercial Economy is doing, which in short may be said to be determining the activities of commodity distribution which are unessential, and co-operating with business men to avoid this waste in time of war. In this work the Board wants the co-operation of every business man.

Savings in Other Businesses.

In many lines of business similar

savings may be made. In time of war business cannot continue to render the elaborate service possible in time of peace. In order that National energy may be directed first toward prosecuting the war, business activities must be reduced in many directions. If this is to be done gradually, and with due regard to supplies of materials and finished product already on hand, business men must act at once.

No time is to be lost. In every line of business men must consider what activities or services may be dispensed with during the war. The Board of Commercial Economy wants suggestions. Association of business men should immediately appoint committees, if they have not already done so, to consider and act along the lines suggested. Much loss may be avoided by prompt, intelligent action.

The Board of Commercial Economy is in the Munsey building, Washington, D. C.

Elliot H. Goodwin, Gen. Sec'y.

Sidelights on Celery City and Environs.

Kalamazoo, July 10—The annual conference of traveling representatives of the Kalamazoo Loose Leaf Binder Co. will occur in this city July 13, 14 and 15, when more than thirty of the company's salesmen will gather at the Hotel Rickman. The first two days of the meeting will be devoted to business sessions, during which there will be an exchange of ideas and a campaign for the coming year mapped-out. The last day will be devoted to an outing at the Gull Lake Country Club, when the salesmen, office force and other employees will be guests of the company. An extensive programme of sports has been arranged, in which everyone will participate. Among the events will be a ball game between teams made up from the sales force and the factory employees. There will be a picnic dinner at noon.

The Michigan State Telephone Co. is experiencing great difficulty in supplying its new subscribers in Kalamazoo. Practically all the wires on the trunk lines have been taken and before the many orders that have been made can be filled, it will be necessary to install more mains. The company for nearly two years has been seeking to make the extensions, on which it is planning to spend \$100,000. This work, however, is being delayed by the shortage of materials.

E. A. Welch, of Kalamazoo who served on the state of the order committee this year and attended the recent meeting of the Supreme Council of the United Commercial Travelers of America, held in Columbus, says he was very proud of the Michigan representatives. Frank S. Ganiard, of Jackson, was presented with a Past Supreme Counselor's jewel and Grand Counselor John A. Hach, of Coldwater, acted like an old veteran and made a very favorable impression. Wilbur Burns, of Grand Rapids, was there with a maiden speech which made delegates from other states ask who he was. Several of the boys called on Wilbur at his room in the Chitturden Hotel one night and, after presenting him with a very important telegram, initiated him into "Lom Council," Mike Howarn, of Detroit, acting as spokesman. A. G. MacEachron, of Detroit, also became famous by making a speech in favor of Dr. Taylor. Fred J. Moutier was made chairman of the delegation, with Sam Rindskoff as an understudy. The reports of the different committees showed the organization to be in fine condition with the membership increasing rapidly. George E. Hunt was congratulated on the side for the record he made as Supreme Counselor.

Kalamazoo Council will hold its regular meeting in the K. of P. hall next Saturday evening and expects

a large attendance, as reports of great interest will be presented at that time.

W. S. Cook.

Bottom Facts From Booming Boyne City.

Boyne City, July 9—There has been a change in the local managership of the Michigan Trust Company, receiver for the W. H. White Co., F. O. Barden having taken the place of H. W. Everest. Mr. Everest has made many friends in the community in the three years of his residence here.

The Chamber of Commerce, or, rather, a goodly majority of the local business men of the city, have made arrangements for a re-organization of the local body under the guidance of the Wagner Organization Bureau, of Detroit. Mr. Wagner will this week take personal charge of the work.

One of our local tradesmen is putting into practice the methods of the mail order people with very satisfactory results to his business. He is telling the people what he has to sell and how much it will cost them, and his prices and services are right.

Boyne City is soon to lose a very strong man who has been closely identified with all its civic activities for the past five years. J. M. Gleason, who has been in charge of the Presbyterian church, will take up army Y. M. C. A. work in the near future. Mr. Gleason has made a place for himself here, not only in the church, but out of it, not as pastor, but as a great big whole souled man, with a big M.

H. B. Sayles, who recently moved his grocery stock into the Caplin block, is making things very lively around that previously quiet corner.

The writer cannot help thinking that social conditions in Germany, as referred to in your paragraph concerning women in your last week's issue, are precisely what our "advanced" feminists have been shrieking for for the past ten years or longer: the "privilege" of working along with the men in the same avocations; the "privilege" of having children without being tied to any man; the "privilege" of the abolition of the dual standard of morality. We wonder how the actuality of the condition that the protected women of this country have so fiercely fought for appeals to them.

Maxy.

Late News From the Cereal City.

Battle Creek, July 10—H. G. Alden and W. R. Alden, members of Battle Creek Council, have entered into a new business. They purchased the Childs farm in Kalamazoo county, and will convert it into a model dairy farm. Success to you, boys.

Mail to Allentown, Pa., for the ambulance boys is placed in separate sacks from Battle Creek, saving forty-eight hours time in delivery.

Mr. and Mrs. L. W. Dudley are the proud parents of a baby girl.

The truck company which are coming here with thirty-five Kelly-Springfield trucks to aid in hauling supplies to the cantonment are not expected here until Monday. They have to come all the way from Arizona. These machines will be loaded on flat cars and it is expected they will be in service a few days after they arrive here.

All members of Jackson, Hillsdale, Battle Creek, Kalamazoo and Coldwater Councils may look for some hard work and enjoyable time when our Grand Counselor, John A. Hach, gets his lines laid so he can pull them with success. Come on, John, we are all ready to help you make this year the best ever.

Thanks to Grand Counselor Hach for the report he gave us in the Tradesman on the Supreme Council meeting at Columbus.

John Q. Adams.

Fortunate is the man who can eliminate the word revenge from his vocabulary.

The Studebaker Collapse.

The selling organization of the Studebaker Co. has fallen down. This is admitted by those most closely in touch with the actual conditions in the company. It is reported that at present the total number of unsold cars is about 12,000, or between six or seven weeks' production. This situation has developed with great rapidity and it is only within the past fortnight that the public became aware of it. The action of the stock on the New York Stock Exchange is the result. During 1916 the company earned 26.14 per cent. on the \$30,000,000 common stock, and in 1915 earnings were 27.46 per cent. But 1917 probably will show earnings barely sufficient to cover the 7 per cent. requirements on the \$10,965,000 preferred and the 10 per cent. on the common. It would not be surprising if the board should suspend dividends on the stock until the present period of readjustment is passed. Floating debt, which represents not only inventory but accounts collectable owing on Government contracts, must be reduced, and earnings may be re-established before a dividend policy can become assured. In some quarters it is believed that dividends will have to be suspended entirely, while others take the position that a reduction to at least 5 per cent. and probably 4 per cent. is essential. In proportion to its common stock assets and in the ratio of working capital to gross sales, the present dividend rate is too high. Another serious situation develops from the fact that the floating debt has reached 30 per cent. of the outstanding common stock.

It is more profitable to run blank space in your newspaper advertising than to use copy that even borders on the untruthfulness.

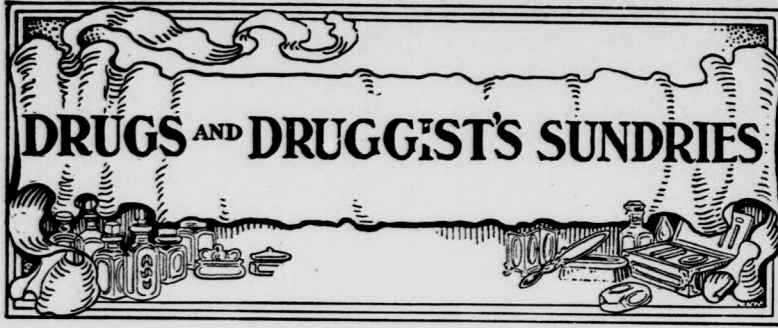
Have You Ordered
Vita THE NEW
CEREAL BEVERAGE
Write for our trial order plan
Petersen Beverage Co. Grand Rapids, Michigan

Auto Thief

Still Working in Michigan

Sylvester Pheny, attorney at Holly, had his Ford automobile stolen July 3; George A. Schable of Ann Arbor, his Hudson automobile stolen; J. E. Timberlin of Grand Ledge had his Overland stolen July 4; A. Lenz of Bay county a large Paige car stolen June 23; Mrs. A. S. Miller of Pontiac, had her Hudson car stolen on June 26.

A reward of \$125 is offered by the Citizens' Mutual Automobile Insurance Company of Howell for the return of the above automobiles.



Michigan Board of Pharmacy.
 President—Leonard A. Seltzer, Detroit.
 Secretary—Edwin T. Boden, Bay City.
 Treasurer—George F. Snyder, Detroit.
 Other Members—Herbert H. Hoffman, Sandusky; Charles S. Koon, Muskegon.

Michigan State Pharmaceutical Association.
 President—P. A. Snowman, Lapeer.
 Secretary—F. J. Wheaton, Jackson.
 Treasurer—E. E. Faulkner, Delton.
 Next Annual Meeting—Detroit.

Michigan Pharmaceutical Travelers' Association.
 President—W. F. Griffith, Howell.
 Secretary and Treasurer—Walter S. Lawton, Grand Rapids.

Secret of Success in the Drug Business.

Commercial pharmacy is the art of determining the compatibility of brains with business; it is the modus operandi whereby a deficit is transformed into a surplus; it is the hocus pocus in the business game which enables the slave of long hours to escape the sheriff or side-step the suicide club at the first of every month; it is the fairy godmother to the ambitious youth of brains who uses 99 per cent. of the axioms of Wall Street to 1 per cent. of the high explosive "profess" stuff crammed into his thought chamber by good natured and well meaning wise ones.

Times change and men, as well as business methods, must adapt themselves to changed conditions or eventually find themselves in the discard. If you are not in step with commercial advancement you will soon discover yourself in the rear of the business army, a conspicuous member of the awkward squad. If you desire a place on the firing line you must learn to hit the bull's eye. There was a time when it was a capital offense in the cod of pharmaceutical ethics for a druggist to sell aught but pill or plaster; now the druggist who stands ace high in the reference books of the United Agency, "who's who" is the live wire who sells everything from toothpicks to threshing machines. For years the druggists drew about themselves the cloak of assumed professionalism and came near letting the department stores and other competitors separate them from their clabber. Necessity, the Big Ben alarm of business, disturbed their slumbers and to-day many of them are beginning to come into their own. What is the use of emphasizing the need of more technical learning when we are putting less of it into practice than ever before? Ready-made prescriptions, freely prescribed, compose 50 per cent. of those on file in your prescription department, 45 per cent. of the remainder require no technical learning to dispense. The pharmaceutical manufacturing houses are doing our com-

ounding; about the only real qualification required is ability to draw a cork gracefully and write a label legibly. An expert in reading handwriting is a greater necessary adjunct to the average prescription department than is a pharmacist who can figure percentage solutions. The specialty salesmen call on our physicians showing more different products than Heinz has pickles—and he is said to have fifty-seven and no two alike. So long as the pharmaceutical houses are able to convince the physicians that the goods they manufacture are what their patients should have what's the use of pulling up stream? Why not supply what they want and use the otherwise wasted energy in selling a post auger, a gold watch or a flying machine?

What the drug business needs is more commercial education rather than more pharmaceutical education. There are some people in the drug business loaded down with technical pharmaceutical knowledge until their frail underpinning resembles the wishbone of a chicken, who could not distinguish a business proposition from a circus poster. There are more "distinguished personages" in the scrap heap of financial distress than there are bacteria in a quart of swamp water. The man who can look at his books at the close of the day's business and view in detail every department of his activities, learning whether he has made or lost money, is of more importance and is a better guaranty for the future success of the drug business and is rated higher in Dun and Bradstreet than is the pharmacy college "grad" who can tell you the chemical reaction which takes place when you treat snake eggs with household ammonia.

The reason the retail drug business is in the dry dock to-day is not because of the lack of technical education but rather because they do not know the everyday game of business. In the commercial world the retail druggists are classed along with peanut vendors and confectioners—it's the druggists' fault they seem to be perfectly satisfied with their classification. Nor is this a new condition, for it existed the same during the days of more strict professionalism. They fail to endeavor to exert their influence, if they have any in the community, for fear they may drive some easily offended customer to their competitor, they never take the time to associate with men of big business affairs and get from them the rudimentary ideas of the business world. They spend what spare time they may have perusing the pages of scientific

lore rather than keeping posted on the latest price changes.

I do not mean to discredit the professional pharmacist; he has a very useful and honorable sphere, but rarely in connection with actual business pursuits, the object is rather to emphasize that professional pharmacy when not combined with commercial knowledge is in most instances a miserable failure.

It is well enough to have one man around the establishment who can write "PhG." after his cognomen. It adds "tone," connects up the past with present—and you might have occasion to use his technical knowledge once or twice a year. A man may have the right to place after his name as many letters as a centipede has legs, but if he is not wise to the commercial game he is a liability to your business.

I employ a graduate in pharmacy who can talk me ragged about chemical "gim-cracks" that I am not on speaking terms with, however, as he is—it is not the "M. Ph." he is entitled to write after his name that pulls down his pay check at the end of each month and brings him a bonus at the end of the year, but it is his batting average in the commercial game that makes him valuable to me and to himself.

You can monkey with your test tubes, crucibles and retorts until your cadaverous face resembles old "Doc." Galen and you imagine you are an exact likeness of the alchemist of old, but if you do not hit the ball you will hear the fateful words "you're out!" "batter up," and after the game is over and you sit in the grey twilight of old age your friends will have to pass the hat around for you, and on that eventful occasion when you respond to life's last curtain call your wife will not have sufficient funds to buy crepe for the door.

Chain stores succeed because they are conducted by those who understand the commercial game, by men who may or may not be pharmacists, in the generally accepted definition of the term. They don't care a rap how many drops of digitalis it will take to make a guinea pig have pleasant dreams about his ancestors. That's good "high brow" stuff, but when you go to talking "guinea pigs" to the man of business affairs the chances are he will refer you to the packing house. What he wants is results—the coin.

In politics the average druggist is a moral coward. Some broken-down politician, who attempts to practice law as a side line, can announce for the legislature, drop into your pill shop, call you "doc," buy a 5-cent cigar and vote the whole store for him. You fall for his game, rather than have the grit in your crop to look him square in the face and tell him of the reforms the druggists are demanding, and tell him if he can't give you a square deal and support what you want you will fight him until hell freezes over.

The secret of success is industry and a thorough knowledge of every detail of your business. Keep an eye out for all the leaks—"a small leak

can sink a great ship;" small savings will in time make large accumulations; taking discounts is more profitable than paying interest; a business kept going by schemes and premium devices is already bankrupt but doesn't know it; time spent in cultivating the good will of traveling men, representing legitimate lines, is bread cast upon the water, never be too busy to be other than polite to them, you will find they can give many good ideas about things other than the lines they sell. The jobber is your best commercial friend, if you act square and honest with him, if you are reasonable in your demands and dependable in your transactions, you will find it seldom indeed when he turns a deaf ear in your hour of need. Endeavor to accumulate enough to plant a little coin outside in legitimate business enterprises paying sure dividends; avoid speculation and get-rich schemes as you would yellow fever; form good business and banking connections; be cautious but aggressive; get in the game with both eyes open and the right determination and you will win.

Walter D. Adams.

The man who is thoroughly imbued with the idea that a public office is a private snap doesn't believe in investigating committees.

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

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



It's Pure. That's Sure

Piper Ice Cream Co.
 Kalamazoo, 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:

00 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.

Some Little Things That Count.

A druggist once met a friend in a hotel lobby. The friend wanted to do some telephoning and was waiting for a chance at the telephone booth.

"You can cut in there and save time," he suggested.

His friend shook his head. "No," said he, "this is an important matter and there are too many people standing around to suit me.

Then the druggist got into conversation with the operator in charge and picked up some valuable pointers.

"They come for blocks," explained the operator, "to use our 'phones."

"Because we have booths."

The druggist turned this over in his mind and by the time his friend had finished was ready to take action. He went straight to the telephone company and made arrangements to have two booths placed in his store.

In a short time business in the telephone line had just about trebled.

This druggist had a store in an apartment house located in a nice uptown neighborhood. He watched telephone business closely to see how things would go, and soon found that people would come for long distances, past two or three other drug stores, just to use his booths.

"It's a little kink in human nature worth remembering," he used to say.

The commissions derived probably did not amount to very much. Still, all these little items count up.

The main point, however, lies in getting people into your store. They are almost sure to buy other things. They advertise your store for you. They bring in strangers now and then. They help to make your place of business look busy and prosperous.

In building up a successful business it is not always necessary to introduce some startling or spectacular scheme.

It is the little things that count, the plain ordinary things of everyday life. Something to add to comfort or service, some apparently insignificant point, may bring dozens of people to your store. To get them coming your way is what you want.

Wealth and happiness are not always on speaking terms.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various pharmaceuticals and their prices. Categories include Acids, Ammonia, Balsams, Barka, Berries, Extracts, Flowers, Gums, Insecticides, Ice Cream, Leaves, Oils, Potassium, Roots, Seeds, Tinctures, and Miscellaneous. Each item is listed with its price per unit.

Wholesale Only

Drugs

Sundries

Holiday Goods

Books

Stationery

Sporting Goods

Soda Fountains and Fixtures

Rock Candy Syrup, Fruit Juices, Crushed Fruits, and all Extracts, Flavors, etc., used in Soda Fountain Work.

Carbonators, Electric Mixers, Electric Fans, Tables, Chairs, Stools, Glasses, Spoons, Ice Cream Dishes and Pails, and all appurtenances used in connection with Soda Fountains and Ice Cream Parlors.

Hazeltine & Perkins Drug Co.

Grand Rapids, Michigan

GROCERY PRICE CURRENT

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

ADVANCED

- Honey
- Rolled Oats
- Starch
- Karo Syrup
- Hominy

DECLINED

Flour

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Vinegar	12
Washing Powders	14
Wicking	12
Woodenware	12
Wrapping Paper	13
Yeast Cake	13

ARCTIC AMMONIA	12 oz. ovals, 2 doz. box 2 00
AXLE GREASE	Frazer's
	11b. wood boxes, 4 doz. 3 00
	11b. tin boxes, 3 doz. 2 35
	3 1/2 lb. tin boxes, 2 dz. 4 25
	10lb. pails, per doz. 6 00
	15lb. pails, per doz. 7 20
	25lb. pails, per doz. 12 00
BAKED BEANS	No. 1, per doz. 1 35
	No. 2, per doz. 2 25
	No. 3, per doz. 2 75
BATH BRICK	English 95
BLUING	Jennings'
	Condensed Pearl Bluing
	Small, 3 doz. box 1 95
	Large, 2 doz. box 2 40
Folger's	Summer Sky, 6 oz., per doz. 45
	Summer Sky, 12 oz., per doz. 85
BREAKFAST FOODS	Bear Food, Pettijohns 3 50
	Cracked Wheat, 24-2 4 50
	Cream of Wheat 7 50
	Cream of Rye, 24-2 4 30
	Quaker Puffed Rice 4 30
	Quaker Puffed Wheat 4 30
	Quaker Brkfst Biscuit 1 90
	Quaker Corn Flakes 2 60
	Washington Crisps 2 30
	Wheatena 5 10
Evapor'd Sugar Corn	Grape Nuts 2 85
	Sugar Corn Flakes 2 50
	Holland Rusk 3 80
	Krinkle Corn Flakes 2 80
Mapl-Flake, Whole	Wheat 4 05
	Minn. Wheat Food 6 50
Ralston Wheat Food	Large 18s 3 60
	Ralston Wht Food 18s 2 45
Ross's Whole Wheat	Biscuit
	Saxon Wheat Food 4 50
	Shred Wheat Biscuit 4 00
	Triscuit, 18 2 10
	Pillsbury's Best Cer'l 2 50
	Post Toasties, T-2 3 30
	Post Toasties, T-3 3 30
	Post Tavern Porridge 2 80
BROOMS	Fancy Parlor, 25 lb. 7 50
	Parlor, 5 String, 25 lb. 7 25
	Standard Parlor, 23 lb. 7 00
	Common, 23 lb. 6 50
	Special, 23 lb. 6 25
	Warehouse, 23 lb. 8 00
	Common, Whisk 1 30
	Fancy, Whisk 1 75
BRUSHES	Scrub
	Solid Back, 8 in. 75
	Solid Back, 11 in. 95
	Pointed Ends 85
	Stove
	No. 3 90
	No. 2 1 25
	No. 1 1 75
	Shoe
	No. 3 1 00
	No. 7 1 30
	No. 4 1 70
	No. 3 1 90
BUTTER COLOR	Dandellon, 25c size 2 00
CANDLES	Paraffine, 6s 10
	Paraffine, 12s 11
	Wicking 20
CANNED GOODS	Apples
	3 lb. Standards @ 1 00
	No. 10 @ 3 90
Blackberries	2 lb. 1 75 @ 2 00
	Standard No. 10 @ 7 25
Beans	Baked 1 25 @ 2 25
	Red Kidney 1 25 @ 1 35
	String 1 50 @ 2 00
	Wax 1 50 @ 2 00
Blueberries	Standard 1 40
	No. 10 7 25
Clams	Little Neck, 1 lb. 1 45
Clam Bouillon	Burnham's 1/2 pt. 2 25
	Burnham's pts. 3 75
	Burnham's qts. 7 50
Corn	Fair 1 85
	Good 1 85
	Fancy 1 85
French Peas	Monbadon (Natural) per doz. 1 20
Gooseberries	No. 2, Fair 1 20
	No. 2, Fancy 1 20
Hominy	Standard 1 20
Lobster	1/4 lb. 1 90
	1/2 lb. 3 10
	Picnic Flat 3 75
Mackerel	Mustard, 1 lb. 1 80
	Mustard, 2 lb. 2 80
	Soused, 1 1/2 lb. 1 60
	Soused, 2 lb. 2 75
	Tomato, 1 lb. 1 50
	Tomato, 2 lb. 2 80
Mushrooms	Buttons, 1/2s @ 30
	Buttons, 1s @ 50
	Hotels, 1s @ 44
Oysters	Cove, 1 lb. @ 1 20
	Cove, 2 lb. @ 1 80
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, 1/4s 6 25
	Domestic, 1/2 Mustard 6 00
	Domestic, 3/4 Mustard 5 50
	Norwegian, 1/4s 11 @ 16
	Portuguese, 1/2s 22 @ 30
Sauer Kraut	No. 3, cans 2 75
	No. 10, cans 2 75
Shrimps	Dunbar, 1s doz. 1 25
	Dunbar, 1 1/2s doz. 2 40
Succotash	Fair 1 80
	Good 1 80
	Fancy 1 80
Strawberries	Standard 2 00
	Fancy 2 75
Tomatoes	No. 2 1 65
	No. 3 2 00
	No. 10 6 75
Tuna	Case
	1/4s, 4 doz. in case 4 50
	1/2s, 4 doz. in case 7 50
	1s, 4 doz. in case 10 00
CATSUP	Snider's 1/2 pints 1 50
	Snider's pints 2 50
CHEESE	Acme @ 29
	Carson City @ 26
	Brick @ 26
	Leiden @ 29
	Limburger @ 29
	Pineapple 1 25 @ 1 35
	Edam @ 1 80
Sap Sago @	Swiss, Domestic 1/4

CHEWING GUM	Adams Black Jack 62
	Adams Sappota 70
	Beeman's Pepsin 62
	Beechnut 60
	Chiclets 1 33
	Doublemint 64
	Flag Spruce 62
	Hershey Gum 48
	Juicy Fruit 64
	Sterling Gum Pep. 62
	Sterling 7-Point 62
	Spearmint, Wrigleys 64
	Spearmint, 5 box jars 3 20
	Spearmint, 6 box jars 3 85
	Yucatan 62
	Zeno 64
	Smith Bros. Gum 62
	Wrigleys 5 box lots 61
	O. K. Gum 75
CHOCOLATE	Walter Baker & Co.
	German's Sweet 24
	Premium 35
	Caracas 28
	Walter M. Lowney Co.
	Premium, 1/4s 35
	Premium, 1/2s 35
CLOTHES LINE	No. 40 Twisted Cotton 1 30
	No. 50 Twisted Cotton 1 70
	No. 60 Twisted Cotton 2 20
	No. 80 Twisted Cotton 2 40
	No. 50 Braided Cotton 1 75
	No. 60 Braided Cotton 2 00
	No. 80 Braided Cotton 2 50
	No. 50 Sash Cord 2 50
	No. 60 Sash Cord 3 00
	No. 60 Jute 1 25
	No. 72 Jute 1 40
	No. 60 Sisal 1 30
Galvanized Wire	No. 20, each 100ft. long 1 90
	No. 19, each 100ft. long 2 10
	No. 20, each 100ft. long 1 00
	No. 19, each 100ft. long 2 10
COCOA	Baker's 39
	Cleveland 41
	Colonial, 1/4s 35
	Colonial, 1/2s 33
	Epps 42
	Hershey's, 1/4s 32
	Hershey's, 1/2s 30
	Huyler 36
	Lowney, 1/4s 38
	Lowney, 1/2s 37
	Lowney, 3/4s 37
	Lowney, 5 lb. cans 37
	Van Houten, 1/4s 18
	Van Houten, 1/2s 18
	Van Houten, 1s 36
	Van Houten, 1s 36
	Wan-Mta 26
	Webb 33
	Wilber, 1/4s 33
	Wilber, 1/2s 32
COCOANUT	Dunham's per lb.
	1/4s, 5 lb. case 32
	1/4s, 15 lb. case 31
	1/4s, 15 lb. case 31
	1s, 15 lb. case 30
	1s, 15 lb. case 29
	1/2s & 1/4s, 15 lb. case 30
	1/2s & 1/4s, 15 lb. case 4 00
	Bulk, pails 20
	Bulk, barrels 18 1/2
	Baker's Brazil Shredded 70 5c pkgs., per case 2 80
	36 10c pkgs., per case 2 80
	16 10c and 33 5c pkgs., per case 2 80
	Bakers Canned, doz. 95
COFFEES ROASTED	Rio
	Common 19
	Fair 19 1/2
	Choice 20
	Fancy 21
	Peaberry 23
Santos	Common 20
	Fair 20 1/2
	Choice 21
	Fancy 21
	Peaberry 23
Maracalbo	Fair 24
	Choice 25
Mexican	Choice 25
	Fancy 26
Guatemala	Fair 25
	Fancy 28
Java	Private Growth 28 @ 30
	Mandling 31 @ 35
	Aukola 30 @ 32
Mocha	Short Bean 25 @ 27
	Long Bean 24 @ 25
	H. L. O. G. 26 @ 28
Bogota	Fair 24
	Fancy 26
	Exchange Market, Steady
	Spot Market, Strong
Package	New York Baster
	Arbuckle 21 50

McLaughlin's XXXX	McLaughlin's XXXX
package coffee is sold to	retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.
Extracts	Holland, 1/2 gro. bxs. 95
	Felix, 1/4 gross 1 15
	Hummel's foll, 1/2 gro. 85
	Hummel's tin, 1/2 gro. 1 43
CONDENSED MILK	Carnation, Tall 6 20
	Carnation, Baby 6 10
	Hebe, Tall 5 10
	Hebe, Baby 5 00
CONFECTIONERY	Stick Candy Pails
	Horehound 15
	Standard 15
	Standard, Small 16
	Twist, Small 16
	Cases
	Jumbo 16
	Jumbo, Small 16 1/2
	Big Stick 16
	Boston Sugar Stick 18
Mixed Candy	Broken 15
	Cut Loaf 16
	French Cream 16
	Grocers 11
	Kindergarten 17
	Leader 15
	Monarch 14
	Novelty 16
	Paris Creams 17
	Premio Creams 19
	Royal 13
	Special 13
	Valley Creams 17
	X L O 12
Specialties	Pails
	Auto Kisses (baskets) 17
	Bonnie Butter Bites 21
	Butter Cream Corn 19
	Caramel Bon Bons 18
	Caramel Croquettes 17
	Cocoanut Waffles 16
	Coffy Toffy 19
	National Mints 7 lb tin 22
	Fudge, Walnut 18
	Fudge, Choco, Peanut 17
	Fudge, White Center 16
	Fudge, Cherry 16
	Fudge, Cocoanut 17
	Honeysuckle Candy 18
	Iced Maroons 18
	Iced Gems 18
	Iced Orange Jellies 16
	Italian Bon Bons 15
	Jelly Mello 15
	AA Licorice Drops 5 lb. box 1 50
	Lozenges, Pep. 17
	Lozenges, Pink 17
	Manchus 16
	Molasses Kisses, 10 lb. box 18
	Nut Butter Puffs 16
	Star Patties, Asst. 17
Chocolates	Pails
	Assorted Choc. 19
	Amazon Caramels 20
	Champion 18
	Choc. Chips, Eureka 24
	Climax 18
	Eclipse, Assorted 19
	Ideal Chocolates 19
	Klondike Chocolates 24
	Nabobs 24
	Nibble Sticks 26
	Nut Wafers 24
	Ocoro Choc Caramels 22
	Peanut Clusters 27
	Quintette 19
	Regina 17
	Star Chocolates 18
	Superior Choc. (light) 19
Pop Corn Goods	Without prizes.
	Cracker Jack with coupon 3 50
	Cracker-Jack Prize 3 75
	Checkers Prize 3 75
Cough Drops	Putnam Menthol 1 20
	Smith Bros. 1 30
NUTS—Whole	lb.
	Almonds, Tarragona 21
	Almonds, California soft shell Drake 21
	Brazils 21
	Filberts 21
	Cal. No. 1 S. S. 21
	Walnuts, Naples 21
	Walnuts, Grenoble 21
	Table nuts, fancy 13 @ 14
	Pecans, Large 16 @ 17
	Pecans, Ex. Large 16 @ 17
	No. 1 Spanish Shelled Peanuts 16 @ 16 1/2
	Ex. 1g. Va. Shelled Peanuts 16 1/2 @ 17
	Pecan Halves 16 @ 17
	Walnut Halves 16 @ 17
	Filbert Meats 16 @ 17
	Almonds 16 @ 17
	Jordan Almonds 16 @ 17

Peanuts	Fancy H P Suns
	Raw 11 1/4 @ 12 1/4
	Roasted 12 1/4 @ 13 1/4
	H P Jumbo
	Raw 13 1/4 @ 13 3/4
	Roasted 14 1/4 @ 14 3/4
CREAM TARTAR	Barrels or Drums 58
	Square Cans 62
	Boxes 57
	Fancy Caddies 70
DRIED FRUITS	Apples
	Evap'd Choice blk. @ 13
	Evap'd Fancy blk @ 7
	Apricots
	California @ 25
	Corsican 25
	Citron 25
	Currents
	Imported, 1 lb. pkg. 19
	Imported, bulk 18 1/2
	Peaches
	Muir's—Choice, 25 lb. 12
	Muir's—Fancy, 25 lb. 13
	Fancy, Peeled, 25 lb.
	Peel
	Lemon, American 20
	Orange, American 21
	Raisins
	Cluster, 20 cartons 9
	Loose Muscatels, 4 Cr. 9
	Loose Muscatels, 3 Cr. 8 1/2
	L. M. Seeded, 1 lb 10 1/4 @ 10 1/2
	California Prunes
	90-100 25 lb. boxes @ 10
	80-90 25 lb. boxes @ 10 1/2
	70-80 25 lb. boxes @ 11 1/2
	60-70 25 lb. boxes @ 12 1/2
	50-60 25 lb. boxes @ 13
	40-50 25 lb. boxes @ 15
FARINACEOUS GOODS	Beans
	California Limas 17 1/2
	Med. Hand Picked 10
	Brown Holland 8
	Farina
	25 1 lb. packages 2 50
	Bulk, per 100 lb. 9
	Original Holland Rusk
	Packed 12 rolls to container
	3 containers (40) rolls 3 80
	Hominy
	Pearl, 100 lb. sack 5 25
	Maccaroni and Vermicelli
	Domestic, 1 lb. box 75
	Imported, 25 lb. box ...
	Pearl Barley
	Chester 6 50
	Portage 8 00
	Peas
	Green, Wisconsin, bu. 7 00
	Split, lb. 13 1/2
	Sago
	East India 15

6

Table with 1 column: FLOUR AND FEED. Lists various flour and feed products with prices.

7

Table with 1 column: Jell-O. Lists various Jell-O products with prices.

8

Table with 1 column: 20 lb. pails. Lists various products in 20 lb. pails with prices.

9

Table with 1 column: Mackerel. Lists various mackerel and other seafood products with prices.

10

Table with 1 column: Oolong. Lists various oolong and other tea products with prices.

11

Table with 1 column: Smoking. Lists various smoking products with prices.

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, 35c 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	35 00
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 1/4 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 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	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

14	
BAKING POWDER	
K C	
10c, 4 doz. in case	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 up- on 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 FREE RUNNING SALT IT POURS MORTON SALT COMPANY	
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
Scouring, 50 cakes	1 80
Scouring, 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	
MICA AXLE GREASE LUBRICATING OIL COMPANY INDUSTRIPRATES	
1 lb. boxes, per gross	8 70
3 lb. boxes, per gross	23 10

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	

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		BBLs.
White City (Dish Washing)	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

The Iron Safe Clause

in Fire Insurance Policies, which is frequently used as a club by unscrupulous insurance adjusters to coerce merchants who have suffered loss by fire to accept less than the face of their policies, has no terrors to the merchant who owns a York fire proof safe.

This safe is carried in stock and sold at factory prices by the Western Michigan representative of the York Safe & Lock Co.

GRAND RAPIDS SAFE CO.

GRAND RAPIDS, MICHIGAN

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.

Merchants wishing to sell stocks or a portion of same at an advantage, should get in touch with us.

Weickgenants Dept. Store,
Battle Creek, Mich.

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

For Sale—Stock of groceries in a small town in Northern Michigan in a good farming section. Telephone exchange in store. Will sell or rent building. Address for particulars, C. A., care Michigan Tradesman. 199

For Sale—Clean stock of shoes and staple dry goods and men's furnishings about \$1,800. Can be easily moved. Investigate soon. Ideal proposition. Address No. 200, care Tradesman. 200

40 acres good muck land, clay sub soil, near Grant. Price \$2,000. Will exchange for drug stock and pay balance in cash if not too large. C. E. Hessey, 801 Madison Ave., Grand Rapids. 201

For Sale—Drug store in small town; also desirable residence. Good opening for doctor. Write for information, J. H. Myers & Co., Ridgeland, Miss. 202

For Sale—Two-story brick building 22 x 70, basement same size. Cemented cellar bottom. Opera house on second floor. Building built five years. I want to retire from the retail business. New stock of men's furnishings, shoes, some clothing. Only store of its kind in town. Am doing cash business. Fine opening for ready-made clothing store for men and boys. This town is located in one of the best farming sections in Michigan. Large milk condensary pays from \$28,000 to \$30,000 to farmers every month for their milk product. Address Lock Box 172, Webberville, Michigan. 203

For Sale—General country stock and two-story building on an acre lot located in a good farming summer resort section, established trade, fine chance for a live man with limited means. Address, H. M. Atwood, Holland, Mich. 205

I increased my income from \$600 to \$5,000 with a small mail order business started with \$3. at home evenings. Free booklet tells how. 2c postage. Altz Scott, Cohoes, N. Y. 206

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

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

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—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

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, 432-28 W. Jackson Blvd., Chicago. 800

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

Get More Business

Our new 1917 system and method of selling merchandise in a retail manner for the merchant knows no failure, regardless of town, country or condition. Take no risk. Only pay us what we earn. Write for our plans to-day. We guarantee you a net profit above all expense.

UNITED SALES CO.
431 Houseman Bldg.
GRAND RAPIDS - MICHIGAN

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

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

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

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

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

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

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. Neudenfeldt, Enderlin, North Dakota. 193

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

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

HELP WANTED.

Clerk wanted for country store in Northern Michigan. Some experience necessary. Married man preferred. Wages \$50 to \$75 according to ability. Address No. 204, care Tradesman. 204

Wanted—Salesman with some money to invest in growing business that will bear the strictest investigation. Prefer experienced cigar salesman. Address No. 207, care Tradesman. 207

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—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



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DORNBOS
Single Binder
Overflowing with Quality
Try them.
It will bring you friends
and business.

You'll Find It Everywhere

Wherever you are, in the city, in the suburb or in the remote rural district, you will find the BELL TELEPHONE.

There are Bell Telephones in 10,000 places without railroad facilities and in 5,000 places without even a post office. BELL SERVICE offers 340,000 connections in Michigan and 10,000,000 in the United States.

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Use the Bell Telephone



Michigan State Telephone Company

Grand Rapids, Michigan

Use Tradesman Coupons

Review of the Grand Rapids Produce Market.

Apples—Harvest varieties from the South command 75c per climax basket and \$1.50 per bu.

Asparagus—Home grown \$1 per doz. Bananas—\$5 per 100 lbs.

Beets—30c per doz. bunches for home grown.

Butter—The market has been very active on all grades during the past week. The consumptive demand has been good and the quality arriving is the best of the year. The market is in a healthy condition on the present basis of quotations, and we are not likely to experience any change in the immediate future. Local dealers hold fancy creamery at 37c in tubs and 38c in prints. Local dealers pay 33c for No. 1 in jars and 29c for packing stock.

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

Cantaloupes—Ponys from California command \$2.50 for 54s and \$2.75 for 45s; pinkmeats from Arizona, \$1@1.25 per flats of 12 to 15.

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

Cauliflower—\$2.75 per doz.

Celery—Home grown, 40@60c per bunch.

Cherries—Early Richmonds (sour) command \$1.75 per 16 qt. crate; sweet varieties, \$2.25 per crate.

Eggs—Receipts of fresh are falling off to a considerable extent, due to the warmer weather. The consumptive demand has been very good and the market is ruling to-day about 1c per dozen higher than it did a week ago. The quality of eggs will be affected more or less with the heat and will not be as good as they have been. We look for a continued good market at prices ranging about as they are at present. Local dealers pay 30c for fresh, including cases, holding case count at 31c.

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 selling at \$6 for choice and \$6.50 for fancy.

Lettuce—60c per bu. for garden grown leaf; \$1 per hamper for Southern head.

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 yellow command \$1.50 for large and \$1 for small.

Oranges—California Valencias, \$4.50 @4.75.

Peas—\$1.50 per bu. for home grown.

Peaches—Georgia Bells fetch \$3 per climax crate; Georgia Elbertas command \$3.50 ditto.

Peppers—Southern command 50c 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@9 per bbl. for Virginia.

Poultry—Local dealers pay as fol-

lows, 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 \$2.40 @ \$2.50 for 16 qts. The crop is a heavy one.

Summer Squash—\$2 per bu.

Tomatoes—\$4 for 6 basket crate, Texas; hot house, \$1.35 for 8 lb. basket.

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

Wax Beans—\$3.50 per hamper from Illinois.

Activities in Michigan Cities.

Written for the Tradesman.

Muskegon is resolved that not a bit of food shall go to waste in the county this season. At a recent meeting at the Chamber of Commerce nineteen different organizations were represented. The farm service bureau has upwards of 100 persons enrolled who have volunteered services for the harvest season.

The new milk condensary at Grand Ledge, with daily capacity of 100,000 pounds, is in operation.

The factories at Adrian were closed down for inventory last week. Practically all of them are very busy and will be idle only a week this year.

Menominee has installed a filtration plant at cost of \$70,000.

Menominee and Marinette united July 4 in a celebration, the chief feature being the unveiling of a soldiers' monument on Stephenson island, the gift of former U. S. Senator Stephenson to the city of Marinette.

Lansing is an unhealthy place for the faker and the fly-by-night enterprise. The City Clerk reports all applicants to the Chamber of Commerce or the Mayor, and they do the rest.

Jackson's school census shows an increase of 614 over last year.

Monroe's municipal lighting equipment has been sold to the Detroit Edison Co. for \$92,000 and the Detroit company gets a thirty-year franchise also.

Ann Arbor opened its city playgrounds July 5.

Jackson has opened a city complaint bureau on the first floor of the city hall and nearly 100 kicks have been registered in less than a month.

Jackson is making an interesting municipal exhibit at the city library, showing by charts, photographs, maps and models, etc. city activities in the various departments.

Muskegon will soon adopt a building code in keeping with the city's rapid growth.

Boyer City has purchased a fire truck similar to the one in use at Petoskey. Almond Griffen.

The President's first proclamation on the control of exports is not unexpectedly comprehensive, although the dispatches speak of surprise on the part of those who have been urging such control. Food and food materials, mined fuel, iron, steel, and their products, fer-

ro-manganese, fertilizers, arms, ammunition, and explosives are covered. There is no inclusion as yet of lumber, of textiles and clothing, and of certain common metals. Before July 15 the regulations, with the limitations and exceptions of which the President speaks, will be published, subject, of course to elaboration and amendment. The action to be taken on food will probably wait for full formulation until the legal creation of Mr. Hoover's position as Food Administrator. It is intimated that coal and oil will be used to bring neutral shipping tonnage into the most useful relationship with the Allies, and that iron and steel will be furnished to Japan upon the basis of Japanese agreements to turn over shipping for transatlantic service for the nations with which she is allied in the war. The marked uneasiness of neutrals over the embargo shows what a mighty weapon the Government has in its embargo powers. It can be effective and still be exercised in accordance with the President's statement of June 26, sympathetically and justly.

With a view to adding to the fund which is being raised by the Navy Relief Society for the benefit of dependent families of injured or deceased marines in the employ of the Government during the war, Captain Moffett and Lieutenant Couch, of the United States Naval Station at Great Lakes, Illinois, have arranged to visit Grand Rapids Saturday of this week. They will be accompanied by a marine band of 50 pieces and 56 jackies. They will arrive at Muskegon on the Essex Saturday morning, giving

a drill in that city before coming on to Grand Rapids, where they are expected to arrive about noon. The entire party will be dined at the Pantlind Hotel as the guests of public spirited citizens of Grand Rapids and at 2:30 there will be a band concert and drill at the Kent Country Club, after which fifty young ladies will solicit subscriptions to the fund above stated. For this occasion the grounds of the Club will be opened to the public, but it is expressly stated that no one is expected to come who is not prepared to contribute to this cause. At 4 p. m. another concert and drill will be given at Ramona Park under the auspices of the Grotto, whose guests the band and jackies will be at Reed's Lake. After supper, furnished by the Grotto, the entire party will return to Chicago on the Essex, going via Holland.

Geo. A. Bruton (Worden Grocer Company) devoted his vacation week to a trip to Joliet via South Bend. He found the Lincoln Highway between those points—113 miles—to be a good road all the way and is loud in praise of the pleasant entertainment he received en route. Of course, his family accompanied him.

Poverty nips many a budding genius in the bud.

BUSINESS CHANCES.

What have you to trade for 40 acres Kalkaska county land, valued \$500. G. A. Johnson, Edgetts, Michigan. 208

For Sale—A stock of groceries, invoice not to exceed \$2,500. Doing a good business, mostly cash. Rent reasonable. Owner retiring. McDonald & Arnold, Cedar Springs, Michigan, Phone 15, Citizens. 209

BUSINESS

The aim of the Government is to keep business undisturbed. Several of the large truck factories may be taken over by the Government. That leaves the entire domestic demand to be supplied by the remainder of the truck manufacturers. This also means that now is the time to make investments in well organized companies whose sales departments are managed by men of KNOWN SUCCESS.

We offer Higrade Motors stock, all common, at par, \$10 per share.

GLENN H. DOWNES

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GRAND RAPIDS, MICHIGAN